A Study of What Young people and Community Organisations perceive as their support needs in Bayelsa State of Nigeria in “Tackling Poverty” and “How to Sway Policy Makers, Using Social Marketing Techniques?”

By

Ebikinei Stanley Eguruze
(Bsc(Marketing);LLB(Hons, Law); MA(Marketing);MA(Youth & Community Studies); (DipM(CIM,Marketing);Adv.DipM(ABE,Marketing.,),S.DipM(MAMSA,Marketing).

A thesis being submitted for the partial fulfillment of the requirements of the Cardiff Metropolitan University in collaboration with the London School Commerce (an associate college) for the degree of Doctor of Philosophy.

Supervised by:
Professor Malcolm Bennison (Supervisor), Emeritus Professor Bruce Lloyd (current Director of Studies) 01 June 2013 to date and Emeritus Professor Peter Abell (former Director of Studies) 01 June 2011 to March 2013

March 2016
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This thesis is a massive development from my previous two MA dissertations: one in marketing, the other in youth and community work. These provided the basis for the initial PhD thoughts. Based on this thesis a book is already due for immediate publication. In addition, parts of this thesis have been previously presented in seminars and conferences, whereas three articles have been successfully published. One was desk rejected. Other than any express acknowledgments, references and/or bibliographies cited in the thesis, I hereby affirm that the intelligent substance of the content of this thesis is the outcome of my personal endeavours.

Accordingly, the right of Ebikinei Stanley Eguruze to be noted as author of this work is submitted as per ss.78 of the Copyright, Designs, and Patents Act 1988. At this date, copyright is owned by the author.

Signature……………………………………
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March 2016
ABSTRACT

This study investigates what young people and community organisations see as their support needs in Bayelsa State of Nigeria in “tackling poverty. It also examines the process of influencing policy makers, using social marketing techniques. It seeks to expand understanding of the poverty elimination processes: not only within a developing country’s rural environmental context, but also endeavours to generalize the findings more broadly. It seeks an inclusive approach to policy determination driven by involving grassroots levels.

A mixed-methods research design was adopted engaging a quantitative approach in which 300 young people were surveyed using self-completion questionnaires. In addition, a qualitative study in which policy-makers as well as young people and community organisations were interviewed. A discussion group methodology was adopted. Following the data-analysis, a strategy conference was organized in Nigeria, in which the major findings were presented and debated. This research has improved on the previous Multi-dimensional Poverty Index by enlarging it and combining it with a current Social Marketing Technique model. The new Multi-dimensional Poverty Index - Implementable Joint Programme of Action model is user friendly and retains the multidimensional paradigm. This extension was achieved through the literature research, the development of methodology, adopting mixed-methods approach and the strategy conference.

The main findings of the research show that young people and community organisations’ support-needs in Bayelsa State of Nigeria are far from being met. A great deal of additional support is required. The most significant causes of poverty amongst young people and community organisations are corruption of government officials, absence of jobs, low wages, oil pollution and IMF/World Bank conditionalities. It was also found that the main experiences of poverty include a high youth unemployment rate, lack of money to go to school, lack of money to start small businesses, less food to eat, no money to treat sickness, no money to buy clothes, no money to afford decent homes, prostitution, and absence of a public transportation system. The research considers the ways in which this additional support might be provided. Importantly, the research also revealed how extreme poverty could be alleviated, and by persuading policy-makers to create real jobs and job opportunities as well as developing employability skills and improving agriculture. In addition, there is a need to attract investors/oil companies to Bayelsa State and to increase investment spending. The lack of social infrastructure and access to free education, steady electricity and free healthcare are also seen as problems. Finally, the research revealed that actively involving young people and community organisations in policy-decision making and policy-implementation processes, including setting new priorities, or re-directing, is likely to enhance the probability of ending extreme poverty.

Keywords: Youth Poverty; Community Marketing; Multi-dimensional Poverty Index; Social Marketing Techniques; Bayelsa Nigeria
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DECLARATION

I hereby confirm that I am the sole author of this thesis. During the course of this current PhD study I have not been registered for any other academic award or qualification, nor has any of the material been submitted wholly or partly for any other PhD award, except that as already stated earlier above, that this thesis is a massive development and/or progression from my previous two MA-dissertation works which provided the basis for the initial thoughts and materials.

I personally carried out all of the work of which this thesis is the evidence. The programme of study of which this is a part has been delivered by the London School Commerce (an associate college of Cardiff Metropolitan University), in Wales, United Kingdom.

Signed……………………………

Date:……………………………..
DEDICATION

Dedicated to Almighty God and my beloved family: with love and apologies for all the sacrifices over all these long years.
ACKNOWLEDGMENT

First and foremost, I would like to appreciate that this thesis would not have been completed without the support of a good number of persons involved one way or another.

My appreciation goes to my supervisory team namely Emeritus Professor Peter Abell (of London School of Economics and Political Science, University of London, my former Director of Studies), Professor Malcolm Bennison of LSC (an associate college of Cardiff Metropolitan University(my Supervisor) and Emeritus Professor Bruce Lloyd (my current Director of Studies). I am indeed grateful for their kind and relentless support. They have been supportive in a number of ways: not only were they providing invaluable intellectual guidance and constructive feedback, but also offered moral support and inspirational encouragement, particularly in most challenging times. To all of them, I am indebted.

To my own family: wife and five lovely children - Izonebi Alicia Eguruze, Woyengi-Tari Ebikinei Eguruze, Timinipre Jemima Eguruze, Waripamowei Ebikinei Eguruze and Woyengi-Priye Eboni Eguruze. I am forever grateful for all of their sacrifices, over all these long years. I actually lack the right words to describe how grateful I feel to them. They are all special to me. I am indeed indebted.

To my two great institutions for their immense support that they enabled me complete the PhD: Niger Delta University, for the long study leave or fellowship opportunity and funding, the Head of Department of Business Administration and the Dean of Faculty of Management Sciences for their support during the course of the strategy conference. And for LSC/Cardiff Metropolitan University, for the admission offer. Most importantly, I was greatly inspired by Professor Eleri Jones’s and Professor Don Harpers’ businesslike and professional leadership approaches to the PhD programme which was unique. It enabled so many of us.

Finally, my special thanks to Messrs: J.E.J Tiebiri, Tamuno Ebizimo and Pereowei Presely Eguruze, for assisting me in the empirical work in Nigeria; to Pere Abinabo for ensuring the safe transportation of the bulky data collected from Nigeria. Mrs Eva Odoniere Ungbuku and Sunday Ebikinei Opiahi Peter for their moral support, encouragements, prayers and computer logistical support. To the proof reader, Mrs Alison Bennison (for overcoming my English
inadequacies), I am grateful. To all those who provided support one way or another, many thanks.
CHAPTER ONE
INTRODUCTION

1.1 Introduction

This thesis examines what young people and community organisations see as their support needs in Bayelsa State in the Niger Delta area of Nigeria in “Tackling Poverty” and “How to sway policy-makers, using Social Marketing Techniques (SMT)?” The term “young people” refers to people between ages 18 and 25 (NSPCC, 2015; UNCRC, 2014). While the term “community organisations” in this study is used in a broad sense towards groups whose activities are aimed at achieving public good or for public benefit (Annan, 2004; Wandsworth Voluntary Sector Fact File, 2006; Elson, 2010; Charity Commission, 2011,2014; ReachSkills, 2015). These includes community-based groups, communities, civil society organisations (CSOs), non-governmental organisations (NGOs), youth and community projects (YCPs), voluntary and community organisations (CCOs), community centres. The third sector of the economy or the third sector, not-for-profit or non-profit making organisations, social enterprises, charitable organizations. Furthermore, social marketing is “an approach to planned social change” or a “designed implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product planning, communications and marketing research” (Zaltman, 1971:3).

1.2 The Research Problem

The research problem focused on reasons Bayelsa State a leading oil and gas producing state of Nigeria and its people (particularly young people and community organisations) still experience extreme poverty? (Okoko, 2011; Tamuno, 2011; Beyelsa.gov.org., 2012, Kingdom and Alfred-Ockiya, 2009; Appah et al., 2012; Sibiri, 2013). It is disappointing that the people and the communities that produce over 99% of the Nigerian oil revenue should remain impoverished (Boro 1982; Ken Sarowiwa, 1995; IYC, 1998; Asari-Dokubo, 2005, 2008; Evilewuru, 2006, 2008; Seibiri, 2013; Egbe, 2013; Eguruze, 2014). The implications of this poverty have led to high unemployment rate or absence of real jobs and employment, low wages/living wages, lack of access to quality education or affordable, decent low-cost housing. Lack of access to quality healthcare or infrastructural facilities (such as electricity,
portable drinking water, micro-finances, access to finance for business, pollution, recreational centres, and economic growth).

This study follows the lessons gained from the experiences of Vietnam which were devastated by war, internationally isolated but has in the past few decades seen significant economic growth and poverty reduction (Tran, 2013:8). Thus, Vietnam presents an ideal case of reference when it comes to tackling poverty from the perspective of emerging nations (Steer and Sen, 2010; Tran, 2013). Although there have been a wide range of similar studies on poverty reduction both in the region in question (Kingdom and Alfred-Ockiya, 2009; Appah et al., 2012; Ibaba, 2012; Egbe, 2013; Sebiri, 2013) and elsewhere around the world (UNDP, 1979; Pernia, 2003; Roelen, 2010; Broadberry et al., 2014). Nevertheless, predominantly single dimensional approach has been adopted so far in previous attempts, to tackle the problem in Bayelsa, whilst it requires a multi-dimensional methodology. Equally, there have been numerous previous, well-meaning interventionists poverty alleviations efforts both around the world (UNDP 1979; MDGs, 2005; World Bank, 2008; Oxford Univerity’s OPHDI, 2010, Oxfarm, 2010;) and in the region in question (Ekinem, 1995; Anyanwu, 1997; Olayinwola and Adeleye, 2005; Ayadi, 2008; Maduagwu, 2009). Some of these interventionists attempts have been mismanaged or abandoned (Anyanwu, 1997; Olayinwola and Adeleye, 2005; Evilewuru, 2006, 2008; Maduagwu, 2009; Okoko, 2011, Tamunu, 2011; Broadberry et al., 2014). However, unfortunately, the problem of poverty persists and has had severe effects on young people and community organisations. The researcher, therefore, believes that a new approach is necessary.

1.3 Research Background

Bayelsa is one of the newest and smallest States of Nigeria. Created out of the old Rivers state, on 1st October 1996 under Abacha’s administration, after 36 years of Nigeria’s independence from Britain. The name “Bayelsa” is an acronym derived from ‘Balga’, ‘Yelga’ and ‘Salga’. These were the former three local government areas (LGAs) of the old River state - Brass LGA (Balga), Yenagoa LGA (Yelga) and Sagbama LGA (Salga) (Alagoga, 1999). Currently, Bayelsa State has a total of eight LGAs. Other local government areas added to the above include Kolokuma/Opokuma LGA (Kolga), Southern Ijaw LGA (SALGA),
Ekeremo LGA (Kelga), Ogbia LGA (Olga), Nembe LGA (Nelga), (Alagoa, 1999; Bayelsa State Investment & Tourism Guide, 2000; Bayelsa State.gov, 2015).

Various attempts have been made in tackling poverty in the Nigerian polity in the past. For instance, in the past, State creation was traditionally perceived as a panacea when dealing with poverty, as it has the potential to bring government and development closer to the minority or less developed communities (Akinyele, 1996; 2014; Alapiki, 2005; Ikporikpo, 2006). Unfortunately, it did not resolve the poverty challenges in Bayelsa. More broadly, 37% of the entire population of Bayelsa, or 38% of Bayelsa young men and women remained unemployed, the highest in the country (Vanguard, 2011). Note that lots of factors account for the current development. For instance, the industrial sector is nearly non-existent within the state. A good example is that all oil and gas multinational companies have their headquarters stationed outside Bayelsa State. Also, the private sector size in the state is limited. The only private sector operators are banks and self-employed traders and contractor that do not create much employment opportunities for the citizens of Bayelsa. Employees in these sectors are often sent from their headquarters that are located outside the Bayelsa state (Boro, 1982; Alagoa, 1999; Azaiki, 2005; Okaba, 2005, 2008; Okoko, 2011; Tamuno, 2011).

1.3.1 Bayelsa State, Niger Delta Region and Nigerian Oil Revenues

Nigeria is not only Africa’s leading oil producer and exporter; but it is also by far Africa’s largest economy with an estimated Gross Domestic Product “(GDP) of $510 billion (2013 figures) compared to South Africa’s $370 billion” (The Economist, 2014; ThisDay Newspaper, 2014). Nigeria also is the 12th world’s largest producer of petroleum and has the 10th world’s largest petroleum reserves and petroleum accounting for 40% of her GDP and over 80% of Nigerian’s Federal Government revenue (World Bank, 2011). Also, Nigeria manifests a robust “mixed economy emerging market with a lower income status” (World Bank, 2011), with a projected economy growth of 9% in 2008; and 8.3% in 2009 (IMF, 2008). Constitutionally, Nigeria is a federal a republic with 36 states with Abuja, as her capital. Unfortunately, despite all of these positive indicators, “the country may be a giant, but it is still poor, Nigeria ranks 152nd of the 187 countries in the UN’s Human Development Index (2015). Despite the rapid growth in recent years, unemployment remains high and the number of people with the revised ($510 billion GDP) figures, GDP per head is only (at)
$2,700,” compared to South Africa’s $7,096 (The Economist, 2014; This Day Newspaper, 2014). So, despite the abundance of wealth and resources in Nigeria, Nigeria still has huge incidences of poverty. Nigeria derives over 80% of its national revenue and over 98% of its foreign earnings from oil exploration (Khan, 2001; Forrester, 1995). However, Nigerian oil revenue derivation substantially increased from 80% to over 90% (Okoko, 2011; Nna and Ibaba, 2011).

Bayelsa State is also one of the “leading oil producing” States of Nigeria (Azaiki, 2005, 2008; Okaba, 2005, 2008;) consistently producing over 30%-40% of Nigerian oil revenue (Bayelsa.gov.org; 31/07/12). Bayelsa is also the place where oil was first discovered (in Oloibiri) in 1956 (Okoko, 2011; Nna and Ibaba, 2011; Bayelsa.gov.org., 2012). Bayelsa was also the place where oil was first discovered in commercial quantities since 1957 (Alaibe, 2007; Bayelsa.gov.org.,2012). Although Bayelsa State oil production contributes substantially to the national wealth, young people and community organisations of the State experience severe poverty. Thus, a constructive policy change with a foresighted leadership will be useful (Jonathan, 2005) in ensuring an outcome of successful and sustained development to change from ‘low-productivity and low-income’ generating jobs to ‘high-productivity and high-income’ generating jobs (Broadberry et al., 2014).

1.3.2 Poverty in Bayelsa State

The impact of rural poverty in Bayelsa is widespread. This is reflected by the massive movements or migrations of people from the rural areas or villages to Yenagoa, the capital city. Until 1st October 1996 when Bayelsa State was created, the entire Bayelsa State could be regarded as a 100% rural area (Alagoa, 1999; Eguruze, 2011). Bayelsa could still be seen as a largely rural state with a predominantly riverside terrain: surrounded by marshland of streams, lakes, canals, creeks, rivers, seas, ocean and thick rain-forest that is heavily polluted by oil/gas exploration. This suggests that the entire Bayelsa population of 1.7 million people (Nigerian Population Census, 2006, 2015) were rural dwellers with small-scale farming and trading as their main occupations. Even Yenagoa, the capital itself, was a village at the time of the state-creation. There was less commercial or industrial activity. The Government is still the only primary source of employment in Bayelsa. This means that the limited opportunities exist solely in the public sector and informal business sector.
That means traditionally Bayelsans are mainly rural farmers engaged in small-scale farming for subsistence due to lack of funds and technological know-how. These farmers are predominantly women. Women also assume responsibility for the welfare of their children. The men are more involved in fishing and hunting. Most of these farmers are landless or tenants, without access to large land ownership that makes it, even more, challenging for them to prosper through farming. Small farmlands have limited scopes and capacity. Inevitably, their productivity is low due to the lack of use of modern technology and chemical substances and accessibility to financial support (Allison-Oguru et al., 1999; cited in Alagoa, 1999: 282-300; Broadberry, 2014). As a result, these farmers sometimes have to look for a second job or resort to petty trading to raise additional income, to meet their family needs, (Khan, 2001; Alagoa, 1999; Broadberry et al., 2014). Thus, as earlier stated, “an outcome of successful development must be to change these (low-productivity, low-income generating jobs) for high-productivity, high-income jobs (Broadberry et al., 2014).

Bayelsa land owners have equally been adversely affected by inappropriate property rights or unfair enforcement of existing laws governing rights to agricultural land and other natural resources. Particularly, the Land Use Decree Act 1972 imposed by the Federal Government of Nigeria is widely perceived as disproportionate ownership arrangements, which is rather detrimental to the oil/gas producing states, including Bayelsa (Ogionwo, 1995; Zuofa, 1995). The 1972 Act neither worked positively for the benefit of national interest nor made significant contributions to rural poverty reduction and indeed, it particularly worked against the people of Bayelsa and the neighbouring Niger Delta states (Zuofa, 1995). Taking this into context in relation to this research, the 1972 legislation, by implication, is consistent with the approach that development planning and policy making in Nigeria often reflects the views, needs and perceptions of the elite (policy-makers and policy implementers) and not those of the people at the grassroots such as young people and community organisations. This approach is unacceptable to Bayelsa young people and community organisations. To end poverty, development planning in Bayelsa State ought to reflect the visions, aspirations and perceptions of young people and community organisations (Pernia, 2003; Ibomo et al., (1999) cited in Alagoa, 1999).
1.4  How does Bayelsa State compare with rest of developing countries?

Table 1.1 How does Bayelsa State compare with rest of developing countries?

<table>
<thead>
<tr>
<th>Region</th>
<th>Urban</th>
<th>Rural</th>
<th>Population distribution</th>
<th>Wealth distribution</th>
<th>Type of poverty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nigeria (though Bayelsa State as a case study, a Nigerian national average was used)</td>
<td>25%</td>
<td>75%</td>
<td>99% of population controls only 1% of wealth</td>
<td>1% of population controls 99% of wealth</td>
<td>Absolute/rapid (extreme)</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>20%</td>
<td>80%</td>
<td>99% controls 1% of wealth</td>
<td>1% controls 99% of wealth</td>
<td>Absolute (extreme)</td>
</tr>
<tr>
<td>Africa and Other developing countries</td>
<td>27%</td>
<td>73%</td>
<td>99% controls 1% of wealth</td>
<td>1% controls 99% of wealth</td>
<td>Absolute (extreme)</td>
</tr>
<tr>
<td>Latin American countries</td>
<td>20%</td>
<td>80%</td>
<td>99% controls 1% of wealth</td>
<td>1% controls 99% of wealth</td>
<td>Absolute (extreme)</td>
</tr>
</tbody>
</table>


Here table 1.1 indicates that Bayelsa State is amongst the world populations that experiences high rural poverty. Also, its wealth is being controlled by only a fraction of the population, more specifically 1% and the remaining 99% are virtually struggling to survive on less than $1 per day (Quinsumbing, 2007; World bank, 2013; Oxfam, 2015). Poverty inequality has grown even worse: the statistics used to read 5% of the population controlling 95% of the wealth or vice versa (Godwin, 1982; Alagoa, 1999). To end extreme poverty, Bayelsa would need robust, aggressive and viable ‘pro-poor’ economic growth policies/programmes that would stimulate economic growth if it is serious about combating persistent poverty (Ibomo et al., 1999 in Alagoa, 1999; Pernia, 2003; Steer and Sen, 2010; Tran, 2013).

1.5  Limitations of the Study

This current research as with most studies was faced with some constraints that are highlighted below:

1. The findings of this study relate only to tackling poverty in Bayelsa State of Nigeria and how policy makers could be persuaded or influenced to ending extreme poverty, from the
perspectives of young people and community organisations, using social marketing techniques. Since it did not extend to or cover other states in the Niger Delta area of Nigeria and beyond, there is a great potential and scope for further research.

2. This research is not about social media. Social media has been used only as a valuable tool for social marketing communication or promotional tool in this study. It is important to note this inextricably close relationship social media and social marketing so as to avoid misunderstanding of these two important marketing phenomena.

3. This research is based on the perceptions and opinions of the respondents. Therefore, limitations of opinion surveys need to be appreciated or respected. This is because the respondents' opinions might not be the same as their actual practice and actions.

4. This research has focused exclusively only on one of the oil-rich Niger Delta region, which is, Bayelsa State. Similar oil-rich States of the Niger Delta such as Rivers, Delta, Akwa Ibom, Cross Rivers, Edo, Ondo, etc., are omitted in this study. However, the research envisages embarking on a future research that would concentrate on the wider Niger Delta area. There will also be a future research based on Nigeria.

1.6 Rationale for Proposing a New Poverty Intervention Model

There has been several well-meaning interventionists’ effort that failed to eradicate extreme poverty (See Table 1.2).

Table 1:2 Linking Previous Poverty Reduction Interventionists Initiatives and their Impact on Society to the different Nigerian Leadership.

<table>
<thead>
<tr>
<th>No</th>
<th>LEADERS &amp; TYPES OF LEADERSHIP</th>
<th>DURATION</th>
<th>ETHNIC-ORIGIN</th>
<th>PREVIOUS POVERTY INTERVENTIONISTS INITIATIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Dr. Nnamdi Azikiwe 1st President Tafawa Belewa 1st Prime Minister – Civil</td>
<td>1960-1966 years</td>
<td>South East Ibo Christian; North; Hausa-Fulani; Muslim</td>
<td>The Pre-Independent Royal Willink Commission Inquiry1958 - (The Willink Report) was never implemented. Was abandoned half-way. It was a special regional poverty alleviation programme that was targeted at the Niger Delta region.</td>
</tr>
<tr>
<td>2.</td>
<td>Aguyi Ironsi Head of State (Ho$) Military regime</td>
<td>1966-1966 Less than one year</td>
<td>South East; Ibo Christian</td>
<td>The leader was killed in a coup de tat. Jan-March 1967 Boro declared the Niger Delta Republic during a 12th Day Revolution aimed at alleviating poverty &amp; deprivation</td>
</tr>
<tr>
<td>3.</td>
<td>General Gowon Head of State Military regime</td>
<td>1966-1975 years</td>
<td>North; Tiv; Christian</td>
<td>The 1st post independent poverty alleviation initiative in 1972 aimed at boosting agricultural-capacity. The programme was themed: The National Accelerated Food Production Programme (NAFPP), as well as the Nigerian Agricultural and Cooperation Bank (NACB), established specifically to fund agricultural activities However disappointingly, the NAFPP and NACB vision did not materialise before Gowon was overthrown. Also</td>
</tr>
<tr>
<td>No.</td>
<td>Name</td>
<td>Years</td>
<td>Region/Religion</td>
<td>Details</td>
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<td>----------------------------------------------------------------------</td>
<td>----------------</td>
<td>------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>4</td>
<td>Gen Murtala Mohammed</td>
<td>1975-1976</td>
<td>North; Hausa-Fulani; Muslim</td>
<td>Same as above as leader was killed in a coup de tat</td>
</tr>
<tr>
<td>5</td>
<td>General Olusegun Obasanjo</td>
<td>1976-1979</td>
<td>South West; Yoruba; Christian</td>
<td>In 1976, the Operation Feed the Nation (OFN) involved and engaged fresh university graduates in teaching farming to farmers in rural areas. The programme failed due to the inexperience of these fresh graduates. This was an ideological and tactical - mismatch or misfit. It should have been the rural farmers teaching the fresh graduates who might wish to take up farming as a new career option. Paradox.</td>
</tr>
<tr>
<td>6</td>
<td>Shehu Shagari President</td>
<td>1979-1983</td>
<td>North; Hausa-Fulani; Muslim</td>
<td>In 1979 launched the Green Revolution Scheme (GRS). The intention was: to control food importation as well as boost indigenous food production. Again it failed due to lack of the application of principles of marketing: not based on needs/wants.</td>
</tr>
<tr>
<td>7</td>
<td>General Muhammadu Buhari</td>
<td>1983-1985</td>
<td>North; Hausa-Fulani; Muslim</td>
<td>Back-to-land programme also failed due to its linkage to issuing of import licences to farmers/potential farmers of the regime’s preferences.</td>
</tr>
<tr>
<td>8</td>
<td>General Babaginda</td>
<td>1985-1993</td>
<td>North; Hausa-Fulani; Muslim</td>
<td>In 1986 created The Directorate of Food, Road, and Rural Infrastructure (DFRRI), along with “the People Bank of Nigeria and the Community Banks Programmes”, as well as the Better Life Programme (BLP). Aimed specifically at enhancing the rural capacity building. Was short-lived to the June 12 election crisis</td>
</tr>
<tr>
<td>9</td>
<td>Ernest Shonekan</td>
<td>18/01/1993-</td>
<td>Southwest; Yoruba; Christian</td>
<td>Same as above. Continued existing policies. For the short period. Moreover, was abandoned by the new coup.</td>
</tr>
<tr>
<td></td>
<td>Care-take Government</td>
<td>Civil 3-6 months</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>General Sani Abacha</td>
<td>17/11/1993-1998</td>
<td>North; Hausa-Fulani; Muslim</td>
<td>In 1993, Abacha’s regime set up the Family Support Programme (FSP) along with the Family Economic Advancement Programme (FEAP)/ Agriculture Development Bank - Task Nigeria (Business News 21/08/11). According to Tell Magazine (03/08/98), the FSP milked over 10 billion. Ken Saro-Wiwa was hanged along with eight other Ogoni Right/Environment campaigners.</td>
</tr>
<tr>
<td>11</td>
<td>Gen Abubakar Abdullah</td>
<td>1998-1999</td>
<td>North; Hausa-Fulani; Muslim</td>
<td>Same as above.: continued existing policies.</td>
</tr>
<tr>
<td>12</td>
<td>Olusegun Obasanjo</td>
<td>1999-2003</td>
<td>Southwest; Yoruba; Christian</td>
<td>In 2001, the National Poverty Eradication Programme (NAPEP) and the National Poverty Eradication Council (NAPEP) in line with the UN’s Millennium Development Goals (MDGs) were established. Over 200 billion naira or $2billion was spent.</td>
</tr>
<tr>
<td>13</td>
<td>Yar’Dua</td>
<td>2003-2005</td>
<td>North; Hausa-Fulani; Muslim</td>
<td>Transformational Agenda: to facilitate - social infrastructural development - steady electricity, employment, diversification from oil to agriculture.</td>
</tr>
<tr>
<td>14</td>
<td>Dr. Goodluck Ebele</td>
<td>2005-2008 as VP</td>
<td>South - South Ijaw; Christian</td>
<td>Transformational Agenda: social infrastructural development – steady electricity, employment, diversification from oil to agriculture, including the Sure ‘P’ programme (appendix 37).</td>
</tr>
<tr>
<td>15</td>
<td>Gen Muhammadu Buhari</td>
<td>29th May 2015</td>
<td>North; Hausa-Fulani; Muslim</td>
<td>Was elected on the strength of fighting corruption, insecurity, youth unemployment &amp; restoring discipline in the country. He appears to have brought a new sense of leadership with accountability and the expressed political will to end corruption.</td>
</tr>
</tbody>
</table>


Table 1.2 depicts significant interventionist programmes that were perceived with good intentions but less impactful or deemed poorly implemented. However, subsequent poverty interventionist programmes that were implemented include the Niger Delta Development Board (NDDB), The National Poverty Eradication Council (NAPEC) in line with the United Nations Millennium Development Goals (MDGs). Other programmes are the Oil and Mineral Resources Producing Areas Development Commission (OMPADEC), Niger Delta Development Commission (NDDC) and quite recently the Niger Delta Ministry (NDM).
which all exposed gaps in service delivery and distribution process, which pose a major concern (Anyanwu, 1997; Ekeineh, 1997; Olayinwola and Adeleye, 2005; Obayelu and Ogunlade, 2006; Ayadi, 2008; Maduagwu, 2009). However, the currently ongoing twin-track agenda of tackling corruption and youth employment of President Buhari appears to resonate with the spirit of this research, as with previous poverty reduction programmes, and the researcher hopes this has better impact, as expected, in the interest of the country in general, but for young people and community organisations in particular.

Given the amount of revenue generated from this very region, the current poor condition of living still remains a concern and social challenge. The researcher wonders why governments have not been that successful in tackling poverty. Thus, there is a need to explore alternative ways or new models to ensure and achieve sustainable development towards improving the poor conditions of living and for the well-being of the wider society. Any new model should reflect the perspective of young people and community organisations in particular, and the needs of which have been overlooked over the past years by policy makers at each level of government: federal, state and local, as well as multinational oil corporations. That is the main reason this current research and its model are being considered.

Several explanations have been posited about the apparent lack of finding lasting solutions to poverty. It may be because poverty reduction initiatives have either always been spearheaded by non-Africans, which suggests exclusion of, as well as the lack of, participation by young people and community organisations or due to the corruption of government officials (Purkitt, 1999).

Also, according to several scholars, McNeish et al., (1999, 2003), Franklin and Sloper (2005, 2006), and Bradford, (1999, 2007, 2012) in their studies shared this view. They found that involving children and young people in decision-making can be productive. Non-involvement implies the absence of participation, empowerment, accountability or even social inclusion. Based on this, most young people have a pessimistic view of their future. They feel disconnected. It is important to encourage young people and community organisations to be either ‘taking part’ or ‘being present’; or ‘being empowered’; in the sense of ‘having a real say in decisions’ (McNeish et al., 2002). Or even “promoting opportunities for involving employees” (Cole, 2004:402) in the day-to-day affairs of organisations to ensure ‘active

Isolating young people and community organisations could be counter-productive. So, there might be a need to explore further for appropriate solutions that involve an African approach to tackling African social problems such as poverty eradication. To this end, Akwetey (2002, 2009) suggested the theory of setting a precondition to ending poverty. Jonathan (2005) suggested planning ahead for generations to come or strategic planning. Amoako (2002) indicated an all-inclusive and collaborative approach. This makes this research a current critical opportunity to gain insight into the perspectives of young people and community organisations themselves to identify how they feel about the state of their living conditions and support needs. Massive oil and gas revenues are available but unfortunately, policymakers have been unable to utilise it wisely for the benefit of the entire Bayelsa State judiciously so as to improve the poor living conditions of Bayelsa State young people and community organisations. Hence, empirical work and/or analytical research is needed to investigate the epistemology (the truth) from the perspectives of young people and community organisations themselves in their natural settings.

The narrative: the ontology (the reality) in the context of this research is that it is concerned with poverty as it affects young peoples’ lives and rural community-based organisations, at grass roots level, where needs and wants and opportunities are almost non-existent. They are often denied, neglected, or marginalised by the persistent failures of very powerful policymakers and policy implementers. These macro-environmental forces are far beyond the control of young people and community organisations, as they are powerless, despite the fact that they constitute over 75 percent of the Bayelsa State population (Alagoa, 1999; National population census 2006, 2015). Young people are the future leaders, so, they needed proper nurturing to prepare them for this.
1.7 Research Aim

The aim of the study is to investigate critically what young people and community organisations see as their support needs in Bayelsa State of Nigeria in ‘Tackling Poverty’ and “how to sway policy-makers to end poverty using ‘social marketing techniques?’”

Unlike previous poverty reduction models such as the UNDP (1997) and the OPHDI-Multi-dimensional Index (2010), the researcher’s current poverty alleviation model is based on social marketing techniques (SMT). SMT model has inherently implementable joint programmes of actions (IJPA); backed-up with such drive and passion. It is aimed at sustaining effective social change for the benefit of all Bayelsans and societal well-being. That is a remarkable difference. The researcher added the IJPA poverty-variables onto MPI-model’s poverty-variables (income, education, and healthcare, cost of living) to arrive at the new MPI-IJPA poverty-variables (income, employment, education, food, healthcare, housing, water, electricity, transportation, recreational facilities, micro-finance, and agricultural support). That made a significant difference.

1.8 Research Questions

Based on the research title, the overarching research question is:

“What do young people and community organisations see as their support needs in Bayelsa State in ‘Tackling Poverty’ and how policy-makers would be persuaded to end poverty, using social marketing techniques (SMT).”

Based on the overarching research question, the specific research questions that will be developed and analysed in the course of the study, therefore, are:

1. What do young people and community organisations in Bayelsa State attribute their poverty to?

2. What could be done to reduce poverty and encourage greater community involvement in Bayelsa State?
3. In what ways do policy-makers, community organisations and young people agree on how to implement the identified policy changes required to ending poverty in Bayelsa State?

4. What are the set of policy recommendations to implement the agreed, required policy changes identified in research question 4?

1.9 Research Objectives

1. To critically assess and analyse what young people and community organisations attribute to be the causes of their impoverishment in Bayelsa State.

2. To critically examine and analyse what young people and community organisations think could be done to end poverty in Bayelsa State.

3. To identify and analyse ways in which policymakers (such as government officials and politicians), community organisations and young people agree on how to implement the identified policy changes required to end poverty in Bayelsa State. Using social marketing techniques, including the utilisation of the strategy conference model (by conducting interviews such as focused discussion groups and strategy conference).

4. To frame a set of policy recommendations to implement.

1.10 Research Contributions

The relevance and significance of this research are expressed with respect, in the form of how it advanced the study on tackling poverty and social marketing techniques in four ways, as stated below.

1. This research contributed to literature development in the areas of poverty reduction and social marketing, as well as youth and community development work in the Bayelsa State of Nigerian locally as well as globally. This was achieved by introducing a new definition of
absolute poverty and this has contributed to and filled a gap in the literature.

2. This research also contributed to methodology development in the areas of poverty reduction and social marketing in the Bayelsa State of Nigeria locally and globally. This was achieved through the development of the researcher’s methodology framework for poverty alleviation (MFPR), which also has an implementable joint programme of action, unlike most previous poverty alleviation models. This researcher’s model is also repeatable and franchisable.

3. This research has aimed to inform the basis for further research by future researchers in the areas of poverty reduction, social marketing and youth and community development work. So, it would be a real source of motivation for new researchers to build on the work that has been laid down through this study.

4. Lastly, this research also contributed to the policy as the knowledge gained should provide insight into the debate on policy making that could result in improving the quality of management of poverty reduction processes.

1.11 Overview of Thesis

This study has been presented in 6 chapters as follows:

**Chapter 1** This chapter presents an overview of the study and includes a statement of the research problem, aims and objectives and the unique contributions being made.

**Chapter 2** Focuses on the literature review that explores poverty about developing countries. It provides the context for the theoretical framework drawn from a broad range of literature on the phenomenon of tackling poverty. This chapter covers poverty in its various characteristics relating to developing countries, global dimensions, and consequences of poverty.

**Chapter 3** Relates to the methodology. This chapter examines how the research was conducted. It provides insight into the sampling method and data collection techniques that
were used to collect and analyse the data using instruments such as questionnaires and interview schedules. Ethical issues concerning research were also considered.

**Chapter 4** Covers data presentation and analysis of results. This chapter explains how it organised and presented the bulk of data obtained in chapter three: enabling the researcher to conduct the complex statistical analysis, using the tables and graphs to describe the emerging themes to infer meanings.

**Chapter 5** Provides a detailed analysis of the qualitative data-presentation. It involves the data from the series of focus group discussions as part of the strategy conference, as well as from the open-ended questions within the questionnaires using the coding system.

**Chapter 6** Focuses on the issues of interpretation and discussions of the findings of the research. This chapter interprets and discusses data results from the response data, from the questionnaires as well as the interview schedules to make sense of the meanings. It reinforces the emerging themes of the study.

**Chapter 7** Relates to the summary, conclusion and recommendations. This chapter highlights the findings of the theory in the summary. It also presents the conclusion and inferences from the earlier chapters, and based on this makes recommendations regarding potential future work.
The next chapter examines the literature review context of the study.
CHAPTER TWO
REVIEW OF LITERATURE

2.1 Introduction

This chapter focuses on building a theoretical framework. The chapter covers these specific topics: definitions of poverty; absolute poverty and developing countries; support-need theories about poverty; change theories; community organisations; consequences of poverty; social marketing model and linkage between marketing and social marketing.

2.2 Definition of Poverty and Implications

Poverty is multi-dimensional in nature (appendix 34) and a debatable subject. To understand poverty, it is important to examine it in these contexts: want/need, absolute, relative, global, intervention measures. In the global context, there are inherently diverse views compounded by countries’ variations in definitions and regional differences in the standard of living and conflicts of approaches between single-dimensional (monetary) and multi-dimensional approaches to measuring poverty levels (Alkire, 2002; Bourguignon and Chakravarty, 2003; Roelen, 2010; Alkire and Foster, 2007, 20011; Alkire and Santos, 2010; Zou and Fang, 2011; Ravallion, 2012; Salazor et al., 2013; Santos, 2013; Yu, 2013; Alkire, et al., 2015). The irony about needs and wants is that one person’s need is another one’s wants. This poses additional complications and imbalances in understanding the concept of poverty.

The following sections outline the definition of poverty to which the current research would relate.

2.2.1 Classical Approach

The classical argument follows that: while needs or wants are unlimited, the means to fulfil needs/wants are relative and limited (Smith, 1776). So, when faced with such alternative
courses of actions, choices had to be made based on the principles of comparative advantages (Richardo, 1772). Ultimately, society would be better off when corporations maximise profit and maximising well-being of their employees with decent wages and associated benefits (Keynes, 1936). Beveridge Report (1942) highlights the significance of the need for tackling poverty. Before then, there was the narrative of the survival of the fittest, which implies the weak or the unfit will lose or die out, based on the theory of the Darwinism (1859). However, the implication is - this equally raises the very fundamental need to provide support for the weak or the vulnerable as a natural means of supporting the needy to ensure counter balance sustainability of nature. That is where the traditional mechanism of the extended family systems also becomes vital and critical.

2.2.2 The United Nations Definition (Below-the-poverty-line or Absolute Poverty)

The United Nations Development Programme’s (UNDP) Human Development Report, (1997); World Bank (2008); UN MDGs (2010) defined poverty regarding minimal requirements necessary to afford a minimum standard of living as experienced in most developing countries. Using the World Bank’s International $1.00 (UNDP 1997) or the re-adjusted figure $1.25(WorldBank,2008) per day absolute poverty line as the benchmark. It means an income too low for a person to meet day-to-day material needs.

Unlike previous attempts in which poverty was defined in ‘developing’ or in relative developmental terms in the 1950s (Viner, 1952:125; Styco and Hill, 1953:140-142; Stanley, 1954:13; Milibanks,1954:61; Buchanan and Ellis,1955:3-4, cited in Shanon, 1957:2-13). This definition took a broader approach to poverty involving the lack of essential human capabilities: encompassing illiteracy, malnourishment, inadequate income, low purchasing power, indigence or destitution, or ‘the inability to satisfy essential food/non-food needs’, cited in Griffiths (2000). It means one could not survive on it. It implies that countries or persons unable to earn (or have) that much could be deemed to experience absolute poverty. More recently, the weaknesses of using development as a measure of poverty were also highlighted by several scholars (Broadbery et al., (2014).

Broadbery et al., (2014) also seems to share the belief, the narrative or theory that development should not be a means of testing country’s level of poverty or wealth. The
reason being that, “a developed economy is rich” (Broadberry et al., 2014:16) only because its gross domestic product (GDP) is comparatively great when divided by the country’s population. However in practice, it is when GDP is divided by the country’s population that one may arrive at the actual income per head of that country. That is where the problem with using development and GDP becomes problematic. GDP means “a country’s gross domestic product(which) measures everything that is produced within (a) country” (Broadberry et al., 2014:16; Pradosa de la Ecosura, 2014). Based on this definition, it is pertinent to use China as an example. Although, China is the world’s 2nd largest economy or the largest consumer, and yet it is still being seen or categorised as developing country (Broadberry et al., (2014). That is due to its lower average income per head or capita income (Pradosa de la Ecosura, 2014; 2015; World Bank, 2015).

By $1 per day definition, of the world’s 6.1 billion population i.e. over 600 million children and young people across the world are estimated to be living in poverty (Juriior, 2010) compared with 2.8 billion (or 46%) by $2 per day. While 1.2 billion (or 20%) were living in absolute (i.e., extreme or chronic) poverty (Townsend and Gordon, 2002; UNDP, 2003, cited in Dean, 2006). These estimates show inconsistencies: it represents that 1 in 3 people around the world are in absolute poverty. This is contrary to the Universal Declaration of Human Rights (UDHR) baseline requirement that “everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing and medical care” (UDHR 1948 art2). Despite the successes and/or advancements made by previous interventionist theories such as the International $1 per day below the line (UNDP 1979; World Bank, 1979; OPHDI, 2010), absolute poverty persists (Sibiri, 2013; Kingdom and Alfred-Ockiya, 2009; Appah et al., 2012).

2.2.3 Oxford University’s OPHDI- Multidimensional Poverty Index - MPI

The Oxford University’s - Poverty and Human Development Initiative (OPHDI) (2010) adopted a Multidimensional Poverty Index (MPI) model to define poverty. The MPI robustly extended the approach to measuring the level of poverty from a single-factor (which is income based) to multidimensional-factors (which include education, healthcare and standard of living). The Oxford University study found that using the MPI is much more efficient regarding better resource-allocation to most beneficiaries across the world, demographically
speaking: age-groups, ethnic-groups, geographic-region, income-groupings, gender-groupings.

Using the OPHDI-MPI model the world poor still totalled 1.7 billion as compared to 1.2 billion, when using the poverty line ($1.25 per day). MPI uses three categories of essential human needs: health, education and standard of living (including cooking food, sanitation, water, electricity, asset ownership while UNDP uses only the measuring index, which is income based (and seemed grossly inadequate). That suggests that both 1 dollar per day and MPI had limitations. As a result, absolute poverty still subsists.

2.2.5 Bayelsa-Based Studies

Seven recent studies relating to poverty reduction in Bayelsa State were also noted. Eguruze (2011) youth and community organisations but Appah et al., (2012) in their empirical research used microfinance as a single index. Whereas Kingdom and Alfred-Ockiya (2009) in their review article sought to boost the fisheries capacity of Bayelsa State, as an important agricultural produce. Sibiri (2013) focused on child poverty, using Hawking (i.e. street selling of goods by children) and similarly Egbe (2013) Ibaba (2012) on democracy and development and their impact on poverty. Additionally, there was a collaborative work by Ibaba and Nguru (2013) which focused on the linkages between youth insurgency and poverty. An analysis of these studies found that i) using a single-factor such as microfinance or boosting fisheries capabilities in isolation would not end poverty. ii) single factor measurement still contributes towards poverty reduction. iii) that developing Bayelsa-fisheries agro-potentialities and the micro-finance targeted to beneficiaries would make a significant impact towards the attainment of the Millennium Development Goals (MDGs).

The “MDGs are a linked set of objectives - a portfolio of targets that represent a systematic assault on the problem of development. The MDGs “express the shared commitment made by the Global community to fight poverty” (Hall, 2005; Kingdom and Alfred-Ockiya, 2009:43). The MDGs “were endorsed by 189 countries in 2000 as an international commitment to the priorities for achieving sustainable development” in their respective countires (CGIAR, 2005; Kingdom and Alfred-Ockiya, 2009:43).
2.2.6 Relative Poverty

Relative poverty is referred to a situation whereby only a small part of the population in the society has relatively less income to spend than a national average income (Khan, 2001; Triegaardt, 2006; Dean, 2006; Saacks, 2006). This is due to the availability of an artificially constructed public support network such as the universal national personal insurance system. In which case, the poor can survive with some multifaceted relief. Relative poverty is prevalent in developed nations. This is due to artificial and/or social construction.

2.2.7 Urban Poverty

Urban poverty occurs as a result of overcrowding in the cities, which is driven by rural poor’s struggle to get out of poverty by moving to the towns in expectation of better life. Following the creation of Bayelsa State on 1st October 1996, Bayelsa is experiencing urban poverty. Yenagoa ‘the capital city’ is rapidly becoming crowded. Yenagoa has grown from a village to an urban city status with thousands of Bayelsa citizens rushing into Yenagoa. They migrate from the rural areas and other towns or states of Nigeria in the hope of better life. However, disappointingly, there is no such consistent growth in job opportunities or availability of social infrastructure or public utilities. Inevitably, such mismatch of services and often need gives rise to the unavoidable phenomenon of ‘urban poverty’ (Anyanwu et al., 1997; Alagoa, 1999; Khan, 2001). This is also consistent with international assessment (World Bank, 1995; 2012).

2.2.8 Acute Poverty

Acute poverty occurs when poverty is transient, but transient poverty can extend to future generations (Khan, 2001). Bayelsa also experiences acute and transient poverty. Contemporary Bayelsans are also victims of transient poverty, as poverty is being passed on to them by their parents, and the impoverishment situation has not subsided since the life of our generation, so it has become rather chronic (Khan, 2001; Yeo, 2001; 2005).
2.2.9 Chronic Poverty

Chronic poverty occurs when poverty reaches constant levels. Women’s poverty and low status are cited as major victims of chronic poverty, as it is said to affect people with disability, women and children more than men. These categories of poor often suffer limited access to land, health care and healthy or balanced diets or even one meal a day or none. Chronic poverty is often seen as “those who are inter-generationally poor and also experience multidimensional poverty” (income, education, social capital, social exclusion). Chronic poverty is not just merely a result of ‘lack of resources’. It constitutes ‘inability to access existing vital resources that are necessary for day-to-day living. This may be due to discrimination based on who they are such as tribalism, racism or disability, belief based on values, religion, political discrimination based on what they are; and environmental or geographical locations based on where they live, such as rural area and a developing world. The victims of poverty are simply being denied, deprived or neglected due to powerlessness or vulnerability and governmental forces such as corruption, power, victimisation (DFID 2000e; Khan, 2001; Yeo, 2001;2005)

2.2.10 Persistent Poverty

Persistent poverty endures and may be difficult to eliminate, if economic growth does not occur, and will also affect the prospect for growth (Khan, 2001) Sustainable economic growth in Bayelsa is somewhat lacking because there are few or no industries to create jobs. The government is almost the main source of employment, and yet its employment record is nearly zero. Not only is a lack of investment spending, but the impact of low wages also takes its toll. The people have little or no spending money and, therefore, they have low purchasing or consumption power.

2.2.11 Rural Poverty

Location-wise, the rural poor suffer more than the urban poor (Khan, 2001). However, the rural poor is more, resourceful, self-sufficient and more self-sustaining than urban poor.
Amongst the rural poor, the landless wage workers suffer more than the small landowners or tenants because of the unequal social structures in society, due to class discrimination (Khan, 2001; World Youth Report, 2005; Walsh, 2006; Cunguara, 2011).

2.2.12 In-Work Poverty

In-Work Poverty occurs when people are working cannot afford basic items needed for their day-to-day living due to low levels of their earnings, waged or salaries. Consequently, people experiencing low-income or in low-paid jobs share the limitations and difficulties of low purchasing power compared to their working counterparts who earn more. In as much as several low-income earners or low-paid job, workers would like to progress or improve their situations to move out of in-work poverty, such aspirations are still far beyond their reach. It is impossible for them to fulfil such goal due to unethical work practices or organisational culture. This ultimately puts workers in low-paid jobs in perpetual poverty. That is why it is important that policy makers must be consistently reminded that persistent in-work poverty needs or be recognised and needs to be tackled (Hudeson and Nalto, 2013; Barnard, 2013; Metcalf, 2014).

2.2.13 Food Poverty

In food poverty, the victims cannot feed themselves without support or help. Scholars (Fabian Society Research Report 2015; Dowler, 1997; Dowler et al., 2001, 2011) see food poverty as ‘the inability to acquire or consume an adequate quality or sufficient quality of food in socially acceptable ways or the uncertainty that one will be able to do so’. It is the uncertainty or fear that drive the victims to engage in different kinds of social interactions, including prostitution and begging.

2.2.14 Table linking different forms of poverty to their causes and impact on society

Table 2. Table linking various forms of poverty to their causes and impact on society

<table>
<thead>
<tr>
<th>Forms of Poverty</th>
<th>Causes</th>
<th>Measurement type</th>
<th>Variables</th>
<th>Impact on society</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classical approach</td>
<td>Natural divisions of labour; Socially constructed; Natural</td>
<td>Standard of living; levels-of-developmen t; 1st, 2nd, 3rd world.</td>
<td>Trade &amp; Investments; Wage levels; Human capital; Infrastructural facilities</td>
<td>Economic-growth; well-being; slavery; Less-freedom; Explore/Explore</td>
<td>Single-dimensional</td>
</tr>
<tr>
<td>Theory (1809-1882)</td>
<td>Selection</td>
<td>Survival of the Fittest</td>
<td>Fitness/Strength &amp; Weakness</td>
<td>Relative; Comparative advantages</td>
<td>Absolute poverty; and Relative, urban, rural, chronic, persistence, etc</td>
</tr>
<tr>
<td>---------------------</td>
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<td>-----------------------------</td>
<td>---------------------------------</td>
<td>---------------------------------------------------------------------</td>
</tr>
<tr>
<td>Absolute(Extreme); and Relative, urban, rural, chronic, persistence, etc</td>
<td>Natural divisions of labour; Socially - constructed; Corruption; Survival of the fittest; Environmental disasters</td>
<td>Humanitarian development GDP growth Tenancy, Landlessness Unequal structures Exploitation</td>
<td>Income-based; Education Healthcare Food-intake (malnutrition) Mortality Human rights Social rights Cultural rights</td>
<td>Humanitarian Aid; Development Aid Skills development; Small Below-the-line 1$/day; $1.25/ day</td>
<td>UNDP model HDI-MPI; 1979 $1 per day MDGs 2005 World Bank, 2008 $1.25 per day</td>
</tr>
<tr>
<td>Oxford University 2010 PHDI - MPI Absolute poverty</td>
<td>Same as above</td>
<td>Human Development GDP</td>
<td>Income, health, jobs, education, food,</td>
<td>Same as above</td>
<td>Multi-dimensional</td>
</tr>
<tr>
<td>Bayelsa Scholars Absolute Egbe,2013; Kingdom/ Alfred-Ockiya,2009; Sibiri 2013; Ibaba,2012; Appah et al., 2012 Eguuze, 2011;2014;2015</td>
<td>Corruption; Absence of jobs; IMF/ World Bank; Pollution; Low wages;</td>
<td>Same as above</td>
<td>Micro-finance; Agro-produce; Child hawking (child-abuse)</td>
<td>YP &amp; CO</td>
<td>Single-dimensional</td>
</tr>
<tr>
<td>Researchers SMT model All inclusive: Absolute(Extreme) Rural Urban Persistence Chronic (Acute; Abject- (wretchedness-miserable) In-work poverty Severe Low-income Food poverty I-pass-my-neighbour - (lack of electricity) Kpako-housing (Zinks/plank houses)</td>
<td>Unequal structures in society; Landlessness</td>
<td>Jobs/Income Housing, Education; Healthcare; Nutrition; Infrastructure E.g., light, water,</td>
<td>YP &amp; COs Support Ne; Cumulative Support Need Absolute: extreme; acute urban, severe, rural, persistent, social exclusion, deprivation, In-work (low wages</td>
<td>Unemployment. Low-wages Homelessness Malnutrition Youth crime Kidnappings Low-achieve Low-Self Esteem Social exclusion Deprivation Less freedom Fatality-death; Suicides Starvation Low-productivity Street begging Criminality Electricity</td>
<td>Multi-dimensional Found in most developing countries</td>
</tr>
</tbody>
</table>

2.3 Researcher’s Methodology Model for Poverty Intervention

This researcher’s methodology model for poverty intervention represents the researcher’s approach to overcoming the problem of poverty in Bayelsa State. This is based on the belief that social marketing could offer a way to end poverty because the framework has been purposely designed to bring about constructive social change.

This model functions in sequential process starting from left to right as below in fig 1

2.3.1 Researcher’s Methodology Model for Poverty Intervention (Fig 1)

Source: The researcher. The researcher was greatly influenced by Professor Malcolm Benison (2012, unpublished) during the Ph.D. supervisory sessions.

Notes to Fig 1 (Researcher’s methodology model for poverty intervention):

MR = Market Research; YP = Young people’s perception; Young people’s definition of poverty; PM = Policymakers’ perception; Policy makers’ definition of poverty; Strategic Conference; Joint Programme of Action.

This model (Figure 1) functions in the sequential process starting from left to right,
2.3.1.1 Step 1 (a) Market Research

Market research is used to impact on young peoples’ perceptions. This enables young people to define poverty in their terms. (b) Market research is also used to impact on policy makers’ perceptions and triggers them to define their understanding of poverty from their perspective.

The significance of the market research is an opportunity to assess needs: relevant for making informed choices or decision making. Market research is gathering or collecting data for decision making (Kotler, 2012; Kotler and Armstrong, 2014; AMA, 2014). It is usually the starting point, the first point of call, in any marketing venture. Market research facilitates effective decision making, enables managers to make quality decisions and ultimately decides outcomes more accurate and, therefore, more cost-effective.

Therefore, market research is a vital and useful tool in social marketing to achieve cost-effective poverty reduction programme that would lead to effective social change. It is essential to apply market research right at the onset to obtain: “timely, valid, and reliable information relevant to” the problem (Moorman, Zaltman and Deshpande; 1992:314). Also, Porter and Miller (1985:149) in their study found that “sustainable competitive advantage will depend less on who has information and increasingly on who can make the best use of that information”. Market research offers and creates opportunity for assessing needs and wants for informed decision making. That is the reason the Marketing Science Institute (1990) advocates the efficient use of market research as a first ‘capital’ resource.

From this perspective, in this setting, young peoples’ and community organisations’ needs would be most cost-effectively met. This is because SMT model outcome is based on their needs or perceptions, which were obtained through market research targeted at them. This has built trust on any future outcome by involving them at the outset. This follows the observation in a recent study undertaken by Moorman, Zaltman and Deshpande (1992:314) in which they used 779 samples and found that “trust and perceived quality of interaction contribute most significantly to research utilisation with trust having indirect effects on research utilization”. This poverty reduction model would be better targeted to the neediest victims, by involving them which include young people and community organisations amongst others, such as people with disability, women, children, minorities, rural landless farmers.
2.3.1.2 Step 2 Strategy Conference Model

Strategy conference model is applied here to match the diverse definitions of poverty through strategy meetings: (to avoid a decision-making crisis).

The relevance of the conference strategy model is that strategy conference contributes to show how one gets consensus together when one has different opinions (Soutar, 2004; Yang, 2005; Buchanan and Huczynski (2004, 2007, 2010, 2011; Kreitz,2012). Also, a strategy conference offers that solution by highlighting the need to formulate a strategy for moving forward when you get diverse opinions (Bennison, (2012, unpublished). Strategy conference is the process of obtaining or formulating an amicable and strategic solution to tackling a decision-making crisis where a divided opinion exists (Bennison, 2012, unpublished). Yet other scholars see strategy conference as another form of ‘conflict resolving’ approach, that is, a “process which has as its objective the ending of the conflict between the disagreeing parties” Buchanan and Huczynski (2004, 2007:833, 2010: 727, 2011), such as between Bayelsan young people and community organisations on the one hand, and policy- makers and policy implementers on the other. These are simply different approaches to resolving similar phenomenon more effectively when there are diverse ideas and values that need to be converged to achieve a common corporate goal (Soutar, 2004; Yang, 2005; Kreitz,2012; cited in Kreitz, 2012). This helps in gaining competitive advantageous positions.

This concept of strategy conference was adopted from Professor Malcolm Bennison (2012, unpublished), as it was a technique he adopted in several consultancy projects he undertook in different developing countries in the Far East of Asia. These include, i) the Hong Kong Police where he gained agreement from the IT and the HR departments on their installation of a new database system for managing police manpower, and which proved very successful. ii) Project management with the Malaysian Airlines to develop a new HR strategy to match their new business strategy. iii) the BIAF - Indian Foundation for Poverty Improvement, aimed at helping senior management to develop their training and management strategy. iv) and also with the Bangladeshi Heads of the Civil Service in planning their HR development strategy to get disagreeing parties to agree, and this has been a success. Before this, there had been so many internal conflicts. This suggests that strategy conference might be a tool to use in the current research. The researcher believes that an identical strategy might be successfully applied to poverty reduction, as it is intended.
Similarly, Wentling (2004:176) adopted a strategic planning model in her study in Australia in order “to identify and provide information on the factors that assist and barriers that hinder the success of diversity initiatives in multinational corporations.” Wentling also found that having a strategic plan for diversity initiatives was critical to the success. Integrating diversity initiatives into the company’s strategic plan, recognising that diversity is a business imperative, having a culture (i.e. organisational culture) that values diversity and having top management (and leadership) support were the factors most likely to assist in the success of diversity initiatives.

Integrating diversity values into organisational culture were equally noted (Driskill and Brenton, 2011); or through organisation’s training and development programmes was also advocated (Redman and Wilkinson, 2009); or even through management-preferred cultural-values (Thorp e and Horman, 2000; Jackson and Mattis, 2008). Respecting and acknowledgeing cultural values is seen as critical to organisation’s success and sensitivity because organisation culture is perceived by some scholars as “the way we do things around here”(Deal and Kennedy(2004:4). Although, some scholars disagreed that definition is too ‘simplisitic’. They argued that organisation culture is far more complicated. They offered an alternative definition which states organisation culture is “ offers a shared system of meanings that is the basis for communications and mutual understanding. If these functions are not fulfilled in a satisfactory way, culture may significantly reduce the efficiency of an organisation. This is why it is important for human resources specialists to understand the concept of organisational culture and how it affects organisation”(Armstrong(2012:122). This definition suggested organisation culture is “ all-pervating notion that affects the way in which people behave and has to be taken into account as a contingency factor in any programme for developing organisations and human resource policies and practices”(Armstrong, 2012:122). These diverse views on organisation culture demonstrated that the task of eradicating extreme poverty, must take into consideration these diversity of cultures which is embedded and enshrined into the fabric of the Bayelsa State organisational structure or cultural system amongst all stakeholders: policy makers, young people and community organisations.
It implies ignoring the impact of cultural norms will prove detrimental to the process of tackling extreme poverty.
2.3.1.2.1 The Strategy Conference Process

The Strategy conference’s process is aimed at harmonizing areas of major differences. Strategy conference is a critical tool/instrument of Action Research.

Fig 2 Strategy conference process

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Young people define poverty as well as policymakers define poverty from their perspectives</td>
</tr>
<tr>
<td>2</td>
<td>Research introduces each issue to the conference</td>
</tr>
<tr>
<td>3</td>
<td>Comparison of findings in different definitions</td>
</tr>
<tr>
<td>4</td>
<td>Identify/pick areas of main differences</td>
</tr>
<tr>
<td>5</td>
<td>Select reps from YP and PM covering differences in views</td>
</tr>
<tr>
<td>6</td>
<td>Interview each representative against personal view</td>
</tr>
<tr>
<td>7</td>
<td>Interview each representative against personal view</td>
</tr>
<tr>
<td>8</td>
<td>Write up &amp; summarise each individual view</td>
</tr>
<tr>
<td>9</td>
<td>From reactions create for each issue/paper for discussion at conference</td>
</tr>
<tr>
<td>10</td>
<td>Distribute to conference attendees</td>
</tr>
</tbody>
</table>

Source: Researcher’s; adapted from Prof Malcolm Bennison (2012, unpublished).

As in the Figure 2 above, the strategy conference process comprises 10 important steps, all of which needs to be experienced for the goals of the entire process to be successfully fulfilled. So, to achieve success, users of strategy conference process will need to gradually and consistently move from step 1 through to step 10, whilst at the same time, ensuring the specific tasks or activities that needed to be conducted are being carried out in good faith. Further details are also provided in the Appendix 14).

This concept of strategic conference was adapted from Prof Malcolm Bennison (2012, unpublished) a technique he adopted in several consultancy projects he undertook different countries in the Far East: Hong Kong, Malaysia, India and Bangladesh. In Hong Kong, with the Hong Kong Police, to get agreement from the IT as well as the HR departments on their installation of a new database system for managing police manpower, and which had proven very successful. Prof Malcolm Bennison stated that he had also applied it in his project management with Malaysian Airlines to develop a new HR strategy to match their new Business strategy. Other project in which this concept has been applied successfully by Prof
Malcolm Bennison was the BIAF-Indian Foundation for Poverty Improvement. According to Prof Malcolm Bennison, the Indian Foundation for Poverty Improvement was aimed at helping senior management to develop their training and management strategy. So it was also with the Bangladeshi Heads of the Civil Service: where Prof Malcolm Bennison had established it and then used it in planning their HR development strategy to get disagreeing parties to agree, and it has been quite successful. There had been so much internal conflict.

2.3.1.3 The Relevance of the Strategic Planning Model

Hill and Jones (1998:106; 2009) define strategic planning as “the process of taking a specific pattern of decisions and actions by managers to achieve an organizational goal better than competitors.” Alternatively, strategic planning is “process of developing and maintaining a strategic fit between the organisation’s goals and capabilities and its changing marketing opportunities” (Kotler et al., 2013:667). It is part of the family of strategic management which is generally seen as business “process” and broadly defined as “a process of strategy making, of forming and, if the firm survives, reforming its strategy over time” (Boxall and Purcell, 2003:40). Specifically, strategic management process is concerned with addressing issues relating to questions such as where are now at present and why?, where do we want to be in the future and why?, how might we get there in the mist of the challenges or threats?, which way is best to get us there amongst the different optional choices we have?, and how can we ensure we arrive there safely and/or successfully?”, and what if we did not get there? (Wilson, 2009). So, it is generally used as “a generic term to describe the process by which managers identified and implement their organisation’s strategy” (Burnes, 2004:605). This study adopts strategic planning as part of the SMT model due to its strategic usefulness: it is a rational approach to planning and control. It enables the researcher to assess the strengths, weaknesses, opportunities and threats (SWOT) of Bayelsa State while tackling poverty about the environment and its competitors. Johnson et al. (2008) argue that since the strategic capabilities of an organization are not absolute but about its competitors, a SWOT analysis can only be meaningful if it is being applied comparatively, and if it involves top management itself. Importantly, the role of top management is critical.

Furthermore, it is important to understand whether Bayelsa State’s overall economic situation is healthy or not. Thompson et al. (2008) observed that strategic planning provides an
excellent overview of whether the company’s overall situation is healthy or unhealthy. Adelphi’s model, which emphasizes that the need to know your enemies’ strengths and capabilities before attacking be critical and non-negotiable, if one must defeat the opponent in a combat situation. Adelphi method is a “scenario planning (or scenario building) technique, which uses a panel of experts, who independently of each other, are interrogated (or interviewed) about a number of future issues within their area of experts” (Burnes, 2004:598). Lynch (2006:450) sees SWOT as “analysis of the strengths and weaknesses present internally in the organization coupled with the opportunities and threats that an organizational system faces externally”. From all of these perspectives, the researcher can deduce that strengths and weaknesses are found within while opportunities and threats are found outside the organisation. But, they are all critical to the survival and competitiveness.

Several scholars have different views on strategy taken from variety of settings. Strategic planning provides the basis for designing various strategies. A “strategy is the approach selected to achieve specified goals in the future” (Armstrong, 2012:15), or “longer term goals but they also cover how those goals will be attained. (Thus, they are regarded as tools to) guide purposeful action to deliver the required results” (Armstrong, 2012: 15). Alternately, strategy was also defined as “the determination of the long term goals and objectives of an enterprise, and adoption of course of action and the allocation of resources necessary for carrying out those goals.” (Chandler, 1962:13; also cited in Armstrong, 2012:15). Additionally, strategy was seen “as a particular pattern of decisions and actions that managers take to achieve an organisation’s goals.” For most, if not all organisations, an overriding goal is to achieve superior performance. A strategy was defined more precisely “as the pattern of decisions and actions that managers take to achieve superior organisational performance” or “is an action that a company takes to attain one or more of its goals” (Lynch, 2006; Johnson et al, 2008; Thompson et al, 2008; Hill and Jones, 2009). The historical linkage to the military roots of strategy, with generals taking charge of command and control of strategy, reflects that it is a significant business - to plan strategically. As seen above, strategies apparently do play critical roles. Importantly, strategies should work because they are designed for specific purposes. Thus, as Abell’s (1993:1) asserts “a good strategy is one that works”, or one that, from Abell’s (1993) perspective, “enables organisation to adapt by mastering the present and pre-empting the future” (cited in Armstrong, 2012:15). More so, because “often drawing up strategy is fairly easy, getting it to work is hard” (Kanter, 1984:305; Armstrong, 2012:15). Which is why, as
Boxhall (1996:70) illustrated “strategy should be understood as a framework of critical end and means” and also cited in Armstrong(2012:15). Strategy must be utilised to win.

By contrast, apparently, “many companies, even very sophisticated ones are much better at generating impressive plans on paper than they are at getting ownership of the plans so that they actually guide operational decisions”(Armstrong, 2012:15). On the other hand, policy implementation is another critical aspect to strategy. Implementing a strategy or plan is referred to as the process of “converting the strategic plan into action and then into results” (Thompson and Strickland, 1961:20; Armstrong, 2012:15). So, “implementing entails practically putting plans to work, involving transferring the ideas into outcome on the ground so that the words begins to see some benefits from it”(Armstrong, 201:15). Crucially, what is desired and expected is successful application of the strategy, thus, a “successful strategy (must) result from applying consistent principles to constantly changing business conditions? Strategies are – and should be- the adaptive, but principled responses of firms to their surroundings....”(Bosanko et al (2013:57). To this end, Hofer and Shendel (1978:27) identified three distinct levels of strategy: corporate strategy-deals with allocation of resources/strategic analysis); business strategy (dealing primarily with the questions of competitive position/strategic choices; and functional level strategy(is limited to the actions of specific functions, through operational implementations). But, to Woods (2007:247) business strategy is about “determining the scope of each unit and how it will compete, what market(s) it will serve and how unit resources will be allocated and coordinated to create customer value”. Positive insights can be gained from all of these strategic formulations.

In addition, valuing diversity is also crucial whilst planning. Thus, as Wentling (2004) found, organisations that do not appreciate the values of diversity may lose out in a competitive environment: ‘effectively utilizing’ the organisation’s human capital would be the single most important issue affecting organisations as resources are undergoing dramatic change. The demographical characteristics of Bayelsa State, as elsewhere around the world, are becoming more diverse. This should be a basis for Bayelsa State to re-align itself to adapt to such changes (Norton and Fox,1997; Fernandez, 1993, Gilbert & Ivancevich,2000;). Social marketing is the driving force aimed at changing behaviours and attitudes.

In summing up, traditional planning itself is taking alternative courses of action when faced with choices. This is valuable in assessing the SWOT. It is necessary because, often,
resources are scarce or limited. So, it is almost impossible to satisfy all of one’s needs. Choices must be made (Richardo, 1772; Smith, 1776). Hence the rationale for proper strategic planning.

2.3.1.3.1 Strategic Planning Process (Fig 3)

<table>
<thead>
<tr>
<th>Strategic analysis</th>
<th>Strategic choice</th>
<th>Strategy implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate-level (decision making)</td>
<td>Business level strategy</td>
<td>Design, Organisational structure</td>
</tr>
<tr>
<td>Values/Vision</td>
<td>Global level strategy</td>
<td>Matching strategy, structure &amp; control, manage strategic change</td>
</tr>
<tr>
<td>Mission/statements</td>
<td>Designing strategies and</td>
<td>Designing control systems</td>
</tr>
<tr>
<td>Goals/Objectives</td>
<td>Strategies and tactics to achieve corporate goals</td>
<td>E.g., Feedback: monitoring and evaluating if goals go according to plan?</td>
</tr>
<tr>
<td>Strengths/weaknesses</td>
<td></td>
<td>If not, why not? Plan B?</td>
</tr>
<tr>
<td>External analysis</td>
<td></td>
<td>Budgeting /budget allocated.</td>
</tr>
<tr>
<td>Opportunities/Threats</td>
<td></td>
<td>Based on needs/wants of communities’ purpose of community regeneration)</td>
</tr>
<tr>
<td>analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Core competencies/resources</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Cole (2004,2005); Lynch (2006); Johnson et al. (2008); Thompson et al. (2008); Hill and Jones (2009); Buchanan and Huczynski (2004; 2010; 2011); Armstrong(2012).

Vision or Mission is used interchangeably as with goals or objectives. Vision or Mission, by an organisation, is a formal declaration of intent or of what the organisation would like to achieve over a period. Whereas goals or objectives are the desired or specific future state that the organisation wishes or sets out to realize. They must be specific, measurable, achievable, realistic, time-constraint (SMART), (Hill and Jones, 2009; Armstrong, 2012). But recently, with the inclusion of the concepts: evaluate and revise (or re-do or revisit), it now becomes (SMARTER), Cadiff.ac.uk (2016).

2.3.1.3.2 Step 3 Strategic Planning Model

Strategic planning model is applied here to ensure that a pattern of decisions and concrete, actions are being taken by managers to achieve an organisational goal better than competitors. Specific components of the strategic planning include strategic analysis (setting the vision, mission statements, goals/objectives based on community or stakeholders need
analysis). Strategic choices (setting strategies and tactics to achieve organizational goals); strategic implementations (designing an appropriate organisational structure, setting communication lines), community needs assessment; community budgeting, monitoring/controlling (setting feedback structures) (community regeneration planning) (Hills and Jones, 2009).

2.3.1.4. Step 4 Implementable Joint Programme of Action (IJPA)

The last phase of the researcher’s methodological model for poverty intervention is the implementable joint poverty reduction programmes (IJPA) (or the action plan). This action plan is the researcher’s model (tool for delivery) through which poverty could be reduced, if not ending. The joint programme of action implies that a strategic plan (or business plan) must be drawn up (or prepared). Based on the strategic plan which has been prepared, policy makers could utilise it to respond to and tackle range of different specific prevailing poverty related challenges, according to need. These needs or problems could be of single or multidimensional nature: programmes to provide decent low cost and/or affordable housing schemes; programme to end difficulties in accessing free healthcare services, loan, grant and scholarship schemes to enable all eligible persons to access free quality education whenever they want and wherever they want and to access such education regardless of race, disability, gender, religion or sexual orientation, political beliefs or affiliations.

The IJPA could be developed for specific social campaigns - to targeted audiences and the general public. The ultimate aim is to end poverty. Possible ultimate outcomes would include - reduction in unemployment, poor housing, mortality rates, illiteracy, destitution, or better access to healthcare, education, social infrastructure - electricity, medicare, drinking water, road facilities, transportation facilities, credit facilities for rural farmers and small businesses. The ultimate goal is to attain zero tolerance on poverty, using a pull-push marketing communication approach. A pull-push promotional strategy (Appendix 26) is adopted because the current SMT-model can be presented as a product and a service. This strategy is non-negotiable. This could support a local poverty reduction drive. If successful, it could be replicated - to national campaigns, or even international campaigns through franchising. It is important to note that these social marketing processes might possibly result in certain consequences or risks: social marketing is about changing behaviours, attitudes, values, etc.
So, it might be pertinent to discuss the possible causes or factors of change. What is it that might trigger a change? It could be a new or modified innovation or a cultural shift because of a change of leadership or behaviour or attitudes or values. To this, scholars (Harwood, 2006; Porter, 2008; Rosenbaum and Pearl, 2008) have attributed several factors that may be responsible for an organisational change. These may constitute organic or inorganic factors. The former (organic) may pose a growth within the organisation; that is, growth have been internally generated. This is by way of natural expansion through natural or gradual business evolution such as through an increase in sales, profitability, or staff, return on investments or dividends. In contrast, the latter (inorganic growth) is one due to expansion by merger or acquisition or a result whereby two organisations are joining to achieve better competitive advantages over their business rivals.

However, in this current research, the reality of the subject constitutes potential changes arising possibly from a change of organisational culture or an attempt to change behaviour, attitudes, values, ways of life. - Poverty reduction. The important thing to note is that in either situation of change there may be associated advantages and disadvantages. Usually, there are winners and losers. So, to avoid the seriousness of the impact on potential losers, the change process must be understood and managed effectively.

2.4. Implementing changes that might follow the researcher’s SMT-Model

It is important to note that substantial changes might be expected while implementing the researcher’s SMT Model. Implications for these potential changes are discussed below.

2.4.1 Implications for leadership changes in implementing poverty reduction process

For a better understanding of the researcher’s SMT model, understanding the role and responsibility of leadership is crucial. This is important because there are potential implications during implementing the change process. This part of the model seeks to highlight how the implementation of change within Bayelsa State arising from the SMT can be adopted successfully.
This is because change is expected to result in chains of reactions (such as freeze): as Sarah’s model pointed out; shock, anger, rejection and acceptance. Sarah’s model applies to this study. According to Folkman (2010:1) in her “Meet SARA: our emotional response to bad new” article, she illustrated that Sara’s model is an ‘acronym’ for (Shock, Anger, Reaction and Acceptance) in showing how they experience new ideas emotionally. It is a leadership intelligence tool used in understanding how people react to certain changes. It means Sarah is being used to represent the pattern of emotional responses or feedback that people feel when change occurs or an event happens to them. Two important types of change are commonly associated with implementation: operational and strategic changes (Burnes, 2004, 2009c; Cole, 2004, 2005). Change is almost inevitable due to the varieties of factors either internal or external. These factors may include expansions, mergers or acquisitions, new technology, new leadership that may arise from the implementation of this current SMT model. Alternatively, there could be political, legislative or legal, environmental, economic and social, cultural factors (Porters, 1990, 2008). So understanding how change is implemented is, therefore, crucial.

2.4.2 Types of Change Theories Associated with implementing Poverty Reduction Process

According to Pettigrew et al., (1992, 1998) and Burnes (2009), operational changes are ‘small scale’ and relatively ‘unimportant’ changes. This suggests that systematic strategic planning is usually limited here in an operational change situation, whereas Lynch (2006:753) defines strategic changes as “the proactive management of change in organisations to achieve clear strategic objectives.” This implies that strategic changes are about “major and important” changes in one or more of the main elements of an organisation: as envisaged in the Bayelsa State setting concerning marketing poverty reduction using the current SMT model. This is the change that the researcher finds pertinent to this study. Poverty alleviation process must be a continuous process, not a one-off activity.
Lynch (2006) identifies two other dimensions of change as a slow organisational change that is introduced gradually (i.e. incrementally), whereas fast organisational change is the change introduced suddenly (i.e. radically), usually as part of a major strategic initiative such as the current SMT model. This study focuses on ‘fast’ organisational change that is mainly ‘radical’. This is why it needs exceptional leadership or management skills and knowledge to ensure that the poverty reduction implementation process is fulfilled smoothly.

Also, three other significant change theories may be equally pertinent to this current study. These include the Three step change theory, Kotter’s 8 step model and Sarah’s model. Change arising from the incidence of poverty is a genuine phenomenon that exists. Poverty is a natural phenomenon. It can be observed and analysed through various phases. The main aim of the theories is to find out how successful change can take place while implementing the proposed joint programme of action for the ending of poverty.

According to Lewin (1951), the Three-step model of change process constitutes three dynamic phases or states. Phase 1 of the process is to unfreeze the existing situation, phase 2, is moving, where it is necessary to move the target system into a new level of balance or equilibrium and phase 3 is to refreeze. This normally happens after the change has been implemented. Lewis argues that unfreezing can be attained by introducing an idea or concept that exhibits discrepancies and conflicts between behaviours expected and/or desired by the group members against those behaviours that the group already have. Moving involves exhibiting new behaviours and attitudes through changes in group structures and processes, whereas refreezing is achieved via supporting reinforcements that sustain the new systems, structures and policies.

Yuki (2010) describes phase 1 as the stage where people come to realize that the present ‘modus operandi’ is unsustainable eventually. The present ‘modus operandi’ means how policy makers’ have sustained the incidence of poverty in Bayelsa State. Phase 2 is the one where people look for new ways of doing things. The phase two could be related to this very steps being undertaken by young people and community organisations are finding ways in which to change their poverty situation through research other than corrupt or other unethical practices or violence means. Phase 3 is where the newly implemented approach such as the SMT model becomes established and accepted. In the current setting, poverty reduction in Bayelsa State, Bayelsans are only experiencing the transition between phases 1 and 2. This
supports the researcher’s theory that Bayelsan young people and community organisations have now become cognizant of the fact that the ‘previous modus operandi’ the old corrupt ways, are no longer tolerable, as they lead to rather more poverty. It is time Bayelsan young people, and community organisations found new ways of overcoming the challenges of poverty.

Conversely, Kotter (1995) in his Kotter’s 8 Step Change Model, believes that an implementer of change might have to go through 8 steps to implement the said change successfully. In step 1) one must create urgency for the organisation, so it becomes necessary to make a change. In step 2 one must form a powerful coalition of like minds, to convince people that change is important and necessary. Strong leadership and support from some people in the organization are essential. In step 3, it requires the creation of a vision, as a vision for change is necessary. However, the vision should be simple and clear to be remembered by all stakeholders. In step 4 the vision must be communicated to the followers efficiently. In step 5 it involves the removal of obstacles. In step 6) one creates short term wins. Celebrate short-term results so staff can see what you have so far achieved to motivate them. In Step 7 Build the change, as quick wins are only the beginning of what needs to be done to achieve change. Moreover, last in step 8 one anchors the changes in the organisational or corporate culture.

Regarding the theory of corporate or organisational change, several approaches have converged. Corporate or organizational culture is defined as “a collection of relatively uniform and enduring values, beliefs, customs, traditions, and practices that are shared by an organisation’s members. They are learned by new recruits and transmitted from one generation of employees to the next” (Buchanon and Huczynski, 2004:875; 2010;2011;2012; Armstrong, 2006;2009; Cole, 2004;2005).

Gretz (1973) a pioneer in organisational or corporate culture, advocated that adopted culture should be based on the perspectives of the indigenes, in this research, indigenes of Bayelsa State themselves. An organisational culture should be pertinent and significant to the local needs and reflect the way the people live (Gretz, 1973; Grossberg et al., 1992; Buchanan and Huczynski, 2004;2010;2011;2012). In this setting, this refers to the perspectives young people and community organisations in Bayelsa State. This suggests that what young people and community organisations attribute as important is pertinent when considering corporate
organisational culture, such as adopting the SMT model for poverty reduction, following Gretz (1973).

Shein (2010:17) observed organisational culture is “a pattern of shared basic assumptions learned by a group as it solved its problems of external adaptation and internal interaction. It has worked well enough to be considered valid and therefore, to be taught to new members as the correct way to perceive, think and feel about those problems.” It is a “pattern of shared values and beliefs over time that produce behavioural norms that are adopted in solving problems” (Shein, 1985). Organizational culture has also been described as “specific behavioural patterns”, value systems and rewards that are found in a particular organization (Robins, 2009). Yet in a different context, other scholars argued that the notion of organization culture should also embrace the ‘level of formality in management’, (leadership styles). Also, the behaviours that are rewarded or punished (Moorhead, 2007) or even quite simply as ‘the way things are being done’ (i.e. traditions and customs, ethics) in an organization (Harden, 2009).

To make the change efficient and successful, organizational culture should be embedded in the organisation’s strategic goals, and this should be reflected in the day-to-day running of the organisation. This way everyone is engaged in the system: top-to-bottom and vice versa, bottom-up. However, it is important to note that only a few of the above steps can implement change at a time.

It is safe to state reducing poverty in Bayelsa State is a task bigger than merging two departments in an organization or merging two companies. The change in this context of this research is a social change campaign aimed at changing perceptions, attitudes, behaviours, values, ethics or code of conduct in society to implement a new SMT model to end extreme poverty. This is based on the belief that extreme poverty can be reduced by creating a massive awareness campaign. This change process could cause the creation of additional real employment, and jobs, rather than any loss of jobs.

It is appropriate to highlight the impact of Sarah’s model on organizational change situations. This is because Sarah propounded two related theories: reaction and resistance to change, both of which are important. According to Sarah’s model, people react to change differently. So Sarah’s model is used to explain how people react to change. As already briefly stated,
according to Sarah’s model, there are four reactions to change: shock, anger, rejection and acceptance. This model would evaluate how people might react during the change process. Before implementation, one should seek the opinion of other stakeholders such as managers in the decision to engage in the poverty reduction social change campaign.

This suggests that before implementation of the SMT model, there is need to seek the opinion of all the stakeholders such as the leaders of young people and community organisations and policy makers and policy implementers in the decision to engage in a poverty reduction social change campaign. This supports the change management theories that change itself will influence the change to be executed. The current Bayelsa State poverty research and its SMT model and its future aspirations must be likened to the change. Stakeholders must be prepared for change by calling on all stakeholders and explaining the changes that will take place and their consequences. An overview of real problems envisaged needs to be communicated. Reactions should be expected, and this may increase resistance to change (Cole, 2004; 2005; Wilkinson and Redman, 2009; Burnes, 2009c; Schein, 2010; Peterson et al., 2011).

2.4.3 Resistance to change during the SMT Model Implementation Process

Now that the impact of change has been properly discussed, it is also pertinent to analyse the likely incidences of reaction to change, following implementation. How to overcome such resistance or change problem is another concern associated with a change in the organisation?

In overcoming resistance, Lewin’s model highlighted the concept of ‘unfreezing.’ All of the above can be likened to the first step of Lewin’s change theory, unfreezing. Scholars have suggested that when a change is accepted to be imminent, there is a need for the management of change to move on immediately to implement the change soon. There is also the need to start by conducting notification meetings to inform those being made affected by the changes (Cole, 2004; 2005; Wilkinson and Redman, 2009; Burnes, 2009b; Schein, 2010; Peterson et al., 2011). The role effective communication is a critical path of the implementation process of the SMT model.
According to Pettinger (2003), Yuki (2010) and Burnes and Jackson (2011) people resist change for various reasons. i) belief that change is unnecessary, ii) lack of trust of the people who propose it. iii) fear of personal failure by those who might have been affected by the change process, iv) fear of information relating to the change process, v) influence of individuals or groups that might have been affected by the change process, vi) threat to values and ideas due to possible radical changes in attitudes, perceptions, values; vii) and lastly but not the least, viii) the threat of litigation and the thought or fear there might be prosecutions against those who might have been found corrupt or involved in unethical practices. Note this is not an exhaustive list of factors.

Further, Pettinger (2003), Burns(2009a) and Yuki (2010) offered some possible solutions that might help address the challenges of change. They suggested resistance can be tackled in several ways. First, by keeping or remaining calm in these changes. By keeping his or her emotions in check. Second, the implementer of change must have full knowledge of how the decision was made. This means that information or effective communication of the message to all stakeholders is vital. Fourthly, good listening will be necessary as anger is common or normal. People or stakeholders must be free to express their concerns without fears or favours. Changes may affect them, so, the complaint is a normal part of the change process. Effective complaint procedures and mechanism must be put in place. Also, there is need to note or prepare how to respond to verbal attacks that are inevitable and should be assertively responded to. Finally, it is important to remain calm as already suggested earlier.

2.4.4 Overcoming Resistance

The above can be likened to the first step of Lewin’s (1951) change theory, unfreezing. Implementing the current SMT model will involve unfreezing. As with Cole (2004;2005), Wilkinson and Redman (2009); Schein (2010) and Peterson et al., (2011) once people have accepted that change is imminent there is a need to implement now the change. This implementation process is therefore suggested. As a starting point, there is a need to commence by conducting a notification meeting to inform all those stakeholders who might be affected by the changes. So, communicating with all stakeholders is crucial. Second, during the communication process and the meetings, the change must be clearly explained and communicated to all stakeholders why the change is necessary and critical to the future well-being of all. It is also important to take all stakeholders’ views into consideration during
the consultation. For inclusive, there might be a need to call another or follow-up meeting of all stakeholders. This might be a very critical feedback mechanism as it might make stakeholders feel belonging to the process. Finally, for effectiveness, there is need to ensure that the message being communicated is done so clearly as possible. Effective communication is deemed necessary.

Regarding effective communication, Cole (2004; 2005) highlighted essential communication skills that might be pertinent in this current research. These skills may include listening, writing, speaking, leadership, negotiating, team management, problem-solving, decision-making, project management, time management, creativity, learning skills, conflict resolving and stress management, which may be verbal or nonverbal, upward and downward, and even body language and organizational culture and organization structure. These are all important parts of communication. So as one could see, the concept of communication is all encompassing. Communication is a process of ‘creating’, ‘transmitting’ and ‘interpreting’ not only of ideas but also of facts, opinions and feelings. It is also described as sharing of mutual exchanges between two or more persons (Cole, 2004;2005).

Coles (2004;2005) further highlighted the main factors of communication in an organization: factual information, discussion points, formal notices. They also outlined the different communication: memos, reports, bulletins, the media of communication such as face-to-face, written reports/memos, emails, fax, telephone selling. Additionally, they set out the skills of communication: memos, report writing, chairing of meetings, interviewing, telephoning selling. Also, they identified the organisation of communication: formal channels of communication, committee structure, authority levels, communications procedures, disciplinary issues. Within these five perspectives, there are formal (or acceptable ways of organization culture), informal (or unacceptable but powerful e.g. grapevine) and the barriers to communications such as the bias and subjectivity of the individual, culture and values, position or status difference, lack of trust, an overload of information/overload, verbal difficulties (Cole , 2004;2005).
2.4.5 Leadership Role in Implementing the Change Process

Several scholars have theorized that effective leadership is critical to a process of change management. Brown (1998) explored cultural changes situations; (Sergiovanni and Cordially, 1986; Wilkinson and Redman, 2009; Schein, 2010; Peterson et al., 2011) noted that from a role model perspective a new leader is more likely to adopt a new approach, than not. Schein (1992) noted that different strategic issues may lead to various cultural directions. Leadership is about getting things done through people; so, involving young people and community organisations is crucial. Brown (1998) explored several cultural change situations.

Hill and Jones (1998;2009) refers to strategic leadership as the ability to articulate a strategic vision for an organisation, and to motivate others to adopt or assimilate into that vision. It then follows that a key role of leaders or managers, whether they are general or functional managers is to provide strategic leadership for their subordinates, regardless of the style of leadership adopted. Hill and Jones (1998; 2009) identified these as key features of a good leader. i) vision, eloquence and consistency, ii) commitment, iii) being well informed, iv) willingness to delegate and empower, and v) astute use of power.

In comparison, amongst several ‘leadership competency models’ Spencer and Spencer (1993) outlined a range of other competencies that a 21st-century leader should possess. Examples of competent elements include the following:

i) Strategic thinking - understanding dynamic market factors such as the SWOT and design responses/strategies.

ii) Change leadership - communicating change initiatives in a way that inspires adaptive action.

iii) Relationship management - the ability to develop a network of relationships and contacts whose cooperation is necessary to achieve organizational goals.

iv) Flexibility - the ability to change processes and procedures when necessary.

v) Entrepreneurial innovation - the ability/motivation to champion new products, services, and a production process.

vi) Interpersonal understanding - the ability to understand and value the inputs of diverse persons.
Empowerment - the ability to share information, particularly to solicit others’ ideas, delegate meaningful responsibility, and make employees feel more capable and motivated to assume greater responsibility.

Team facilitator - the ability to use group process skills to inspire diverse groups to work together effectively towards common goals;

Portability - the ability to adapt to and function effectively in any unfamiliar environment. These skills could be re-categorised under interpersonal and functional skills.

Rothwell (1994) pioneered the distinction in leadership between leaders ready to lead and those leaders who have the potential to lead. The Rothwell’s (1994) model found that in a self-evaluation exercise, those who can understand the feedback received and translated the result into meaningful action, are those leaders ready to lead. According to Rothwell, the ability to integrate feedback received from respondents marks the sign of an individual ready to lead. Rothwell identified these competencies: a) accept feedback non-defensively, b) integrate feedback and make an observable change, c) seek learning from a variety of sources, d) persevere even when learning is difficult. In the context of this research, a leader who is both ready and willing or have the potential to lead the poverty reduction implementation process through will be needed while implementing the current SMT model.

Many ways enhance leadership skills and develop readiness, including the entrepreneurship approach. Rothwell further suggested several ways from the entrepreneurial perspective as follows; i) support people (by engaging in experiences that provide opportunities to lead, supervise, coach, or mentor others). ii) managing profit and loss (by engaging in experiences that provide opportunities to lead or manage an operation, major project, or business with end-to-end responsibility for performance). iii) developing new directions (by engaging in experiences that provide opportunities to start something new, make strategic changes, or carry out a reorganisation). iv) servicing customers (by engaging in experiences that provide opportunities to interact directly with external clients). V) leveraging technology (by engaging in opportunities in transforming technology into profitable products and services). Vi) managing business diversity (by engaging in experiences that provide opportunities to have multi-functional responsibility). VII) working internationally (by engaging in experiences that provide opportunities to develop global business understanding and cultural awareness. viii) inheriting problems (by engaging in experiences that provide opportunities to
fix problems created by former incumbents). ix) having high stakes (by engaging in experiences where high visibility and responsibility for success or failure is evident). x) experiencing job overload (by engaging in experiences where the sheer size of the jobs requires a substantial investment of time and energy), xi) providing oneself (by engaging in experiences where one must prove his/her ability to handle the job.

According to Effron and Gandossy (2004), companies that invest in developing their leaders enjoy long-term profitability. Blake and Mouton (1964) identify five aspects of leadership style. i) country club leader gives higher concern for people than for production. ii) team-leadership gives high priority for staff and productivity. iii) middle-of-the-road-style also gives equal concern for both people and production. iv) task-leader gives higher concern for productivity than people, and impoverished-leader gives low priority to both people and productivity, putting himself/herself in a great dilemma (of indecisiveness). It is up to the leader to adopt which style best suits his/her circumstance to either favour high productivity or high preference for peoples’ happiness. This suggests that while implementing this current SMT model, there is important for the leader to realise that he or she has to make strategic leadership choices.

In summing up implementation of change, this study sees change implementation as a crucial part of running organisations effectively. Without careful planning and research, effective communication and dedication of key staff members, the implementation process relating to the current SMT model cannot succeed.

2.5 Absolute Poverty and Developing Countries

The phrases “development” or “developing countries” or “developed countries” are in fact Contentious, subjective and open to debate. Historically, the term developing or the underdeveloped or third world, has been associated with a description of poverty in the 1950s (Viner, 1952:125; Stycos and Hill, 1953:140-142; Stanley, 1954:13; Milibanks,1954:61; Buchanan and Ellis,1955:3-4, cited in Shanon, 1957:2-13) appendix 35). More recently, Sullivan (2003) defines developing countries as having lower standards of living, democratic governments and human rights guarantees, and material wellbeing than that experienced in the West. Such views are rather a Eurocentric, as opposed to Afrocentric
perspectives. Ethnocentrism presumes that only one culture and/or course of action, are the only acceptable pathways to development, of which there are several counter views (Rostov, 1960; Foucault, 1970; Nederveen-Pieterse, 2001). Terms such as ‘third world’ and ‘underdeveloped’ arguably are even more Eurocentric (Dadzie, 2000), and which are based on the extreme notion of Ethnocentrism. From the perspective of tackling poverty, the linkage between development and freedom was also highlighted (Epstein 2000). This was interpreted, so development was perceived as a process of freeing the poor a range of inequalities (Broadberry, 2014).

Developed countries are those countries that have had higher levels of development using different approaches, including the degree of industrialization, human development, income per capita, gross domestic product. Alternative terms being used include advanced countries, industrialized countries, economically development, geographical location as in the global north, first world, Saacks (2005). Unfortunately, Eurocentrism implies exploitative and colonial tendencies, just as Walllerstein (1976) observed that capitalist development insinuates imperialism: control by power and domination of the weak by the stronger. Still, those felt otherwise that the term ‘development’ is universally unacceptable because ‘developing’ is a derogatory term deliberately construed to suit particular political and ideological positions (Foucault, 1970; Nederveen-Pieterse, 2001). Inevitably, there are contrasts in ‘living standards’ and ‘democratic culture’, as some developing countries may be more democratic and, even more, successful in the provision of certain social amenities regarding the quality of education, housing and medical care. These definitions are not binding.

2.6 Theory of Support-Need in Relation to Poverty

In other to understand poverty, it is imperative to clarify what counts as ‘need’ and ‘support’. Support is an all-inclusive term. Therefore, support and need are synonymous with poverty. It covers a broad range of help including familial, ecclesiastical, public, private and voluntary sector organisations that support and improve opportunities and quality of services for young people and community organisations. These go to enhance social, economic, mental, physical, psychological, educational, spiritual, cultural, intellectual development of skills, capabilities, competencies, potentials and life chances for young people (NYA, 2005;2006;
The Fabian Society, 2006; 2015; Oxford Dictionary, 2005). It is believed to be a worthwhile approach to ‘investing in young people’ and community organisations so that ultimately young people are ‘better able to live more active and fulfilling lives’, and thus invariably, a better, more enriching, cohesive and competitive society (Maslow, 1943; 1954, 970). In comparison, reflecting on wider parental relationships with young people, Gibs and Taylor (2005) identified support needs such as financial, emotional, childcare, finding employment, setting up personal contacts, housework, do-it-yourself, gardening. This is about an analysis of other ways in which parents might continue to provide support for their children and/or young people progress to establish their homes.

Likewise, there are different views about ‘need’. Beveridge Report (1942); also cited in Bradford (2001) in his welfare reforms agenda, argues that ‘want’ is only one of ‘five giant evils’ of poverty, along with ‘disease, ignorance, squalor and idleness’. Poverty, he feels is more likely to eradicate. This is a courageous step. Like Sen, Beveridge also related the need for poverty eradication as ‘freedom away from want’ through redistribution of income and state insurance contribution. However, Dean (2006) sees needs as basic day-to-day support-systems; whatever ‘makes life worth living’ or ‘facilitates human wellbeing’. These requirements include essential social infrastructure: healthcare, education, housing; and means of livelihood, such as jobs and money; and vital but sometimes intangible, things such as physical and emotional security. Needs are absolute necessities, whereas wants may include luxuries. However, the overall nature of the characteristics of these concepts is that one person’s need is another person’s want. So these concepts are relative, not absolute concepts.

However, the fundamental “difference between needs and wants becomes, at least, blurred and at most no more than a socially constructed artefact” (Doyal, 1993). The government could not provide for every need. Inevitably, stakeholders such as businesses, community organisations, neighbours, families and social groups are expected to make their contributions. It is the corporate social responsibility of social policy-makers to understand and balance these elements to improve human wellbeing. From such a perspective, identifying ‘who should take responsibility for providing the support that young people and community organisations need’ becomes fundamental.
Drawing heavily from humanists Hegel and Marx, Frazer (1998; 2006) presented ‘need’ as an instrument of ‘freeing’ humans from labour, through the intervention of technology. This allows humans to satisfy their needs more productively and/or constructively. They assumed that technological processes were a crucial foundation that enables human labour to become free. So, need here is used as a non-personal developmental tool for humans. That way, Hegel’s work on The System of Ethical Life, portrays need as taking ‘universal and particular forms of life’. Whereas ‘universal or natural needs’ include such basics as food and drink that individuals must satisfy to exit, ‘Forms’ represent particular strategies that humans take to achieve their needs. These forms emerge through different stages of need-satisfaction, ranging from immediate through to the ultimate. It is believed that such transition from labour to technology through the process of negotiation justifies a classic demonstration of the success of the ‘System of Need’.

Also, Frazer assumes that Hegel’s work on The Philosophy of Life, further identifies need as a ‘tyranny of natural necessity’. Unavoidably, the need to escape from such domination as Frazer advocates is the ongoing need for humanity to satisfy ‘legitimate needs.’ Invariably, the fundamental desire for humans is to be free from labour.

Conversely, the need for humanity to achieve and sustain freedom from labour is the ‘technological development’ that allows machines to replace humans in the production process. So, while need helps technology to free humans to tackle their other needs that ensure ‘human-progress,’ as well as, ‘increased-productivity’, needs equally sustains ‘poverty, domination and control’ by the wealthy which resulted from unequal-functioning of the capitalist free market system. This way, Frank (1998; 2008) highlighted several contradictions in the need debate: the necessity to satisfy natural, human, and spiritual needs - is to free labour, as much as the need of technology is crucial, and distinguishes Hegel and Marx. Frazer (1998;2006) from contemporary need thoughts.

The lesson for Bayelsan young people and community organisations is that if they are so bullied and subdued by the unfortunate burden of poverty and/or social deprivation, they too could work hard, and create new or alternative ground-breaking ways of freeing themselves from such poverty in a constructive manner. Poverty is a challenge and, therefore, a call for self-re-awakening, self-reappraisal, self-reassessment, such as the poor strategic in post-war
Vietnam rather than seeing it as an instrument of oppression and/or state of helplessness or hopelessness, as the pro-poor strategies in post-war Vietnam.

Maslow’s (1943, 1954, 1970) ‘Hierarchy of Needs Model’ (Appendix 36) sees need as a personal social and psychological development tool, unlike Hengel, Max and Frazer (1998; 2006) whose need theory is that it is a non-personal social developmental tool. ‘The Hierarchy of Needs’ also provides a sense of ‘direction and growth’. It postulates that humanity is motivated by five categories of needs that are inborn. Once a particular level of need is satisfied, it ceases to prevail and influence behaviour. The next set of needs then becomes all important and relevant. While lower-level needs (physiological and safety) are for basic survival, the higher level needs (affiliation, esteem and self-actualisation) represent growth and are necessary for self-development. These must be satisfied in hierarchy order. Starting with the physiological needs (hunger, thirst, sleep, sex), satisfaction of which leads to the second (safety need); followed by desire to live in a world of peaceful co-existence, job security, and social stability, and freedom from fear or insecurity, retirement-insurance, as these deal with the basic overriding need for survival. Then (affiliation), which is the desire for love and belonging, and then (esteem need), which Maslow sees as essential, as people need mutual respect and recognition. Finally, (self-actualisation), which is an opportunity for people to achieve what their best potentials are through empowerment and encouragement, as these deal with ‘influence and ‘personal development.’

If young people and community organisations in Bayelsa State are unmet and not provided with opportunities to take new responsibilities and new challenges and to develop skills, how can they fulfil their potential? Unless lower-level needs are satisfied, it is impossible to tackle higher-level cognitive needs. If survival needs are unmet or ignored, it is impossible to achieve higher level needs of development. This suggests survival needs are most important: they needed to be fulfilled before the higher-level needs. Maslow’s needs model is so basic, universal and spontaneous, but not without shortcomings. So, while needs are important developmental tools, they may be difficult to implement due to social and cultural diversities or micro and macro environmental constraints prevalent in societies.

With their objective approach based on their Theory of Human Need, or (The Satisfaction of Human Need Theory, (Appendix 32). Doyal and Gough (1991, 1993) highlighted a contrast between ‘human needs’ and ‘non-human animal’s needs’: pointing out that human needs are
different from those of non-human animals’ regarding biologically driven needs, each of which requires both ‘physical health and personal autonomy’. Doyal and Gough assert that ‘drives’ generate behaviour such as hunger and thirst, which requires satisfaction, while need ‘justifies’ it, which is the reason to find food to eat or water to drink. For Doyal and Gough, the socio-psychological arguments ‘miss the point’ that humans, unlike non-human animals, can forgo (or override) their biological ‘need’ This way, Doyal and Gough (1991,1993) placed human needs as higher than non-human needs.

Doyal and Gough (1991,1993) argued that each has personal objectives to fulfil in his or her communities, and will do everything possible to attain such targets regardless of obstacles. A person who cannot achieve (or has been denied such) goal is a ‘needy person.’ Such a needy person is a deprived person and, therefore, lacks certain capabilities to function effectively. A needy person could be less competitive than their counterparts as the satisfaction of such needs requires individuals to be mental, physically and cognitively fit to make effective personal choices and/or participate in societal affairs.

By comparison, Sen and Nussbaum's Theory of Capabilities share similarities with the Doyal and Gough is to a large extent. Both identified/advocated that people with more ‘capabilities’ (‘internal assets’) have more propensity to achieve their needs than those with fewer capabilities. Conversely, individuals with less capabilities are more vulnerable to poverty. Earlier, Sen (1999) had argued along similar lines linking poverty and need and the need to free the poor: by referring to need in freedom. Sen’s concern was - how to free the un-free - ‘Third World poor’ with help from the ‘rich Developed World’. Which is why the researcher’s SMT model should offer a feasible solution: by introducing an implementable programme of actions to end poverty, we should be able to free vulnerable people vis-à-vis poor people from the danger of being in perpetual need and/or poverty.

Similarly, as classical economists already advocated: to empower the poor there is a ‘need’ to promote economic freedom through wealth creation and advancement of trade: “to address the social basis of individual well-being and freedom” (Smith, 1776). Free trade should benefit all nations, rich or poor, through concepts such as the ‘principle of comparative advantage’ that pioneered the basis for the exchange of goods and services by which the concept of international specialisation was formulated, (Richardo, 1772).
Conversely, the poor workers could benefit from corporations’ policy of maximizing profit, at same time, corporations’ should endeavour to spend/invest in the people (workers) who helped to create the profit by way of paying them decent wages/associated benefits or requisite entitlements to live a decent life (Keynes, 1935). They (workers) could spend and save and by so doing, it could trickle down the economy for the benefit all citizens. This way everyone in the society benefits, and that also means the government must try to stimulate the economy through investment spending. This was consistent also with the theory of the pro-poor (Pernia, 2003). Although contemporary corporate culture does not seem to operate in such a spirit of helping to eradicate poverty, ending poverty should benefit everyone and society as a whole and should be a reasonable corporate responsibility.

To a large extent, Max-Neef et.al (1986, 1989; 1991) ‘Human Scale Development’ Model (Appendix 33) also differs from Maslow’s approach. They contend that needs are ‘finite’, limited, thus different from wants that are plentiful, ‘infinite and insatiable’. Which means, while needs and wants do not change over time, strategies employed by governments and other organisations by which needs are satisfied, change due to the dynamic interplay of the micro and the macro environment forces, which are beyond the control of mankind, particularly that of young people and community organisations. Such methods as power, technology and globalisation in satisfying stakeholders’ needs and/or their social responsibilities are the primary causes of the destruction of nature and communities’ need to be self-reliant. Needs are inter-related and interactive systems, and may operate conjunctively and/or simultaneously rather than hierarchically and/or in isolationistic stages.

According to the humanists, Doyal and Gough’s Theory of Human Need (The Satisfaction of Human Needs Theory) appears also to have a strong linkage with the behaviourists’ theory of learning and communication which seems significant and relevant to this setting or context of need analysis. Like behaviourists, the researcher also believes that through positive learning from being in a state of need or the experience of a state of lack of everything, motivation could bring about a positive situational change. Reece and Walker (2003; 2007), for instance, clarified this further. They believed that “learning is about change: the change brought about by developing new skills, understanding something new, changing an attitude. The change is not merely incidental learning is relative, usually brought about intentionally and purposefully.” In this setting of tackling poverty, the desperation of poverty should be
enough to trigger an opportunity for change, as the researcher sees poverty as a source of stimulant or motivation to strive even harder to succeed in life, rather than not.

Based on the concept of learning, behaviourists have found that different ways of tackling the need for hunger are possible. Their resourcefulness in tackling hunger by using varieties of ways to feed animals (humans, rats, dogs, cats) over the years provided useful practical learning point. Watson (1919;1925) pioneered the behaviourist school of thought, found that behaviour should reflect how we respond to our environment (stimuli and feedback it receives in return). This is a self-assessing approach by looking inward to tackle one’s problems. Pavlov (1927) advanced behaviourism theory further. Unlike his predecessors, he experimented with dogs salivating for food. He (Pavlov) found that a dog’s peculiar way of responding to stimuli is by instantly salivating, when hungry. That means hunger is the stimuli (i.e. the need for food), not necessarily the smell or taste of food. Thorndike (1949) used cats instead to explain the same theory. He found that a cat would escape from a cage-trap to get food kept outside the cage-trap. The study also found that a cat improves this routine technique by repetitively doing it over and over. Skinner (1953) experimented with rats instead. Rats were also found to have mastered their routine techniques of getting themselves food by trial and error.

So, by continuously doing things over and over despite the complexity of the sets of tasks it takes to complete them, there should be positive results. This range of repetitive efforts, doing it by trial and error, and continuously, led to the school of thought called “Behaviourism”: meaning “a psychological perspective that focuses on the study of observable behaviour” (Buchanan and Huczynski (2004). The principle then follows that if one needs something, it can be achieved through trial and error: no matter how long it takes, so long as one does it repetitively, there will certainly be some result coming out of the effort. If not, it can be forgotten. So Bayelsan young people and community organisations could learn from how the behaviourists have tried to tackle the need for food. There is no need to stay idol, as ‘idleness’ itself is an evil on its own, which help perpetuates poverty (Beveridge Report,1942). To Beverage, staying idol is probably the worst form of evil, as compared to poverty and unemployment.

This aligns with the findings of Agyris (1964) in his Maturity and Immaturity Personality Developmental Model (Appendix.35), in which he found that seven changes should take
place in the personality of an individual if he/she is to develop into a fully mature person. Agyris’ seven changes which young people and community organisations were expected to go through include: passive to increased activity; dependence to independence; behaviour in limited ways to capable of behaving in several ways; being erratic and shallow to deeper thinking and stronger person; short-term perspective to long time perspective; subordinate position to equal or superior coordinator position; lack of awareness of self to awareness and control of self. Then these changes may help build stronger personality development and/or establish a positive image through improved self-confidence and self-esteem. So, the SMT model could offer a useful way forward. This would be helpful also in understanding social class measurements. Ultimately, it could provide a strong basis for and/or be useful for social marketing activities in the process of attempting to change behaviours.

2.7 Community Organisations (COs)

The term ‘community organisations’, is used here in a broad sense. It refers to community-based groups, civil society organisations (CSO), nongovernmental organisations (NGOs), youth and community projects, charitable organisations, which are collectively known as voluntary organisations or voluntary and community organisations (CVOs) or the third sector economy. Their aims/objectives are not-for-profit making, non-political and often aimed either at relieving poverty or the advancement of education or religion, or promoting good community causes (Thompson, 2005; UN, UNGO Forum, Wandsworth Voluntary Sector Fact file (May 2006); Charity Commission, 2015).

The role of community organisations in poverty reduction efforts can neither be underrated nor underestimated. They have been involved all along and play a significant part, often on a pro-bono basis, and they will continue to play a very strategic role in the movement to end poverty, with no desire for personal benefits. Guerrero and Manji (2008:251) agree with the researcher that, even in China, CSOs and/or NGOs have much to contribute to the provision of a harmonious society. With their strong technical expertise, skills and knowledge in a broad range of issues in several specialists areas, they can provide an early warning system for environmental problems and other potentially life-threatening situations. The government could not do everything. This suggests it is in the best interest for stakeholders to work closely together working towards achieving a better societal goal. That is the strength of
voluntary organisations: the strong will, commitment and passion for helping improve the quality of life.

Further, as already briefly stated earlier in chapter one, in highlighting the value of the work of civil society, Kofi Annan, the Secretary-General describes “you are a shining example of the increasingly crucial role that civil society plays in the work to improve the lives of people everywhere. In the past few decades, this role has grown beyond all recognition - as civil society groups have become advocates, shapers of policy, and allies of governments in the work on the ground. Today, for the United Nations to succeed in many of its endeavours, a partnership with civil society is not an option - it is a necessity.” (Annan, 2004). Importantly, in same Keynote Address, in emphasising the importance of that civil society organisation, the Secretary-General summarises it by advising us there is “No Development Tool More Effective than Education of Girls, Empowerment of Women” (Annan, 2004). That is how the Secretary-General took so highly the work of young people and women in the role of poverty reduction. So, once again, re-draws attention to the fact it is in the best interest for stakeholders to work closely together working towards achieving a better societal goal. That is the strength of voluntary organisations: the strong will, commitment and passion to helping improve the quality of life. Poverty reduction could not be complete without the recognition and input or active participation of young people and community organisations.

The theory of community organisations is that they are needed because the government cannot achieve everything as resources, capacity and scopes are limited. Also, often government officials and/or agents are corrupt, and lacking the drive and passion in ending poverty (Portkit, 1999). So because there is such apathy in the government’s attitude towards ending poverty, this shows the crucial role NGOs are playing, which needs to be appreciated.

Although a lot has been generalised to community organisations and the nature of the work they do and the wide range of skills and experience required, there is a need to highlight what constitutes community practice. Their work involves bringing people together, helping and assisting them to create and sustain an enabling environment that would achieve the agreed goals aims and objectives. This aligns with scholars such as Elizabeth Filkin and Michael Naish in their “Whose Side Are We On (The damage done by neutralism)?” and Henderson et al., (1980) in their ‘Boundaries of Change in Community Work’.
These suggest that community organisations can take many shapes and sizes, and invariably community work practice involves a broad range of activities, experience and commitment, and can draw on many skills and great passion. They foster and sustain community spirit and community matters. They help in distributing basic medicines, emergency aid, mobile healthcare provisions, earthquakes or flood disaster zones or offer first aid to the needy and poor. Community organisations visit or operate in different rural areas where government healthcare or other vital public services are hard to access, undertaking not only emergency activities but also routine services. This role puts community organisations in the forefront due to this negligent attitude of government and/or governmental agencies and the bureaucracy and corruption involved in them. That is why community organisations are vital alternative redistribution resource. Moreover, they do all without the aim of personal benefits or profit (Smith, 1776; Brugha and Zwi, 2004).

As seen above, the theory of working together implies a great deal of self-encouragement in the face of neglect, ideas-sharing and exchange, collective movements, alternative redistribution of resources, participation, tolerance, self-help, positive and/or affirmative action, community action. It is aimed at being self-supporting and supplementary to services provided by the public sector.

2.8 Consequences of Poverty

Despite numerous efforts by humanity, poverty remains one of the greatest sources of unhappiness and a threat to the survival of mankind. This equally suggests it is a significant challenge for humanity to overcome. Poverty has been linked to several consequences with multiple human-rights implications such as deaths, inequality, social deprivation issues, socio-economic disadvantages, including loss of ‘freedom’ for the poor and hopelessness, and an increase in the risk of suicide. (Sen, 1982; D’Attilo et al., 1982; Rubenstein et al., 1989; Blumenthal, 1990; Morano et al., 1993; Berman and Jobes, 1994; Yeo, 2001; 2005)

Hopelessness has also been found to be highly predictive in young people, particularly adolescent suicide risk. Conversely, ‘hope’ is highlighted as a protective factor against suicidal behaviour. In its absence, suicide is often viewed by adolescents as a welcome escape from the humiliation of poverty, destitution, hopelessness (and even idleness) (Morano et al., 1993; Rubenstein et al., 1989; Berman and Jobes, 1994). The only known
remedy for hopelessness is ‘faith’ or ‘belief’ which are unscientific methods. Society (or mankind) needs scientific ways of ending hopelessness or idleness, which are critical aspects of poverty.

Disability and poverty have direct correlations that may give rise to several forms of consequences or vicious circles. These may be difficulties: in getting income, which diminishes access to healthcare and other necessities of life to lead a healthy (competitive) lifestyle (Yeo, 2001:2005; Doyal and Gough, 1991;1993).

Yeo, 2001:2005; Khan, 2001; Triegardt, 2006; Walsh, 2006; UN) identified that the worst victims of poverty are children and women, people with disability, minority ethnic or religious groups and rural populations. These groups are deprived of the opportunity to make positive contributions to the well-being of society through no fault of their own mainly due to the factor of class stratification and discrimination. Which is why lessons from the outcome of recent study by Mordi et al. (2010), becomes critical and relevant. In their article Mordi et al.(2020) examine the difficulties female entrepreneurs had to face, whilst running their own self-employment businesses in Nigeria. The results revealed that female entrepreneurs are not only committed, they are also passionate, resourceful and have self-confident, despite the range of barriers that they face such as family commitments, lack access to finance and cultural values. So, supporting female entrepreneurs could ultimately help tackle poverty.

Similarly, long-term poverty has serious, devastating impact on its victims for the rest of their lives, socially, physically, mentally, economically, academically, psychologically, vocationally, relationally, including long-term capacity to produce children if not tackled (Hills & Standfort, 1995) cited in Walsh, et al, 2006: 75-81; even a lack of empowerment (Gaitan and Trueba, 1991:138 in Baker, 1996:348). These consequences are of poverty and are avoidable if the government shows the will and commitment to tackle them. Lack of achievement manifests itself in low self-esteem, distress and anxiety arising from the stress of a lack of money to meet day-to-day needs (Maslow, 1970; Doyal and Gough, 1991; Hills and Standfort, 1995; Alagoa, 1999; Walsh et al., 2006).

Also, Fagin and Little (1984) identified four psychological stages, which they thought victims of poverty could experience: ‘shock’, ‘denial and optimism’, ‘anxiety and distress’, and ultimately ‘resignation and re-adjustment’. Although, the effects of poverty might differ
between the newly unemployed and those who have been in long-term unemployment, Bayelsan young people may well be vulnerable to these. However, such generalisations may sound too simplistic as poverty and unemployment could affect different social groups and societies with fundamental demographical differences (Kelvin and Jarrett, 1985). Long-term unemployment has a devastating effect on young people’s future life chances, and low self-esteem affects leadership capabilities (Rogers, 1981; Dubois, 1989; Reynolds and Herbert 1998; Collins, 2001; Scot and O’Sullivan, 2005). This could be avoided if young people are offered chances to participate early in leadership and/or management experiences.

The risk of fatality arising from poverty-related youth rivalry and intra-community conflicts has also increased. Poverty has also been linked with youth criminality such as armed violence and gangsterism as earlier observed (Godwin, 1982; Saacks, 2005; Triegaardt, 2006). A study by Grinifer and Ismail of the Centre for International Cooperation and Security found that figures from the United Nations Department of Economic and Social Affairs (UNDESA) (2003:93) recorded about 25 million youths and students in Nigeria are classed as poor or economically, socially and politically deprived, and involved in armed violence-related crimes. So, poverty is linked to youth crisis and armed struggle in Nigeria. If no industries exist to absorb these young people in employment, there may be a genuine tendency to struggle to survive by these young people.

2. 9 Consequences of Poverty in Bayelsa State

Bayelsa being a State with a predominantly rural lifestyle, with over 65 percent of the population engaged in small-scale farming that is their primary source of economic activity, ought not to suffer inadequacy in food needs (Kingdom and Alfred-Ockiya, 2009). That is another evidence of the significant adverse implications of poverty. They are also vulnerable to illnesses such as malnutrition, stress, unhappiness, malaria, erosion (Allison-Oguru et al., 1999) cited in Alagoa, 1999:282; Walsh, et al. 2006). All of these suggest that humanity must do more. These problems could be alleviated if the government and the rich elite were committed to ending poverty.

The armed struggle by Bayelsan young people followed such patterns of violence, though are using different tactics to achieve their aims. The 12th Day Revolution (Feb-Mar 1966)
following the ‘Niger Delta Republic’ declaration by the Niger Delta Volunteers Services (NDVS) led by Boro, adopted a radical approach. These young men were arrested, tortured, tried, condemned to death and imprisoned, but released to help fight the Nigerian-Biafran Civil War (1966-67). The non-violent Movement of the Ogoni People was led by Saro-Wiwa (1990-1995) which issued the Ogoni Bill of Rights but still resulted in the arrest and the judicial murder of the ‘Ogoni’ Nine’ (Ekineh, 1998; The Judgment, 1995). Federal government responses have been equally brutal giving rise to fatalities.

So, subsequent youth actions have equally opted for radicalism. The Kaima Declaration on 11 December 1998 by the IYC, their demand for Ijaw self-determination culminated in the emergence of the Egbesu phenomenon, complemented by the more militant Pan-Niger-Delta Resistance Group (Chicoko-Movement, 1998 in Tamuno, 1999:21;2011; Ijaw News, Sept 1997). Similarly, Asari-Dokubo, engaged or adopted the post-Boro Niger Delta Volunteers Forces (NDVF) philosophy and approach to advance the struggle against Niger-Delta impoverishment. To this end, “Dokubo’s message to the people, was simple: you are poor because the Nigerian government does not care about you, and you will continue to be poor and become even poorer unless you take up arms and fight the enemy in Abuja” (Evilewuru (2006:18). Subsequently, Dokubo-Asari himself was arrested and charged with treason, but later released (Tamuno, 2011).

Lately, more militant Pan-Niger-Delta groups emerged. The Movement for the Emancipation of the Niger Delta (MEND), (Isine, Tuesday 30/12/08; Tamuno, 2011), and less-known and more extreme groups such as the Front for Izon-Survival and Hope; Niger-Delta Vigilantes; Martyrs-Brigade; Coma. Several groups have claimed responsibility for most of the hostage-takings and kidnappings around the Niger Delta (Evilewuru (2006:21). Though their perspectives may differ, these explain strong linkages between poverty and youth criminality.

However, a counter opinion argues that young people be more likely to cope with the impact of unemployment better than older persons, and all these are excuses for youth ‘deviancy’ and ‘criminality’ (Roberts et al., 1984). Ultimately, what these young people want is a meaningful quality of life, not impoverishment, hence their struggle: an expression of social deprivation (Boro, 1982, Sarowiwa, 1995; IYC, 1998; Asari-Dokubo, 2008; Evilewuru, 2006; 2008; Eguruze,2011)
To overcome the devastation of poverty, Bayelsa must follow the modernisation path (Rostov, 1960; 1961; Wallerstaein, 1976). Modernisation is conforming or adapting to the present time, conditions, the ideas, ways, needs, language, and culture, or adopt modern ways in spirit or character, the tendency to adjust and to accept constructive criticism as a positive step, openness, studies, through a rational approach (Giddens, 1991; 2006; 2008). Positivists of modernisation argued that problems that held back industrialisation of developing countries were due to the ‘irrational’ way in which resources were allocated in a traditional society. Positivists of modernization recommend that traditional societies could become modernised only by: (a) rationalising their resources allocation, and eliminating cultural, institutional and organisational barriers that did not allow countries to develop, and (b) to evolve through certain processes: starting with an underdeveloped and traditional society, through an evolutionary linear process of change of its society by rationalizing it becoming a country in a stage with a modern and developed society. Particularly, Rostov (1960; 1961) identified a Five-Stage Theory through which a society should develop: (1) traditional society, (2) preconditions for take-off, (3) take off, (4) drive to maturity, and (5) age of high mass consumption. This reinforces the evolutionary positivist approach that all underdeveloped societies must pass through a similar path of stages which western societies have already passed through, which is basically about a gradual transformational process from a traditional to modern society.

This differs strongly with Rostov’s (1960; 1961) modernisation and Wallerstein’s (1976) dependency theories, or arguments indicated earlier, of which Bayelsa has suffered as a victim; indigenous leadership factors, particularly the corruption of government officials have been equally contributory to poverty (Daily Sun, Friday 16 September 2005).

Arguably, Transparency International’s perception 1999-2010 puts Nigeria as a leading corrupt country. Although the Transparency International perspective might have been subjective or biased, there is a significant awareness of the high level of corruption by government leaders as one of the main causes of poverty. In addition, the Chairman of the Independent Corrupt Practices Commission (ICPC), Dr Rose Abang-Washishi stated “lack of awareness for the needs of the people in the past of the country’s leaders (especially) at the third tier of government, has been perceived as responsible for the steady increase in the level of poverty in local government areas (LGAs) in Nigeria.” In their journal article, Bukoye and Norrington (2015:5) examined “the applicability of best value practices” in the Nigerian
“public sector” and presented a “best value model for Nigeria” to benchmark. It is believed adopting this seven-stage best value practice model will significantly tackle corruption, ultimately help poverty reduction initiatives.

Likewise, former Bayelsa state Commissioner of Finance, Accountant General and Head of Finance, have all been indicted by the Economic and Financial Crimes Commission (EFCC) for 2billion naira fraud (Fresh Facts, 5 February, 2011). If this trend of corruption is not reversed, it could even lead to the ‘collapse of the Nigerian system’ former President Jonathan (2010). Aside from theft and/or misuse of public funds, money laundering and looting cases have been widespread, and involved several former Governors such as Ibori (Delta state), Alamieyeseigha (Bayelsa state), Dariye (Plateau state), and former (Nigerian) Head of State, Abacha. Most recently it has been reported (Tribune Tuesday 21 February 2012) that, the new Governor of Bayelsa state Hon Seriake Dickson was probing the most recent outgoing governor Chief Timipre Sylvia’s administration. This is because Governor Seriake Dickson was baffled by the empty state of the Bayelsa state’s treasury he came to inherit “after his swearing-in ceremony on Tuesday 14 February 2012. The governor was particularly puzzled by the huge withdrawal of an undisclosed amount of money few days to the Supreme Court ruling on tenure elongation, which removed Sylvia and other four Peoples Democratic Party (PDP) governors from office on Friday, 27 January 2012”, according to the Tribune of Tuesday 21/02/12. Some British banks including HSBC, NatWest, Barclays, RBS, UBS were allegedly stated to have been implicated for taking or handling stolen money from corrupt Nigerian leaders between 1999-2005 (Niger Delta Standard, 11 October 2010). These have resulted in series of failed government policies with detrimental consequences to the people, such as neglecting the agriculture sector, social provisions and rural physical infrastructure. Easy movements of farm inputs and outputs are greatly hindered. Likewise, these have adversely contributed to the rural poor’s productivity and quality of life (Alison-Oguru et al. in Alagoa, 1999; Khan, (2001). As previously stated, it would be critical for Nigerian Public sector policy makers to benchmark the ‘best value practice’ guidelines as earlier suggested by (Bukoye and Norrington, 2015). The best value practice tool could be an important critical tool in tackling corruption in the Nigerian public sector. So, positive lessons could be learnt from this model.

With these challenges, the question United Nations recently poses is that: in the event of far-reaching international poverty reduction initiative, who should deliver basic services in
corrupt countries? One school of thought believes in using governmental agencies, but they lack accountability to citizens. Another school of thought prefers using non-governmental organisations (NGOs): but, though they are not elected by the people and only operate on a voluntary basis, they perform their job with passion and motivation (Shuan, 2008). The importance of NGOs is also highlighted because of apathy and/or the ‘lethargic attitude’ of government bodies and the bureaucracy behind the veil, such as the high level of blatant corrupt practices that dominate Bayelsan/Nigerian public life. In comparison, NGOs adopt an attitude of getting the goods and/or service delivered in return for satisfaction or benefit derived by the beneficiaries, which is the fundamental human right of the people (Smith et al., 2004). The critical choice must be made. NGO is a legally constituted organisation created by natural or legal persons that operate independently from any government set to advance the particular social cause(s). NGOs have no specific definition and may be occasionally funded either partially or wholly by governments. The World Development Organisation (WDM), Survival International, among others (United Nations Resolution 288 (X) on February 1950; Anheirer et al., ‘Global Civil Society, 2001; Willet, 2000).

As in other developing countries, Bayelsans poor also depend on private transfers among households and extended families working in the cities or overseas to save lives, poverty and inequality and improve long-term unemployment. This is a major method of most countries in which a nation’s wealth is re-channelled from those who have excess to those in need through taxes to pay for welfare benefits (Beveridge Report, 1942, and a study undertaken by the Joseph Roundtree Foundation, Carvel, 2000; Mitchell et al., 2000). Bayelsan poor were affected by the recent world recession due to a fall in oil prices triggered by the banking crisis in 2008, because of which Bayelsa State’s average monthly revenue allocation fell from N9.8 trillion in 2008 to N5.1 trillion in 2009, which illustrates how income and budget levels are directly linked to price instability and/or volatility (World Bank, 2010; ANSA-Africa (2010). This explains why Bayelsans are not immune from uncontrollable external market forces in the international political economy.

2.10 Social Marketing Technique (SMT) Model Establishing the Social Marketing Case

As previously outlined, The Social Marketing Technique (SMT) Model (see fig 1) embodies the researcher’s response to ending extreme poverty in Bayelsa State of Nigeria. The SMT
model constitutes a six stages process to complete it. The stages include market research (with two sub-stages within it), strategy conference, strategic planning and a joint programme of action. Within the market research there two sub-steps. The market research (MR) stage comprises the need to stimulate the perceptions of both young people and community organisations, and that of the policy makers and subsequent determination or definition of poverty on their term. This data is collected separately. This is achieved through collecting data to make or facilitate decision making (AMA, 2014; CIM, 2014; Kotler, 2012; Kotler and Armstrong, 2014). Market research is used here to impact on the stakeholders’ perceptions. This will trigger them to define poverty in their terms, based on the perceptions of young people and policy makers, the definition of poverty is obtained. Thereafter, the conference strategy stage comes into play. This is done through organizing series of various types of interviews and/or discussions groups or discussion forums with young people and community organisations and policy makers separately. That is the second stage of the SMT Model. The aim and purpose of the strategy conference are to match the definitions of poverty from the different stakeholders: young people, community organisations and the policy makers. The relevance of the strategy conference is that it helps ensuring a consensus when there are major differences or diverse opinions on a subject (Soutar, 2004; Yang, 2005; Kreitz, 2012; Buchanan and Huczynski, 2004; 2010; 2011; Bennison, 2012(unpublished); Eguruze, 2014). At the strategy conference, these findings were debated and agreement reached. The outcome of the strategy conference was then used for the strategic planning process. This outcome or agreement provides an excellent knowledge base (World Bank, 1998). Collaboration amongst stakeholders is a necessary step towards ending extreme poverty. The researcher sees the strategy conference as an excellent source of knowledge generation.

Knowledge could help even the “prospects for a transition to a knowledge-based economy” faster (Nour, 2014:256). Also, A-Roubaie and Alvi (2014: 242) argue building collaborative relations between the conflicting communities could advance sustainable development. Other scholars presented exchange of knowledge “as a vital source or form of innovation and creativity” (Ratu and Anderson (2013: 3-19; Ahmed, 2013:3-19; Gupta, 2014; Daniels, 2015:14; Ahmed, 2015). They advance that to ensure sustained development at the grassroots level; there is a need for stakeholders to collaborate and exchange knowledge to overcome divisions.
In recent times, knowledge in exchange of creativity and innovation has become the ultimate determinant of facts or standard of living than other resources such as land, oil/gas, tools, labour, capital, (i.e. traditional factors of production (World Bank, 1998). Today, most developed economies are based on their good use of their knowledge-base (World Bank, 1998). Grupta (2014) and Daniels (2015:14) defined innovation at grassroots as that which “may be developed jointly by NGOs, formal sector or individuals in the informal sector or independent professionals, or companies in collaboration with local people (not necessarily local innovators”). Grupta (2014) sees innovation from grassroots as “innovation by common people having no professional degree or diploma, self-employed, working in the informal sector”. Innovation from grassroots is the innovation developed (and have been tried) by local people themselves without outside help- the original GRI (Gupta et al., 2013), whereas Innovation for grassroots is the innovation developed by individuals or organizations for improving the socio-economic conditions of the communities and/or individuals at grassroots, that is, in the villages or urban areas particularly disadvantaged areas and communities (Gupta et al., 2013). These scholars suggested that through fostering collaborations, building capacities, strengthening, policy making and stakeholder engagements, knowledge sharing and diffusion and application of S&T and ensuring funding, infrastructure development, the government could provide substantial support for innovation and creativity at grassroots levels.

Development is “what poor nations should do to become richer” or Development “is what we all do in attempting to improve our lots (or lives) within that abode (within our environment) and “Environment” is where we live” (Ratu and Anderson, 2013: 5) in Ahmed(2013:5). Moreover, sustainable development as “the kind of development that meets the needs of the present without compromising the ability of the future generations to meet their one needs. (Brundtland Commission (United Nations, 1987). Some of these key points are all relevant here because they are part and parcel of our support needs a system in which tackling poverty is part of that whole agenda. Unfortunately, the policy making process sees tackling poverty in a different light from the poor or young people and community organisations and other vulnerable stakeholders. This is mainly due to the microenvironmental factors that are controlled by policy makers through the process of policy making. These put conflict amongst stakeholders. Some there is need to re-align these diverse needs of all stakeholders if the concept of tackling or ending extreme poverty is to be sustainable.
The researcher’s SMT model of poverty reduction contains a social programme of action that is implementable at the very grass roots levels: in rural and urban areas of developing countries and is particularly targeted at the needs and perspectives of young people and community organisations. Having discovered these via market research, the researcher’s social marketing model possesses efficient tool to promote itself as a viable poverty reduction proposition. This would be potentially more acceptable to policy-makers and policy-implementers since their inputs are already reflected. Social marketing understanding of poverty will be based on the common definition of these diverse (stakeholders) groups. Based on their common definition and through series of social conferencing, community budgeting and community-based strategic planning, we could produce a comprehensive joint programme of actions, that would be easily implementable at various community levels. This way the SMT model presents a more efficient and viable poverty reduction proposition aimed at ending absolute poverty. Plus, the SMT model is backed up with drive and passion.

2.11 The Theory of Social Marketing

This section examines literature relating to social marketing, its meaning, its applications and how it offers effective approach towards ending absolute poverty from young people and community organisations’ perspectives, in swaying policymakers to eliminate absolute poverty, using social marketing techniques. Changing perceptions, attitudes and behaviours of policy makers are critical to achieving poverty reduction. Similarly, changing young lives and rural communities and creating opportunities for youth and community organisations is a good social cause.

Wide-ranging literature (see below) suggests social marketing gained significant research attention over the past four decades. While several social marketing oriented empirical research concentrated on healthcare (smoking, healthy diet, safer sex); birth/population control; sports or recreational; energy saving; population/birth control; and pro-poor agro-based social policies, environmental protection, only a few have focused on ending absolute poverty, using social marketing approach. Most scholars used single dimensional rather than multidimensional indices.

If any, had tackled absolute-poverty, adopting the multidimensional approach, before the now usefulness of such literature and benefits of it might have been grossly overlooked and/or
underpublicized in academic literature. There is nothing found in the literature of Social marketing that indicated the previous application of social marketing techniques in programmes to end absolute poverty, using a multidimensional approach.

If so, there is good reason to share such knowledge with other interested parties. Moreover, where such knowledge has not been seen or shared in any academic publication or challenged, then it is right to believe and/or suggest that SMT research has not been attempted. The thesis, therefore, argues that social marketing could end absolute poverty, through changing people’s behaviours, attitudes, perceptions, values, organisational culture. This thesis further argues that application of social marketing techniques is an instrument in commercialising poverty reduction and can significantly increase chances of ending absolute poverty in Bayelsa State, using social marketing techniques, adopting multidimensional variables.

Historically, social marketing gained significant research attention over the past four decades. Pioneering scholars Kotler and Zaltman (1971) responded to the simple but incidentally powerful marketing-question: “why can’t you sell brotherhood and rational thinking like you sell soap”? (Wiebe,1951). This kick-started the whole body of theory that compounded social marketing.

2.11.1 Definitions

Kotler and Zaltman (1971:3-12) define Social Marketing in summary as “an approach to planned social change” or as a “design, implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product planning, communications and marketing research...” This definition resonates with the fundamentals of marketing concept - “marketing orientation”. This approach believes that before undertaking any product launch, market research must be conducted to identify consumers’ needs and wants. This is based on the assumption that when market research has been carried before the proposed product launch, the launching is more likely to meet or satisfy target consumers’ potential needs and wants. This understanding should be communicated to all staff, all suppliers and all channels in the distribution chain, including the conduct of a post-purchase feedback survey. Marketing orientation is incomplete without going through this process.
However, a later definition put forward by Lazer and Kelly (1973: ix) stated that social marketing is not only “concerned with the application of marketing knowledge, concepts and techniques to enhance social as well as economic ends.” It is also “concerned with the analysis of the social consequences of marketing policies, decisions and activities”. The Lazer and Kelly’s (1973) version of the definition is also gaining popularity amongst academia (Zainuddin, Previte and Russell-Benneth, 2011). According to the Social Marketing Institute (2007), social marketing is the “planning and implementing of a programme designed to bring about social change using concepts from commercial marketing”. Change is seen here as the ultimate goal that the campaign achieves. This study asserts that action can materialise only when the target audience (potential beneficiaries) believes that the benefit derived from the offer will be more than, over, above and/or is better than the risks (or costs) to them. But according to Kotler, et al.(2013:667), social marketing is “the use of commercial concepts and tools in programmes designed to influence individuals’ behaviour to improve their well-being and that of their society”. The ability to convey influence and change behaviour is critical. This is a special addition and value to the chain of delivery.

Andreasen (1995;2006;2012) defines social marketing as “the application of commercial marketing techniques to the analysis, planning, executing, and evaluation of programs designed to influence voluntary behaviour of target audiences to improve their personal welfare and of society.” These definitions highlight how social marketing is very much an integral part of marketing but uniquely different. Later, Andreasen’s (2002) highlighted various forms of successful social marketing campaigns relating to prevention of smoking, drug abuse, alcohol abuse. However, most recently, Andreasen (2012) and other scholars (Polonsky in Dibbs and Carringan, 2013) further highlighted the huge opportunities there are, for social marketing and mainstream marketing to work closely together as separate disciplines within the wider umbrella of marketing management.

Recently, social marketing had also been extended to online usages. Cugerlman (2010) highlighted the potentials for on-line social marketing aimed at changing attitudes and behaviour patterns, using social media facilities to impact policy changes. Similarly, this idea was further advanced that social marketing can impact “psychological and physiological” changes and upstream marketing and policy change’ (Andreasen, 2006; Stead et al., 2007; Cugerlman, 2010; Gordon, 2013). This is possible by adopting an eight steps agenda-setting
theory approach ‘to analyse how social problems climb social agendas to become established problems that require resolutions,’

The problem with all is that they all still adopt the 4Ps model (McCarthy, 1964; Kotler, 2012), which associates marketing to a physical good. The reality here is that - ‘tackling poverty’ or an attempt to eliminate poverty is a form of service. So, it would require adopting the 7Ps model variables namely (product, price, promotion and physical distribution/place, people, process and physical evidence (Booms and Bitner, 1981; Eguruze, 1991; Lin, 2011; Kotler, 2012; Eguruze, 2014) as opposed to the 4Ps model variables, (product, price, promotion and physical distribution or place), (McCarthy, 1964; Kotler, 2012). However, for a poverty reduction campaign to be effective, the researcher argues the 7Ps model variables be most relevant (Eguruze, 2014).

Kotler, Roberto and Lee (1989); Kotler, Roberto and Lee (2002) see social marketing as an “effective change agent” and a “social change campaign”. It has been successfully applied to organized groups (change agent) to persuade others (the targets adopters) “to accept, modify or abandon certain ideas, attitudes, practices, values or behaviours.” “Social change campaign is (seen as) an organized effort conducted by one group (the change agent) which attempts to persuade others (the target adopters) to accept, modify or abandon certain ideas, attitudes, practices or behaviour”

Equally, social marketing has been used in promoting mass public healthcare issues: aimed at disease prevention. This helps to improve various community-based (healthcare-related) projects, by creating awareness. Poverty reduction is a mass product (service). From this perspective, similarly, social marketing can be used in achieving mass promotional campaigns such as poverty alleviation: on a “large scale” behavioural-change-oriented programmes. This has been achieved through their eight-stages social marketing model (Lefebvre and Flora, 1988; CDC, 2012), i) a consumer orientation to realize organizational social goals. ii) an emphasis on the voluntary exchange of goods and services between providers and consumers. iii) research in audience analysis and segmentation strategies. iv) the use of formative research in product and message design and the pretesting of the materials. v) an analysis of distribution (or communication) channels. vi), use of the marketing mix - utilizing and blending product price, place and promotion characteristics in intervention planning and implementation. vii) a process tracking system with integrative and
control function. viii) a management process that involves problem analysis, planning, implementation and feedback. This seemed a significant addition and/or extension) to existing body of knowledge.

Meanwhile, social marketing had been an efficient tool for family-planning and population control in India since the 1970s (Dahl, 2011). Elsewhere, it has even been extended to non-business organisations, ideas and persons (Kotler and Levy (1969); to cause-related objectives (Varadarajan and Menon (1988); even can be adapted or extended to the public-sector (Walsh,1994); or in marketing non-governmental organisations (NGOs)(Eguruze,1996;2014;Wymer, Knowles & Gomes,2006; Lewis and Kanji, 2009; Mullatahiri, 2010;Hsu and Hasmath, 2014: Hasmath and Hsu, forthcoming;). This suggests an increasingly rising critical role being played by NGOs regarding development and tackling poverty and advancing community development around the globe. In tackling poverty, non-governmental organizations are highly needed developmental local communities’ developmental tools (Eguruze, 1996;2014; Mullatahiri,2010). NGOs are highly profile actors in social marketing between the public sector and the private sectors (Lewis and Kanji (2009). Moreover, ever before NGOS are effective marketing is proving more crucial for NGOs in getting their message across to supporters and the general public. Those the NGOS are that apply (social) marketing principles and concepts are more likely to succeed or to meet their goals and causes by persuading the policy makers more effectively than those NGOS lacking behind in applying social marketing techniques (Wymer, Knowles and Gomes (2006). In an increasingly competitive environment, those NGOs that can market their causes, their values, and their relevance or usefulness to the public, or demonstrate their value to the donors, while promoting or communicating its uniqueness and difference in their respective causes. They are more likely to make more impact than their competitors (Wymer, Knowles and Gomes(2006) and Lewis and Kanji,(2009); and also Mullatahiri (2010) and Hsu and Hasmath (2014: Hasmath and Hsu, forthcoming). .

In New Zealand, Government-led social marketing campaigns had been effective in persuading its citizenry to change their behaviour in several ways: encouraging people to reduce alcohol drinking, form healthier eating habits, form a safer sex habits, encouraging children to read (Varvoe, 2004; Cugerlman, 2010). In the U.S., the Syphilis Awareness Campaigns in 8 US cities found that using social marketing approach: involving techniques such as targets segmentation, concept testing of materials, and formative evaluation,
significantly helped campaign planners contacted targeted audiences (CDC, 1999;2004). Elsewhere in Taiwan, there is social marketing campaign with emphasis on eating quality or healthy food, as opposed to fast food (or take away) which is widely seen as unhealthy due to its perceived high calories calorie content believed to be facilitating fat accumulation and high blood pressure issues (Lin 2011). There is also the increasing awareness of environmental protection concerns due to the perceived negative threat posed by over-logging and global warming linked to the uncontrollably rising sea levels (tsunamis, over-flooding), (Lin, 2011). Although the scope or the landscape of social marketing is widening and getting extensive, the capacity and potential for further advancement of knowledge are still feasible. What is most important here is that social marketing saves lives and protects humanity, which is a good cause to humanity.

As previously stated, four recent studies relating to poverty-reduction in the Bayelsa State of Nigeria were popular and remarkable. Appah et al., (2012) in their empirical research used micro-finance as a single-index, whereas as in Vietnamese pro-poor agro-based policies (Pernia2003), Kingdom and Alfred-Ockiya (2009) in their review article also sought to boost fisheries capacity of Bayelsa State, as an important agricultural produce. Ibaba’s (2012) empirical-paper also highlights the lack of evidence of dividends of democracy on the ‘development and its impact on poverty and unemployment’ in Bayelsa. Sebiri (2013) also empirically investigated implications of child poverty about abuse, by using children as street-hawkers in Bayelsa State. Egbe (2013) empirical study focused on the increase in youth insurgency because of unemployment and poverty. By coincidence, all of these studies found that: i) although using single-factor such as micro-finance or boosting fisheries capabilities in isolation would not end poverty; ii) however, single-factor measurement still makes a significant contribution towards poverty reduction; and iii) that developing Bayelsa-fisheries agro-potentialities and the micro-finance targeted to beneficiaries would make a significant impact towards the attainment of the Millennium Development Goals (MDGs). All of these scholars used single-dimensional models such as focusing on the provision of micro-finance to helping the unemployed or women in small and medium enterprises(Appah et al., 2010). Promoting agro-based assistance to boost rural fishery-farmers (Kingdom and Alfred-Ockiya, 2009), or lack of the dividends of democracy and development and, therefore, increase in poverty and unemployment (Ibaba, 2012). Important lessons could be learnt.
On reflecting upon the numerous applications of social marketing techniques, as above, as we could see, there has been a wide range of application of social marketing already. Single-dimensional and multidimensional approaches have applied, yet absolute poverty persists. Again it shows significant inconsistencies and/or paradoxes. The most likely explanation is that their strategy models being used have not been targeted appropriately. This suggests there is a need for re-alignment of strategies. This reinforces the case for the need for this study. Moreover, this raises a compelling justification for this research and the need to explore alternative ways of tackling poverty.

The ultimate benefit of social marketing is that valuing life and saving lives through planned social change and persuasive methodologies could only result in win-win for all stakeholders (Zainuddin, Previte and Russell-Benneth, 2011; Eguruze, 2014; French and Gordon, 2015). Social marketing is a powerful tool (French and Gordon, 2015). Social marketing can significantly enhance chances of ending absolute poverty, adopting multidimensional variables (Eguruze, 2014; Eguruze, 2015). Also, as previously stated briefly, Amaoke (2000) emphatically argues that “poverty reduction is (and should be) the ultimate and overarching objective of all development strategies”. He stresses that ‘if only’, and only if we can ‘follow a clear vision’, then absolute poverty could be significantly reduced within the next generation. Moreover, only then that the vicious cycle of the reality of absolute poverty might be and/or has to be broken: it is unfortunate that two out of five African people are experiencing absolute poverty, and this ratio is rising. This is disturbing for those with passion. Isolating youth and community organizations could be counter-productive (Bradford, 2012). There is a need to involve African approach in tackling African social problems such as poverty eradication (Shuatto, 1999). Akwetey (2002; 2009) suggested the theory of setting precondition to ending poverty, whereas Jonathan (2005) (now President, but whilst he was Deputy Governor of Bayelsa State) strongly advocated the need for “planning ahead for generations to come.” Amoako (2002) indicated all-inclusive and collaborative approach (Eguruze, 2014; French and Gordon, 2015).

So, it needs multidimensional approach consistently, never one-off or ad hoc. Any intervention should be permanent coherent and well thought out effort. Social is about attaining positive and/or constructive change in society on a massive scale through consistent targeted marketing educational programs of the campaign. Poverty reduction effort must incorporate an inherent implementable mechanism to end these cycles of absolute poverty,
otherwise, it is incomplete. It is unrealistic to end poverty without such steps. It would benefit the entire society to end poverty (Eguruze, 2014, 2015).

Unlike previous poverty reduction models, the researcher’s current poverty alleviation model is based on social marketing techniques (SMT). SMT-model has inherently implementable joint programs of actions (IJA); backed-up with such drive and passion. It is aimed at sustaining effective social change for the benefit of all Bayelsans and societal well-being. That is a remarkable difference. If IJA is joined to the MPI-model, it will become MPI-IJA. That makes a significant difference.

The rationale behind SMT model is that it is broad-based because it also uses multidimensional approach. Also, it has an inherent social, economic, political, legal, cultural, natural, environmental, obligations, roles and responsibilities dimensions built into it. Which is why, any failures by those with social responsibilities and/or public duties to perform, and if any such negligent behaviour or malfeasance arises and causes any form of poverty, then it should be deemed “contributory poverty”. Effective poverty-reduction program should be able to address all. It is implementable and franchise-able: meaning easily repeatable or can be duplicated and/or adaptable, and marketable. This SMT is geared to correct that paradox, social fallacy or mismatch or weaknesses as whereby the needy or sidelined whereas the privileges are benefiting at the expense of the needy. Support should be geared or oriented or targeted towards the needy or poor, not the rich or privilege, as it is with most previous models.

Would measurement alone feed-hungrier people, provide more jobs for the unemployed and/or open up doors to many more homeless people or more to access quality education or healthcare, in a more sustainable way? It remains to be seen. Only providing most reliable poverty-related measurement information data to give clearer more vivid and accurate picture of poverty across the world would simply not end absolute poverty: no matter how accurate or brilliant it is. Which is why, regarding Bayelsa State, there is an urgent need for an alternative poverty reduction model targeted at the neediest, most vulnerable. That alternative model must be the SMT, which is an implementable joint programme of actions. (IJA).

The researcher’s SMT model has socio-human-rights orientation, designed for effect social change. The justification follows that, since poverty is a consequence of largely social
construction/disasters, only aggressive and consistent socially inclusive/ cohesive methods are more likely to end absolute poverty. The most effective practical solution to provide and/or ensure effective socially inclusive services in Bayelsa state is by adopting the SMT model. This model is having been proven by the fact that all previous poverty reduction efforts in Nigeria appeared to have failed to end extreme poverty.

Above all, the SMT model advocates not only social program of action, impliedly, it also promotes human rights model. Human rights model assumes that if fundamental rights are being blatantly flouted and/or ignored, then it is reasonable and sense of fair-play to enforce such breaches against those with responsibility. On that basis, duties and responsibilities might have been breached (Yeo, 2001; Pernia, 2003; Zuofa, 1995), and their (young people and community organizations’) fundamental human rights (UDHR, 1948, art.25)

Absolute poverty is a condition where victims are desperately struggling to survive (Dean, 2006; Sacks, 2005; Triegaardt, 2006), in which Bayelsa State, apparently, as with most developing countries, is a victim. Here poverty shows highest degrees: suggesting a greater numbers of the population-households cannot cope with their day-to-day living and/or unable to participate in basic activities of the society in which they reside due to lack of the means. This is social deprivation. So, absolute poverty may get extreme, desperate or chronic: involving a condition where people are struggling to feed, clothes, decent housing, and access or afford healthcare, education, sanitation and so on. So, as Godwin (1982) rightly observed absolute poverty remains a matter of concern in several developing countries. This defines the ‘big divide, between ‘wealth and income’ on one hand, and between those who ‘have’ and those who ‘have nots.’ Amongst people that obviously show inequality in society in such a way that ‘5% of the population owning 95% of the wealth, and vice versa. Absolute poverty is the kind experienced in most developing countries.

In addition, Amoako (2000) the Executive Secretary to the UN-African Economic Commission for Africa (UNECA) in his statement before the Tokyo Conference on development Strategy held in Tokyo, Japan from 21-22 March 1996, emphatically argues that eradicating poverty is and/or should be “the ultimate and overarching objective of all development strategies” in African He stresses that ‘if only’, and only if we can ‘follow a clear vision’, then absolute poverty could be significantly reduced within the next generation. Moreover, only then that the vicious cycle of the reality of absolute poverty might be and/or
has to be broken: it is unfortunate that two out of five African people are experiencing absolute poverty, and this ratio is rising. This is disturbing for those with passion.

Isolating young people and community organizations could be counter-productive (Bradford, 2012). There need to involve African approach in tackling African social problems such as poverty eradication. To this Akwetey (2002;2009) suggested the theory of setting precondition to ending poverty, whereas Jonathan (2005) (now President, but whilst he was Deputy Governor of Bayelsa State) strongly advocated the need for “planning ahead for generations to come”, and Amoako (2002) indicated all-inclusive and collaborative approach. These macro-environmental forces are far beyond the control of young people and community organizations, as they are powerless, although they constitute over 75 percent of the Bayelsa State population (National population census 2006; Alagoa,1999). Young people are future leaders. They needed proper nurturing with a view to subsequently succeed leadership. To end extreme poverty, development planning in Bayelsa State should and/or ought to reflect the visions, aspirations, perceptions of young people and community organizations (Pernia, 2003; Ibomo, Allison-Oguru, Lazarus in Alagoa, 1999; Ibaba, 2013; Sibiri, 2013; Appah, 2012; Kingdom and Alfred-Ockiya, 2009).

The implications for marketing are huge: every marketing opportunity or contexts has its strengths and weaknesses. Major weakness of service marketing is its i) intangibility (the fact that “they cannot be seen, tasted, felt, heard, or smell” like a consumer good. ii) perishability (meaning they cannot be (pre-)stored or back-dated or back-ordered. iii) inseparability (the fact that their brand-name of the providers is critical to services variability because their quality depends so much on the strengths or weaknesses of the provider (the brand perceptions/value and the environment that surrounding the service delivery that, the brand named may make or break it, and finally. iv) service product rarely lead to the ownership of anything. Essentially these fundamental service characteristics pose distinctive marketing challenges and, therefore, require different strategic and tactical approaches different kinds of consumer goods. That is why, as stated in my study model (below), one had devised the social marketing model which puts the ‘onus on (the researcher as the) marketer’ to find ways to make the service more tangible; to standardize the quality in the face of variability, and to create or improve demand shifts and supply capacities in the face of service perishability. For this model to succeed all stakeholders need be involved as much as possible, in the promotion and implementation of the model: young people and community organisations, policy
makers, policy implementers, all Bayelsans both internally and externally. Thus, researcher’s model is different and never been applied by previous poverty intervention measures or models (Kotler et al., 2005: 651-652)

Understanding the distinction between physical commodity and service marketing is also critical. In physical-good, marketing is orientated towards profit maximization through customers’ needs and wants satisfaction. So, success is measured by the extent to which profit-maximisation in achieved. With service marketing (Russell-Benneth, Wood & Previte, 2013) such as marketing of poverty-reduction you are offering value-for-money, instead of profit, therefore, the benefit derived is value creation (Zainuddin, Previte and Russell-Benneth, 2011; Kotler, 2014; Eguruze, 2014). Value can be expressed (or measured) because of the satisfaction or delight your customer, or benefactor derives from your product or service, or by the number of lives that might have been saved or quality of life improved or not. The ultimate aim is to enhance value-for-life, so this emphasis on value creation has been highlighted by an increasing number of scholars (Zainuddin, Previte and Russell-Benneth, 2011; Eguruze, 2014, 2015). Further new ideas where social marketing is being developed have been highlighted: in developing social marketing mix (Tapps & Spotwood, 2013). Moreover, realising the value of collaborative working together strategic orientation, strategic approach to social marketing has been introduced into social marketing recently by (French & Gordon, 2015; Eguruze, 2014, 2015). Application of social marketing in critical thinking was also advanced (Gordon, 2011). The sustainability of social marketing was also being advanced (Smith and O'Sullivan, 2012), also, applying social marketing in transformative thinking was also being adopted (Lefebvre, 2012). Most recently, social marketing was advanced as a methodology framework for poverty intervention (Eguruze, 2015) or as a new paradigm in overcoming extreme poverty (Eguruze, 2015). These notable recent examples of the applications regarding the evolution of social marketing phenomena suggest that social marketing the efficacy of social marketing as a legitimate profession in its right is increasingly is becoming real or apparent. It adds to the argument that social marketing is increasing an important, very useful tool in tackling social problems.

Given that macro and micro environmental factors actively popular, social marketing techniques offers unique insights to re-aligning, re-orienting, re-adjusting poverty reduction agenda towards the social marketing environment., which is where the concept of strategic social marketing is recently being developed (Zainuddin, Previte & Russell-Benneth, 2011).
Ultimately, it is this critical knowledge gap between the need for marketing and the need to end poverty this study would want link-up or fill. That is where the researcher’s interest is focused on.

2.11.2 Critics and Concerns over Social Marketing

The above analysis highlights the usefulness and benefit of social marketing; there is also evidence that social marketing is not without its critics and challenges. The main concerns and criticisms levelled against some aspects of social marketing practices and methodologies. The main criticism on or concern over social marketing is that its promotional methodologies sometimes convey fearful messages or promotional messages that instil fear and threats to targeted audiences which occasionally cause arousal in unfair ways (Hasting, Stead and Web, 2004). On one hand, this article: Fear Appeals in Social Marketing: Strategic and Ethical Reason for Concern - criticizes the predominant use of fear appeals in social marketing, using laboratory research evidence as a tool (Hastings, Stead and Web (2004). Such practices of fear and threats were deemed unethical (Donavan and Henley, 1997; Latour and Rotfield, 1997; Hasting, Stead and Web, 2004). Another article - the Negative outcomes; threats and threat appeal: widening the conceptual framework for the study of fear and other emotional, social marketing communications (Donavan and Henley, 1997; Latour and Rotfield, 1997), According to these critics, there should be caution in adopting fearful messages in social marketing campaigns media. They also advised or suggested that if fear messages were necessary to be used it should be laboratory proven, and proper regulatory procedure should be established. Moreover, even if such laboratory evidence should be used, it should be explained clearly under the compliance procedures. It should also be applied to every practitioner cross the profession. Also, there should be a regulatory body to oversee these activities. They further argued there be a need to avoid the use of fear messages in a real-life setting without justifications. Despite all or concerns the fact remains - that, fear messages are themselves persuasive (social) marketing tools and are effective. This s because fear as a response to a threat is real in real life settings (Donavan and Henley, 1997; Latour and Rotfield, 1997; Hasting, Stead and Web, 2004). However, despite these fears and unethical concerns, social marketing is advancing further as a very promising discipline within marketing profession (Donavan and Henley, 1997; Latour and Rotfield, 1997; Hasting, Stead and Web, 2004).
As we have seen above, there have not much application of social marketing in tackling extreme poverty, taking from the perspective of young people and community organisations or using multidimensional approach. This research observed have mainly sing-dimensional variable have been used, instead of multidimensional variables, which is more likely to end extreme poverty (Eguruze, 2014; Eguruze, 2015). This study argues that marketing poverty-reduction is a social campaign aimed at improving the quality of life and/or conditions of living and/or uplifting well-being of “impoverished” people (the ultimate target group). Invariably, this target-group makes this study such an important critical subject of social marketing. Hence, social marketing is a developmental tool designed to help uplift disadvantaged young people and community organisations.

2.11.3 Strategic Social Marketing Areas

Hastings, et al., (2004), This article criticizes the predominant use of fear appeals in social marketing, using laboratory research evidence as a tool. Donovan et al., (1997) widening the conceptual framework for the study of fear and other emotional, social marketing communications. This study examines the concept of fear, which is a response to the threat, which is a stimulus.

2.12 What is Marketing?

The American Marketing Association (AMA) defines Marketing as “the process of planning and executing the concept, pricing, promotion, and distribution of ideas, goods and services to create an exchange that satisfy individual and organisational goals.” AMA’s definition appears to suggest that marketers must be able to perform a broad range of related activities including being proactive by responding to changing or potential needs/wants. This includes satisfying personal and organizational goals. It also implies that using the fundamental variables such as product, price, place and promotion is critical.

However, according to the UK’s foremost marketing professional organisation - The Chartered Institute of Marketing (CIM), “Marketing is the management process of identifying, anticipating and satisfying customers’ requirements.” To the CIM, so that
specific requirements of customers could be satisfied, the marketer must pro-actively device effective means of identifying what customers’ needs/wants are. Needs may either exist or apparent, incidental, or future requirements, and/or even changing or induced. That is why, it is necessary to find out what the complex roles, tasks and responsibilities of identifying and anticipating are if marketing task is to be performed satisfactorily.

Whereas, AMA’s definition prima facie appears broad-based, both definitions are all-encompassing, demanding in their managerial and professional expectations. Both definitions put emphasis on satisfying consumer’s needs/wants possible. This highlights how marketing encompasses social marketing. Social marketing is an important but emerging niche aspect of marketing.

2.13 The Difference Between Marketing and Social Marketing

The relationship between marketing and social marketing is blurred due to its similarity. Social marketing is part of the marketing discipline; more precisely, a niche marketing. A commercial marketer seeks ways to persuade consumers to buy a product (good/service) for profit through need/want satisfaction, whereas social marketing looks for ways to influence the behaviour of targeted audience, creating value or benefit.

Regarding their objectives, ultimately, social marketing seeks to achieve societal good by influencing social behaviours, societal or public perception and attitudes, rather than the narrow self-interest of profit maximization for companies and satisfaction of consumers’ needs/wants of consumers. This suggests marketing is motivated by financial gains for the marketer through satisfying of consumer’s wants and needs through the exchange of product/service. Unlike mainstream marketing, social marketing, is like a charitable venture; ultimately aimed at achieving public benefit or social good. Its purpose and the ultimate goal are to create a public value or social good and/or wider societal well-being through social change. Equally, there are similarities too, as both offer value for money and/or value of life aimed at making life more meaningful (Andreansken and Kotler, 2003). However, it does not mean that marketing does not contribute to social good or social causes (Kotller and Zaltman1971).
This study believes that a campaign, using social marketing techniques in tackling poverty in Bayelsa state, can make a meaningful contribution. To achieve this, there is a need to change behaviours of people: not only of the young people and community organisations but also policy-makers and those who complete the set policies, the implementers.

Social Marketing could offer a way to do this differently because the linkage between a poverty reduction goal and applying social marketing concepts is inextricably strong and inseparable. Ultimately, ending poverty should be a desirable community interest in the micro-sense, and a macro socio-economic goal for the benefit of the wider Bayelsa society.

The fundamental role of marketing in society is to ensure that needs and wants are satisfied profitably (in profit-making organisations) or to provide value, public good, or benefit (in not-for-profit organisations). Social marketing fulfils the latter role, which is a positive contribution to the well-being of society.

From the analysis above, this study argues that poverty reduction is a social campaign aimed at improving the quality of life and conditions of living or uplifting the well-being of impoverished people. Invariably, that makes this study such an important critical subject for social marketing. That way, social marketing is a developmental tool meant to help uplift the grass roots community.
2.13.1 Fig 4 Basic Difference Between Marketing and Social Marketing

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Social Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing: process of satisfying needs</td>
<td>Social marketing: a niche of marketing; social good; influence behaviour/attitudes, values;</td>
</tr>
<tr>
<td>Wants through the 4-7P variables</td>
<td>Non-profit making; hence non-commercial</td>
</tr>
<tr>
<td>Pro-profit-making, hence commercial</td>
<td>Aimed at value-creation, offers value for money; social change impact;</td>
</tr>
<tr>
<td>Aimed at profit-maximisation</td>
<td>Targeted at users, people, members, non-users to effect/influence social change</td>
</tr>
<tr>
<td>Without profit there is no marketing; must profit;</td>
<td>Uses primarily the 7P’s - mainly service;</td>
</tr>
<tr>
<td>Stimulate purchase/ buy</td>
<td>Also persuasion; using persuasive philosophy:</td>
</tr>
<tr>
<td>Uses 4-7P’s depends on product/service</td>
<td>(Persuasion, is the central object of marketing communications – to influences attitudes and behaviours into taking certain actions).</td>
</tr>
<tr>
<td></td>
<td>Without conveying benefit such as to influence individual’s behaviour aimed at improving their well-being and that of society, there is no social marketing.</td>
</tr>
</tbody>
</table>


It is important to highlight the fundamental differences between marketing and social marketing. A commercial marketer (or traditional marketer) seeks ways to convince or persuade customers (or consumers) to buy a product (good or service) for profit and need/want satisfaction. Similarly, social marketing looks for ways to influence the behaviour of the targeted audience: (to effect change, e.g., the attitude, behaviour, mindset, for individual and the societal good. So, the public good is the value-for-money benefit derived here as opposed to profit-maximization and customer’s need satisfaction.

In contrast, social marketing seeks to achieve societal good by influencing social behaviours, societal or public perception and attitudes, rather than the narrow self-interest of profit maximization for companies and satisfaction of consumer needs and wants of the buyer. It therefore, suggests that marketing is motivated by financial gains for the marketer through the satisfying of consumer wants and needs. Unlike marketing, social marketing is like a charitable venture and ultimately aimed at achieving public benefit. Its purpose and the
ultimate goal are to create a public value or social good and/or wider societal well-being through social change. There are also significant similarities too, as both offer value for money and/or value of life aimed at making life more meaningful (Andreansen and Kotler, 2003). However, not that all marketing does not contribute to social good or social causes (Kotler and Zaltman, 1971; Woods, 2007; Andreansen, 2005). Marketing including traditional marketing and social marketing fulfils value for life and contributing to the quality of life.

This study believes that a campaign, using social marketing techniques in tackling poverty in Bayelsa State, can contribute. To achieve this, there is a need to change the behaviours of people: not only of the young people and community organisations but also policy-makers and those who carry out the set policies, the policy-implementers. There is also a need for an effective targeting, segmentation and positioning of the SMT model brand to be marketed to the identified target groups - young people and community organisations and policy-makers and policy implementers (Kotler and Zaltman, 1971, Andreanson, 2005).

2.14 Summary
This chapter has highlighted the key issues:

2.1.14.1 Attributes or causes:
Bayelsa has suffered from poor leadership, deprivation and corruption (Daily Sun Friday (2005); UNDESA, 2003); Corruption of Bayelsa leaders (Fresh Facts (2011); Jonathan (2005). Dokubo-Asari’s message to the people was simple and reinforcing: “you are poor because the Nigerian government does not care about you, and you will continue to be poor and become even poorer unless you take up arms and fight the enemy in Abuja”. (Dokubo-Asari cited in Evilewuru, 2006:18). Subsequently, Dokubo-Asari himself was arrested and charged with treason, but later released (Tamuno, 2011).

That Bayelsa young people suffer multidimensional poverty and in cumulative support need was established: in-work poverty (Barnard, 2013; Hudeson and Nalto, 2013; Metclaf, 2014); food poverty (Dowler, 2001; Dowler et al., 2011; Fabian society, 2015); 75% rural poverty (Walsh, 2006; Alagoa, 1999); 65% engaged in agro-sector (Kindgom Alfred-Ockiya, 2009; Alagoa, 1999); child poverty and hawking in street (Sibiri, 2013); youth insurgency (Egbe,
2013), and lack access to microfinance (Appah et al, 2012); low income (Triegaardt, 2006; Dean, 2006; Saack, 2006; Khan, 2001); Chronic poverty (Khan, 2001; DFID, 2000e; Yeo, 2005; Khan, 2001); Persistent (Khan, 2001), urban (World Bank, 1995; 2012; Anyanwn, 1997; World Youth Report, 2006); Acute, Khan, 2001).

The difference between need and want was established (Doyal, 1993; Dean 2006; Bradford, 2001); idleness (i.e., unemployment was even a ‘worse evil’ than poverty (Beveridge Report, 1942); poverty alleviation is like freeing the burden Sen (1990; 1983).

2.14.2 Overcoming Extreme-Poverty

The researcher’s methodologies for poverty intervention (the social marketing technique (SMT model) has been introduced, including the strategy conference that is the researcher’s model of overcoming extreme poverty (Bennison, 2012; Eguruze, 2014). Bayelsa must go through the stages of development (Rostov, 1960; 1961) at the same time avoid division of labour/dependency culture (Wallerstein (1976).

Do things by trial and error (consistently) Pavlov (1927) Watson, (1919); Buchanan & Huczynski (2013; 2012; 2004); Government cannot provide everything; so community organisations (third sector) (Doyal, 1993). Types of changes - Lynch (2006); fast (radical/sudden/disruptive); slow (incremental/gradual); organizational culture; value-system; (Armstrong 2006; 2009); Hill & Jones (2009) Cole, 2004, 2005). Moreover, Yuki (2010) Need or be aware, or resistance is necessary because previous present modus operandus is no longer possible. Old ways outdated. New ways may be necessary and will be useful.

Ways of communication with policy makers include engaging with policy makers through social marketing techniques and social media, negotiation, persuasion, protest. Social marketing could offer a difference. The linkage between a poverty reduction goal and applying social marketing concepts is inextricably strong and inseparable (Kotler and Zaltman 1971; Kotler, 2012).

The review established several theories: the various strands of poverty, dimensions of community organizations, the relatively new discipline of youth and community development
work, social marketing as a niche aspect of marketing. The subsequent chapter is a discourse on the methodology used in this study.

2.14.3 The Researcher’s SMT

To recap theory of The SMT had been described and discussed. It highlighted that SMT is not just a tool for poverty reduction, but also a methodology framework for poverty intervention initiatives. It is a tool for influencing policy makers. It is also an important tool for rural infrastructural development.

This thesis examines literature relating to social marketing and how social marketing offers effective approach towards ending absolute poverty from young people and community organisations’ perspectives. The thesis also highlighted the crucial differences between mainstream marketing and social marketing.

It showed prevalent literature suggests social marketing gained significant research attention over the past four decades (1971:3-12). While several social marketing oriented studies concentrated on healthcare birth/population control; sports/recreational, energy saving, and pro-poor/agro-based social policies, there is little (or only a few have focused) on ending absolute poverty.

The thesis established that most scholars used single-dimensional rather than multidimensional indices (Eguruze, 2014; Eguruze, 2015). However, none or if any had dealt with tackling absolute-poverty: using neither social marketing technique nor adopting the multidimensional approach. Further, thesis argued, if there are any studies already undertaken before now usefulness of such literature and benefits of it might have been grossly underpublicized or under-written in academic literature. The thesis then assumed that, if so there is good reason to share such knowledge (Eguruze, 2014; 2015).

The thesis then concluded that, and where such knowledge has not been seen or shared in any academic publication or challenged, and then it is right to believe and/or suggest that social marketing research has not been attempted. This paper argues that application of SMT-model be a tool in marketing poverty reduction and can significantly increase chances of ending
absolute poverty in Bayelsa State, adopting multidimensional variables (Eguruze, 2014; 2015).

The thesis further argued that applying SMT-model may be applicable elsewhere, where the social conditions may be similar. Therefore, it also seeks to try to expand understanding of the poverty elimination processes: not only within a developing country’s rural environmental context but also endeavours to generalize the findings more broadly. It seeks an all-inclusive approach to policy determination driven by involving the grassroots levels.
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the reflexive account of the research method. It clarifies the methodological approach that underpinned this study and why mixed-methods research approach was adopted to resolve the research questions. The justification for mixed method approach is borne out that mixed method enables researchers to be more “flexible, integrative, holistic, and rigorous in their investigative techniques as they seek to answer a range of complex research questions that come forth” (Leech and Onwuegbuzie, 2010:66). The overall aim of collecting primary data is to fill the research gaps. It is achieved by responding to the key research question of the study which is: “What do young people and community organisations see as their support needs in Bayelsa State in ‘Tackling Poverty’ and how policy-makers would be persuaded to end poverty, using social marketing techniques (SMT).” This chapter also addresses the practicalities and challenges of conducting this research, and all the issues that emanated during the fieldwork process.

3.2 General discussion of research methods

The researcher considered several factors before deciding to adopt mixed-method research approach. Following Guba, (1990) and Messer-Knobe (2007) these considerations include:

- The reality of the research or ontology of the phenomenon being investigated.
- The epistemology and the linkage between the researcher and the phenomenon
- lastly what data is needed, how could it be ethically accessed and what theory can be used to explain the research methodology.
3.2.1 Research Paradigms

Research paradigms are clusters of beliefs that influences what a researcher studies and how the researcher undertook the study and interpreted the results (Bryman and Bell, 2007:24; Bryman, 1988a:4). A good understanding of “how researchers tend to make their decisions and implement them” is critical (Mills, 1972; Facault, 1972). The key research paradigms that will be considered in this study includes ontology, epistemology, axiology, realism and pragmatism (mixed-method research).

3.2.2 Ontology

The ontology of a research enables the researcher to understand from the onset, the nature of the phenomenon being investigated. Ontology is usually the starting point of research, followed by epistemology and the methodology. Through the epistemological process, new knowledge could be developed or discovered (Blaike, 2000). As other scholars Robson (2002) and Trau (2013) argue, epistemology concentrates on the process of knowledge gathering and is about advancing knowledge, whereas, the methodology is the process in which the researcher goes about investigating that reality. On the other hand, the methodology is the technique applied in finding the reality. It is focused on the question of how researchers gain knowledge about the real world? The ontology or reality in the context of this research is about extreme poverty that young people and community organisations have been experiencing in Bayelsa State of Nigeria, over the years. As Burrell and Morgan (1979) stated, “ontology considers assumptions about the nature of the phenomena under investigation.” In the context of a positivism paradigm, social scientists consider or accept that the “reality” to be investigated is external to the individual. It is not a product of individual consciousness or one’s mind; it exists independently and objectively in the world. In other words, reality is real and apprehensible and exists regardless of the subjects being studied (Erickson and Kovalainen, 2008).

3.2.3 Epistemology

On the other hand, epistemology which is how to get the truth about the reality being investigated becomes the next important issue after ontology. In the context of this research, a key question the researcher considered was whether it was possible to obtain the truth from
interviewing young people and policy-makers or distributing questionnaires. Note that epistemology, assumptions are about the essence of “knowledge” that presents how the researcher understands social reality, (Burrell and Morgan, 1979; Robson, 2002) and what attitudes they hold to view what they are studying (Hussy and Hussy, 1979). Under the positivism paradigm, researchers obtain the knowledge of a phenomenon through a series of empirical tests based on a large data sample. Since this study is attempting to administer interview and questionnaire to a large number of people and examine a variety of research questions regarding the determinants of poverty reduction, it is appropriate to implement the epistemological nature under positivism paradigm (Creswell, 2003; 2007; Saunders et al., 2003; 2012). The researcher in this study follows the trajectory of prior studies that examined the effects of poverty reduction determinants with large data samples under positive paradigm (Ayadi, 2008; Maduagwu, 2009; Evilewuru, 2008; Maduagwu, 2009; Okoko, 2011; Tamunu, 2011; Broadberry et al., 2014). Furthermore, a series of questions have been designed to answer typical ‘true’ or ‘false’ questions. Thus, it is believed that this study is going to be objective. This assumption is based on the fact that the findings of this research, will be derived from the responses from the respondents or answers based on the research questions (Burrell and Morgan, 1979; Robson, 2002; 2011).

3.2.4 Axiology

Axiology represents the personal values or beliefs that the researcher holds (Oxford Dictionary, 2015). The point about beliefs is that every researcher does have some degree of personal values or beliefs that may unavoidably have some influence on the conduct of any specific piece of research (Baranoski, 2011). Axiology are ethical biases or value systems embedded within the researcher’s personality which have some influence in the way a research is undertaken and are often impossible to eliminate although can be limited (Baranoski, 2011). Note that Interpretive scholars argue that it is almost impossible to conduct a research free of influence from the researchers axiology, whereas, the positivist are of the opinion that researchers must perform their research in an atmosphere devoid of value interference so as to have a research outcome that is valid, objective or neutral (Creswell, 2003; 2007; Saunders et al., 2003; 2012).
3.2.5 Realism

Realism is seen as part of epistemology. The overriding belief of the realists is that nature and social sciences can co-exist and can function side by side. Realism is an “epistemological position that acknowledges a reality is independent of the senses that is accessible to the researcher’s tools and theoretical speculations. It implies that the categories created by scientists refer to real objects in the natural or social world.” (Bryman and Bell, 2007:719). These social structures or social groups act independently and by acting independently of society, their actions can be powerful so as to exert social influences, set constraints on individuals or society. Therefore, understanding of the functionalities of these social structures, pressures or challenges are of fundamental importance. Realists are seen as part of the epistemology.

3.2.6 Pragmatism

Similarly, pragmatism is also perceived as a form of mixed method research (Creswell, 2003; Creswell et al., 2003). Pragmatism approach is a philosophic research approach that puts great emphasis on the research question and allows the use of more than a single data collection method in one single research (Descombe, 2007, 2010; Saunder et al., 2003; 2012). In the context of this research, it appears the pragmatism will be most appropriate. Further details are provided later (below) under mixed-research method.

3.3 Methodological Approaches

This section discusses various methodological approaches includes positivism philosophies (quantitative method, using inductive approach), as well as interpretivism philosophies (qualitative methods, using deductive approach), mixed-method research, the multiple-research methods and mono-research methods (Ghauri and Gronhaug 2005).

3.3.1 Positivism

The overriding positivists’ belief is that valid knowledge is only possible through the process of careful, direct observation, measuring and recording of the outcomes; somehow in a controlled environment or process for the outcome to be valid (Creswell, 2003; 2007;
Saunders et al., 2003; 2012). This is usually achieved by utilizing statistical models for large amount of data. In this study, under the positive paradigm, it is appropriate to conduct a series of statistical techniques to predict the determinants of poverty reduction and their effects on poverty reduction interventionists’ measures on poverty elimination effort in Bayelsa State. The purpose of this methodology, therefore, is to explain the effects of the determinants of poverty reduction. Therefore, the use of statistical analysis and measurements of association or causality linkages and the development of measurement models are significant in this approach (Bryman, 1988a;4; Bryman and Bell, 2011). The basic perception of the positivists is that they have the advantages of being seen to be objective and can be reproduced, if and whenever necessary, using the same process and tools.

3.3.1.1 Inductive Approach

The inductive approach is frequently used by researchers who attempt to build a theory based on the data collected. In other words, the researcher here tries to explain a social reality from personal observations and subjective views (Robson, 2002; 2007; 2011; Saunders et al., 2003; 2012). Induction emphasizes the insight into how individuals interpret their social world and the meaning they attach to events. Therefore, an inductive approach was particularly considered with the context in which certain events are taking place and may therefore discover different cause and effect links. Following an inductive approach, qualitative methods and small samples are commonly used. In addition, the research process starts with data, goes from observations to findings and ends up at theory building. Hence, the theory generating process is composed by using the personal views and subjective judgements of researchers (Bryman and Bell, 2003; Ghauri and Gronhaug, 2005). Furthermore, inductive approach is likely to be associated with positivism paradigm rather than interpretivism paradigm (Saunders et al., 2003).

3.3.1.2 Interpretivism

On the other hand, what holds true for an individual may not necessarily hold same or true for another individual. Just as people see things differently, so are their interpretations to things are different. That is the way in which believe of interpretivism is the way in which the social world is being presented or perceived and then interpreted differently by people are who are carrying on with their lives. So what may be seen as poverty situation today may no longer be
same in the future. Perhaps it might have been seen as different in the past. Within the context of the interpretivism paradigm, appropriate methodology for the interpretivism paradigm will be inductive approach and is commonly utilized to build or formulate a theory based on data collected (Saunders et al., 2003, 2012). This is due to the fact that the researcher attempts to, or is interested in interpreting a social reality from personal observations subjectively. Thus, an interpretivism paradigm will be particularly considered within the context of this research in which certain events such as prevalence or sustenance of extreme poverty and the need to explore and identify different cause and effect links (Creswell, 2003; 2007; Saunders et al., 2003; 2012).

3.3.2.1 Deductive Approach

Deductive approach is suitable when a large body of well-established literature on the research topic is available (Burrell and Morgan, 1979; Gauri and Gronhaug, 2005). In the context of this research, it is thought that there is a substantial amount of reliable literature readily available on poverty reduction or tackling poverty and many theories have already been developed. Hence, a ‘true’ or ‘false’ type of question is usually deduced from the exploration of research questions and related theories (Creswell, 1994, 2003; Gauri and Gronhaug, 2005). Moreover, in relation to a deductive approach, Robson (1993; 2002; 2011) argued researchers would likely involve a progression through five stages, which comprise: i) deducing a hypothesis, ii) expressing the hypothesis, iii) suggesting linkages between two variables, iv) testing the operational hypotheses and v) subsequent examination of the outcome. Further, researchers can modify the hypothesis based on the results, if and where required (Creswell, 2003; 2007; Saunders et al., 2003; 2012). Thus, this approach helps the researchers to explain the causal relationships between the variables as well as to develop the hypothesis. The deductive approach is usually best for quantitative data collection along with a highly structured methodology to allow testing of the hypothesis. Although in the context of this research there was no use of hypotheses, this is because research questions were used instead. As a result, the research approach of this study is a deductive rather than an inductive approach.

Following the adopted paradigm and research approach, theories and hypotheses are firstly generated from the existing knowledge that could be adopted from the literature and prior studies (Ghauri and Gronhaug, 2005). Based on the literature and theories, hypotheses are
supposed to identify the relationship between two or more events or concepts. The concepts adopted in this deductive research should be highly relevant to the research topic under study (Robson, 1993; 2002; 2011). Following this stage, the process of testing those hypotheses is developed to gain the results of the hypothesis tests (or research questions), which may accept or reject the hypotheses. In detail (in essence) the process is on account of explaining or predicting social phenomena so as to provide new evidence for the theory (Hussey and Hussey, 1979; Saunders et al., 2003; 2012). To test the hypotheses, the important step is expressing hypotheses, which is called ‘operationalization’ (Robson, 1993; 2002; 2011). The purpose of this is to help researchers to define how the variables are to be measured and to describe the relationship between two specific variables. Then, the operational hypotheses are tested by experiments or other types of empirical inquiry to reveal the result of testing the hypotheses. However, it is suggested that the theory proved from the empirical analysis is only based upon the validity of a limited sample, and, therefore, those hypotheses could be modified if it is necessary. In this study poverty reduction measures have been explored using a large number of response data from 300 young people in Bayelsa State.

3.4 Mixed Method Research

That is where understanding the different situations why a mixed-method research is necessary could become critical. A mixed-method research is a research strategy whereby both qualitative and quantitative data collection and analysis methods are used in a single research (Cameron 2010; Bryman and Bell, 2011; Monllina-Azorin and Cameron, 2010). For Saunders et al (2012: 166) identified three forms of mixed-method research: “convergent forms to complex and fully integrated”, whereas Cresswell, 1994, Cresswell et al., (2002, 2003), Plano Clark et al., (2007) and Monllina-Azonrin and Cameron (2010) see mixed-method research as ‘world’s view’ or ‘several world-views’: this is because one can use more than one method on a project. This is possible because mixed-method research is seen as ‘designs that include at least one quantitative method designed to collect numbers; and one qualitative method designed to collect words’ or texts. Also, Greenberg (2007) and Tashkkori and Teddlie (2010;) observed that mixed-method research is ‘combining qualitative and quantitative approaches into the research methodology of a single study’, particularly in fields of sociology, psychology, education and health sciences. Furthermore, Johnson and Owuegbuzie (2004) and Greenberg (2007) noted that mixed-method research is the ‘class of
research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a study’.

3.4.1 The Benefits of Mixed Method Research

The main benefit of mixed-methods research is that integration is seen as an advancement of knowledge in organisational behaviour (Greenberg, 2007) or is perceived as positive methodological-diversity in organisational strategy formulation (Boyd, Groove and Hitt, 2005), while Monllina- Azorin (2010) argues that the rationale behind a mixed-method research approach is that the combined research efforts might offer a better insight into, and deeper understanding of the research problems and complex phenomena than hitherto was the case if either approach is being used alone or broader perspectives than those offered by mono-method designs, due to the ‘pluralism factor’.

Furthermore, a mixed-method research approach promotes synergy, development, complementarity, benchmarking, initiation and expansion, enriching, empowering, collaborations, as well as ‘better understanding’ of the research problem and the inherent complex phenomena. Besides, it is good for triangulation of one set of results with another result and vice versa. This enhances the validity potential. So, by enhancing the validity of inferences, surely a better understanding might be achieved (Cresswell and Plato Clark, 2007; Tashkkori and Teddlie, 2010; Saunders et al., 2012). As already argued, in the context of this research, the use of the mixed-method research did, in fact, help to reinforce the quality of analysis. It added value to the outcome of the research.

3.4.2 Limitations of Mixed Method Research

By contrast, limitations for mixed-method research are that it is not easy to conduct (Cresswell and Plato Clark (2007). It takes more resources such as additional time, money, skills and experience than using mono-method research. It could cost even more complicated because it may be put in words as well as numbers, for instance in paging or graphs, tables (Plato Clark, 2005; Bryman, 2006). In fact, in the context of this research, it led the researcher to incur more time than earlier planned, more trips to and from Bayelsa State of Nigeria where the research took place, also different skills and resources were committed, attending to additional groups, and involved data of both numerical (figures) and textual data.
in large quantities, all of which had to be analysed. Ultimately, the mixed-method research involved additional labour and printing.

3.5 Multiple Research Method

Moreover, scholars argued that there are further divisions between mixed-method research and multiple-research-method such as pragmatism and realism, where implementation involves simultaneous or sequential process (Elliot, 2005; Saunders et al., 2012). Thus, it is possible to use more than one single-method research in a single research experience (Tashakkori and Teddlie, 2010). In the context of this research, a mixed-method research is, therefore, appropriate. Thus, it is robustly argued that they complement and reinforce each other regarding the outcome of the data analysis and ultimately add more value to the overall outcome of the research.

3.6 Dominant approach

Nevertheless, despite all these divisions, there is still the dominant approach. It should be noted that a mixed-method research is neither a replacement nor an alternative to quantitative or qualitative strategies. Irrespective of these differences, both quantitative and qualitative research methods are still useful research instruments in their rights in both business and management studies, particularly in organisational strategy formulations. Studies also found that between these two research methods, the use of a quantitative research method is still predominant about both management studies and organisational behavioural studies (Greenberg, 2007). Despite the dominance by quantitative and qualitative research methods, it appears there is a growing interest in using mixed-method research as well as multi-disciplinary influences (Easterby-Smith et al., 2008).

3.7 Mono Research Method

Unlike the mixed-method research method, mono research-method study is the use of only one type of method involving one quantitative study that provides numerical data or one qualitative study providing a textual data form. Despite calls for the combined use of quantitative and qualitative research in management and organisational studies, there is
comparatively less use of the mixed-method research in business and management studies (Monilla-Azorin, 2010).

3.8 Research Design

Research design refers to the entire research process. It represents the overall research outline or framework that links every part of the research process together thereby giving the research process some form of logical and coherent picture. According to Robson (1993; 2002; 2011: 70-71) “design is concerned with turning research questions into projects” or it “deals primarily with the aims, purposes, intentions and plans within the practical constraints of location, time, money and availability of staff” This enables the researcher to see the research process clearer: commencing with identification of the research problem (or statement of the research problem), followed by data collection and data analysis, reporting (discussion and interpreting), and then conclusion and recommendations. However, as Apere (2004: 41) suggested a research design “is the program that guides the investigator in the process of collecting, analyzing, and interpreting observation”. It is a logical model of proof that allows the researcher to draw inferences concerning casual relations among the variables under investigation. The research design also defines the domain of generalisability that is whether the obtained interpretations can be generalized to a larger population or different situation (Creswell, 2003; 2007; Saunders et al., 2003; 2012). The research design is the ‘blueprint’ of research that enables the investigator to come up with solutions to these problems (such as what is the fundamental problem to research? Whom to study? What to observe? When will observation be made? How will the data be collected?). That is the important role played by research design. The main forms or functions of research design are either descriptive or explanatory. There four main types of research designs: descriptive, explanatory, longitudinal and survey. Details are discussed below.

3.8.1 Experimental Research Design

Experimental design is normally linked to the positivism paradigm and quantitative methods. “Experimental research or experimentation is the most scientifically sophisticated research method. The main purpose of experimentation is to derive verified functional relationships among phenomena under controlled conditions, that is, to identify the conditions underlying the occurrence of a given phenomenon.” “Experimentation enables the researcher to improve
the conditions under which he observes and, thus, to arrive at more precise results, which is the essence of scientific method. The essential characteristics of true experiments are randomization and control.” (Apere, 2004:37). In doing this, the researcher can control the research outcome by manipulating the independent variables. Moreover, also all attempts are made to hold all other variables - except the dependent variables is massive control of the process.

Traditionally, experimental design work is heavily controlled as well as highly anticipatory and undertaken in a particularly controlled locations or setting where the researcher commands full control over the independent variables so as to avoid conflict or interference with the dependent variables. This is typical of experimental designs.

3.8.1.1 Advantages of Experimental Design

According to Creswell, (2007) and Saunders et al., (2012), the experimental research advantages could be summarised as follows:

It allows the researcher to maintain control over the variables that are linked to the problem of the research; It enables the researcher to design research, which allows the researcher to know exactly the conditions under which the research is being carried out; and it also has greater flexibility than other forms of research such as descriptive research. This means that could be applied where other forms are unable to function.

3.8.1.2 Disadvantages of Experimental Research Design

Similarly, according to many scholars (Apere, 2004; Creswell, 2003; 2007; Saunders et al., 2003; 2012), the disadvantages could be summarised as follows: It is mostly effective on a short term basis. In other words, it is a short-term research facility due to the changing possibilities of the working conditions that may be beyond the control of the researcher. It is not applicable and may not work well under certain locations or environmental settings. It can only be experimented on non-humans due to health and safety and general well-being factor.
3.8.2 Case Study Research Design

Case study and action research normally linked to the interpretivism paradigm and qualitative methods. A case study is an in-depth empirical examination of a single real world phenomenon involving several sources of evidence, while allowing in-depth analysis as the same time (Robson; 1993, 2002, 2007, 2011; Saunders et al., 2009, 2012). Case study usually has four related important functions: it should identify theoretical motivation, outline strengths and weaknesses of each method adopted, highlights the practicality, linkages or usefulness to each other (Robson, 1993, 2002, 2007, 2011; Saunders et al., 2009, 2012).

3.8.2.1 Advantages of case-study research design

A case study is also a useful tool for social, management and business research endeavours (Cohen et al., 2007), as well as case studies are in-depth on specific phenomenon, and it allows variety of approaches during single data collection effort. Moreover, it also aids triangulation (Denscombe, 2010). However, in this research, a survey form of the case study research is preferred (Denscombe, 2010).

3.8.2.2 Disadvantages of case study research design

A case study is known to be susceptible or vulnerable to the risk of personalization in interpretation, limitations to generalization and time-consuming. Descombe, 2010; Saunders et al., 2009; 2012).

3.8.3 Descriptive Research Design (descriptive study)

Descriptive research design (descriptive study) is where the aim of the study is to generate new facts (Apere, 2004). The descriptive designs are widely used in social and management sciences because of the complex relationships that exist between variables, which are not usually subject to manipulation.

Descriptive research design tends to relate to the question - “what is going on in the real world?” (Apere, 2004; 41; Robson, 2002, 2007). In the context of this research, for example, what are the attributes of poverty amongst young people and community organisations in
Bayelsa State? Alternatively, what do young people and community organisations feel can be done to alleviate or extreme poverty in Bayelsa State? What are the ways in which impoverishment of young people and community organisations can be reduced, if not eliminated? Descriptive researchers believe that by accurately describing the content or substance of real social world problem, and by implication, the theme of the research problem (statement of problem), the problem can then be resolved or tackled relatively more accurately with ease. In other words, the more accurate the problem is diagnosed, the more likelihood the problem could be tackled. The main forms of descriptive research are survey and longitudinal (historical) research designs. Their main difference is the fact of time. While historical or longitudinal research is concerned with the past, survey research is about present time. A survey can also be distinguished from experimental research. These are discussed below.

There are two main types of descriptive research design: the cross-sectional and longitudinal designs. The cross-sectional design is further divided into either field study or sample survey, while longitudinal designs.

The survey relies on a sample of elements from the population of interest, which are measured at a single point in time (Robson, 2002, 2007). The field survey, as a kind of cross-sectional survey, is a detailed analysis of a selected number of cases. It is a small sample approach that is particularly useful when examining the interrelationships among some variables. The sample survey, on the other hand, is a large cross-sectional survey so that the numbers are representative of the population of interest. Surveys are treated in detail below.

**3.8.4 Survey Research Design**

“Survey research is a form of descriptive research that is aimed at collecting large and small samples from population in order to examine the distribution of, incidence and interaction of sociological and psychological variables.” (Apere: 2004:30; Robson, 2002). Surveys can be either cross-sectional or longitudinal. Surveys give opportunity for comparisons to be made. Surveys also rely on samples taken from the population under study, which are measured at a particular point in time.
3.8.4.1 Advantages of Survey Research Design

The survey research (or sample survey) is more representative and therefore more economical: mass population will be too expensive to study as a whole. A study of representative samples will permit inferences from and generalizations to be made to populations. It allows accurate assessment of the characteristics of the whole population - this leads to cost and time savings. It also attempts to determine the incidence, distribution and interactions of variables such as people’s perceptions, values, opinions, beliefs, attitudes, motivation and behaviour. It helps to identify current needs and wants, or conditions and compares present needs and wants for various categories of people for make better policy-decision making. It provides data for in-depth discussion and interpretation of the implications and inter-relationships of variables. It also allows investigation of the phenomena to take place in natural settings.

3.8.4.2 Disadvantages of Survey Research Design

Surveys are not appropriate for testing specific hypothesis as they concentrate mainly on explaining inter-relationships amongst phenomena. In this way, in the context of this research, it is more realistic to utililise survey (descriptive) rather than experimental design.

3.8.5 Longitudinal Research Design

A type of sampling method, “where sample observations are collected over a number of time periods” (Pass et al, 1991: 541). For example, in the context of this research, embracing a wide range of data on Bayelsa State young people and community organisations with a wide range of demographic characteristics and with different perceptions and attitudes towards the causes or attributes of poverty and how to end poverty in the current year in which the research is taking place, as basis for investigating the relationship between poverty and policy-making. The main feature of the longitudinal design is its use or reliance on panel data. By definition, a panel is simply a fixed sample of individuals or some other entities from who repeated measurements are taken. There are two different kinds of panels - panels in which the same is measurement are taken in each measurements period (omnibus panel). The main feature of longitudinal analysis is that it involves continuous or intermittent
observations made over time, recording data to describe changes that take place within a given environment (Creswell, 2003; Apere, 2004; Saunders et al., 2003; 2012).

3.8.5.1 Advantages Longitudinal Research Design

Despite the inherent shortfalls in the descriptive design by not being able to manipulate the independent variables, it has certain advantages:

It is less expensive with shorter duration as compared with the experimental studies. Descriptive studies are also – generally more broadly representative of a larger target population than are the findings from experimental studies. It is also better to use descriptive design where there is a large time lag between the application of the independent variable and the appearance of a response in the dependent variable (Cresswell, 2003; Apere, 2004: 50-53; Saunders et al., 2003; 2012)

3.8.5.2 Disadvantages of longitudinal research design

The approach cannot establish causal relationships with the same degree of confidence, as can be the experimental approach.

The approach is not very useful in the development of theories, ideas and principles as it is not suited to test out a newly developed product, programmer or procedure.

Descriptive design might use interview or questionnaire with its associated weaknesses (Cresswell, 2003; Apere: 2004: 50-53; Saunders et al., 2003; 2012).

3.8.6 Cross Sectional Research Design

Cross-sectional survey is a type of sampling method, “where sample observations are collected at a particular point in time” (Pass et al., 1991: 541). For example, in the context of this research, embracing a wide range of data on Bayelsa State young people and community organisations with a wide range of demographic characteristics and with different perceptions and attitudes towards the causes or attributes of poverty and how to end poverty in the current
year in which the research is taking place, as basis for investigating the relationship between poverty and policy-making.

Cross-sectional survey is further divided into field survey and sample surveys. Robson (1993;2002;2007;2011; Apere, 2004) made the distinction very clear. Sample survey is a large cross-sectional survey and it is more representative of the population of under study, whereas field survey gives an opportunity for more in-depth or detailed analysis of situation. Field survey is particularly useful when examining the inter-relationships among a number of variables (e.g. different demographic groups income, age groups, ethnic, occupation, gender, socio-economic groups, but more importantly it involves surveying of a specific target sample (Cresswell, 2003; Apere, 2004; Saunders et al., 2003; 2012). In the context of this research, this specific survey target group constitutes 18-25 years old young people in Bayelsa State, using questionnaires and interviewing methods of data collection on a one-off basis. In contrast, longitudinal survey is a long term based survey which is repetitive or periodic or inconsistent use of surveying same sample over a long period of time using questionnaires or interviewing methods. The former is (i.e. cross-sectional survey) is utilised (Creswell, 2003; Saunders et al., 2012)

3.8.7 Explanatory Research Design

Explanatory research design in contrast tends to raise the question - why is it so in the real world? (Robson, 2002, 2007; Apere,2004). Hence, it is often referred to as the explanatory research. Again, in the context of this research, an appropriate explanatory research question will be - Why are young people and community organisations in impoverishment in Bayelsa State? So, explanatory research is to do with asking why set of questions, which is not relevant to this current research. This current research is not about asking why type of questions. It is about causes. What would Bayelsa State young people and community organisations attribute their causes for impoverishment to be?

So, if the research design is misunderstood and misplaced, then there will be a serious problem with the rest of the research.

Several scholars have argued that, the role of research design fundamentally is to kick start research process by defining the research problem or phenomenon (Robson, 2002; 2007;
Cresswell, et al., 2003). Research design gives the entire research process a framework to make it logically linked together for easier and practical conduct. This gives it the necessary structure; research design is not about data collection methods such as questionnaires or interviews methods. All forms of research design will need a data collection method or any specific type of data collection whether it is quantitative data or qualitative data. All research designs will need data collection, ultimately research designs allow smooth data enquiry. And that is why some scholars tend to describe research design as “the source structure of an empirical investigation or enquiry” aimed at “avoiding” mistakes along the line or enhancing the validity as well as reliability of the outcome of the research (Bell, 1999; Robson, 2002; 2007; 2011; Cresswell, 2003; Gorard, 2012).

In fact, the research design is descriptive in nature. The research designs generally acknowledged are: experimental, case study and action research and survey.

3.9 Data Collection Methods

Data collection methods to be employed in this research are related to quantitative and qualitative methodologies (Cresswell, 2003, 2007; Cresswell et al., 2003; Saunders et al., 2003; 2012). As required, during the data collection for this methodology, there will be no form of impartiality involved. This is in compliance with the epistemological requirement for justified belief (i.e. the task of finding out the truth), as this cannot be compromised (Cresswell, 2003, 2007; Cresswell et al., 2003; Saunders et al., 2003; 2012). In fact, the researcher will be totally involved and committed to the entire data collection process as expected in obtaining maximum information relating to attitude and opinions. The main data collection methods generally include questionnaires, interviews and observations. Observation is participative. Interviews are semi-structured. Questionnaires require open ended questions and focus or discussion groups are also important part of qualitative data collection. In this research observation will not be employed. Thus, only quantitative and qualitative data collection methods are discussed in details at the appropriate sections below (quantitative methods in chapter four while the qualitative methods in chapter five).
3.9.1 Questionnaires

Self-completion questionnaires (or self-administered questionnaires) were utilized. Self-completion questionnaire is “a questionnaire that respondent answers without the aid of an interviewer” (Bryman and Bell, 2007:718). The questionnaire is a most practical way (Robson, 1993; 2002;2011) of extracting, collecting and registering information (Kirakowski, 1998). Although questionnaires involve significant time and cost to plan, design, structure, and administer, in the current research, the researcher used a questionnaire to gather data from respondents. Response data from questionnaires is relatively easy and less complicated to analyse. They are also less expensive, and less biased and confrontational; therefore, it did encourage participants to be more objective in their views (Silverman, 2012). This is a quantitative data collection method: using a deductive research-approach. A 300,000 study population would have been far too large or scattered around, and far more expensive to have been interviewed. So it was justifiable to use questionnaires. Response data from questionnaires is relatively easy and less complicated to analyze.

The researcher also found that participants seemed generally quite confident and self-sufficient in completing the questionnaires themselves without needing much further help or clarification, as the respondents showed during the course of the filling out the questionnaires. A response rate of 71%, as well as the fact that respondents were spread across Bayelsa 8 (original) LGAs, suggests that the responses produced by the questionnaires indicated that the research had been objective and could be deemed to be significantly reliable (Robson, 2002; Henn et al, 2009; Silverman, 1993; 2001;2012).

In addition, with regard to their anonymity, the researcher also found that with the questionnaires, the respondents also seemed to have enjoyed the privacy of expressing their own feelings and opinions on the phenomenon without interruption from the researcher (Gilbert, 2001; Henn et al, 2009). Probably, that was a contributory or critical factor, in encouraging such a reasonably high response rate: to either agree or disagree, when filling out the questionnaires. This was designed to help reduce the risk of respondents’ bias, which can be a useful means of assessing the level of favourable or unfavourable attitude amongst respondents (Oppenheim, 1990:1998; 2001).
In this current research, the researcher purposely used questionnaires rather than interview (so as to avoid probing respondents), which is associated with a higher risk of low response rate. Thus, the researcher provided space for respondents to make personal comments or suggestions, and organised it in a form of group administered questionnaire (Kirakowski, 1998; Behob, et al., 2001): this gave rise to a set of qualitative information data, which the researcher analysed using a coding system (appendix 8).

3.9.2 Interviews

In addition, the researcher also utilized interview despite it being more expensive to administer than the questionnaire data collection methodology. Interview is an in-depth, flexible and adaptable survey technique which involves one-to-one conversation between the interviewer and interviewee in order to ‘find out things’ (Gilbert, 2001; Robson, 2002; Henn et al., 2009). This will offer much flexibility and scope for interaction. So, the researchers will be able to achieve the stated aims by asking follow-up questions as a way of probing the respondents’ feedback, where clarity was needed and respondents’ bias was to be avoided (Densin and Linkoln, 2003). Ultimately, during the course of this research, the researcher will have accessed richer in-depth personal data direct from the young people, community organisations and policy makers themselves (Mann, 1985:61). Such ‘quality’ of knowledge based on their experiences would be of great value to the researcher in terms of gaining wider understanding of the phenomenon (Czinkota et al., 1992:339). This is more important as it will help in furthering the researcher’s understanding of the phenomenon through exploring young people’s perceptions, feelings, attitudes, behaviours and thoughts. Silvermann (1985;1970;2012) observed that conversations are absolutely necessary integral part of social life through which people communicate to extract qualitative data as a way of trying to understand society. They offer rich source of qualitative data which provides access to how people account for their personal troubles, fortunes and experiences.

Before interviewing takes place, the researcher will ensure that meetings will be pre-arranged and all other ethical requirements such as sending copy of the interviewing guide or schedule of interview to the interviewees, in advance, as required. This is for the interviewees to get familiarize with the contents. This is to avoid any surprises (Henn et al., 2009).
3.10 Data Analysis

Data analysis concerns how researcher breaks down the huge amount of data that has been collected into a meaningful state to make sense of it. In the context of this research, the data generated through the questionnaire will be analysed using three methods: first manually, then cross-checked with the Excel analysis tool pack, and then re-cross checked and robustness tested with the SPSS (Statistical package for the social sciences). “SPSS is a widely used computer program that allows quantitative data to be managed and analysed” (Bryman and Bell, 2007: 719). By contrast, the coding system tool was utilized with respect to the qualitative data analysis, which is involved the use of key words, themes or categories and labels, etc (Gibbs and Taylor, 2005; Ryan and Barnard, 2003a; Strauss et al., 1990). Data analysis methods have been fully covered in the next chapter.

3.11 Justifications for Research Methods

The researcher has a duty to address each and every research objective set out in the study. In relation to this particular research situation, while some of the research objectives investigated may be fulfilled through the use of qualitative research methods; other research objectives will require quantitative research method. There are research situations whereby neither a qualitative nor a quantitative method suffices, and this particular research situation falls within such a category. This is why the mixed-method research approach is adopted. The research objectives and research methods had led the researcher to believe that both qualitative and quantitative methods would be appropriate. A quantitative method with deductive reasoning will be used to isolate the independent and dependent variables involved in the causes of impoverishment. A qualitative approach, with inductive reasoning, will be utilized to build theories and approaches to remove the causes of poverty. For example, the details of how each of the specific research question or research objectives can be achieved or fulfilled with the use of different methodology are illustrated below.

In research objective one - which was set out to assess critically and analyse what young people and community organisations attribute to be the causes for their impoverishment in Bayelsa State, here, the appropriate research method adopted was the quantitative method with deductive reasoning. Similarly, in research objective two, which aimed at critically examining and analyzing what young people and community organisations think could be
done to end poverty in Bayelsa State, again, the appropriate research methodology was quantitative methods with deductive reasoning. This suggests that both objectives one and two had required the utilization of data collections instruments with questionnaire surveys with close ended designs. This approach had indeed enabled the researcher deduce the facts from the independent and dependent variables within the causes of poverty.

On the other hand, objectives three which aims at identifying and analyzing ways in which policy-makers, community organisations and young people agree on how to implement the identified policy changes required to end poverty in Bayelsa State, required qualitative methodology with inductive reasoning. This involved the utilization of focus or discussion groups as the appropriate data collecting or interviewing methodology. Through this, i.e., research objective three, research objective four, which is designed to frame a set of policy recommendations to implement the agreed required policy changes identified in research objective three, could now be fulfilled. Again, this approach enabled the researcher to remove the causes of poverty by utilising an inductive reasoning.

3.12 Study Population

This study relates to Bayelsa State of Nigeria with 1.9million people (National population census, 2006; 2015), of which children and young people are estimated to constitute 1million (National population census, 2006; 2015). So the study population is 1 million. However, 1 million is far too large to reach, considering the cost and time. Thus, this target sample will comprise only the 18-25 years’ age group since the research concerns only young people, which is consistent with the definitions provided by the UN (Health et al., 2009).

3.13 Sampling/ Sample

Broadly speaking, sampling is “the selection of a part of a total population of consumers or products whose behaviour or performance can be analysed, in order to make inferences about the behaviour or performance of the total population, without the difficulty and expense of undertaking a complete census of the whole population”(Pass et al., 1991:541). This definition is in general context, encompassing several disciplinary perspectives. In fact, more specifically, a sample is “a part of a total population that can be analysed to make inferences about the whole population (Pass et al., 1991:540). That definition is quite general.
Alternatively, a sample is “a selection from the population” of interest (Bryman and Bell, 2007:260). That is, the ‘actual individuals to be studied’ and is ‘fundamental’ Gilbert (2001). In fact, sampling is necessary not only because the study population of 1 million is too large to be effectively reached due to the cost and time. Sampling is also important for the purpose of determining characteristics of the whole population, which is crucial in making generalization (Mason, 2002). Sampling is defined as the process of selecting a suitable subject that is a representative reflection of a population for the purpose of determining characteristics of the whole population, which is crucial in making generalizations (Mason, 2002).

The research sample of 300,000 comprises only the 18-25 years’ age group, which is the population size of 18-25 years old in Bayelsa State estimated by the National Census, 2006. In relation to this study, 300,000 is quite a significant number to be statistically ignored regarding their opinion about socio-economic and political matters. The 18-25 age group also represents the most significant workforce; in fact, future leaders. That is one good reason this research is targeting that young group, to endeavour to involve them to understand how they feel about the level of poverty and what they feel can be done about it. However, 300,000 is still too large a number to be effectively surveyed in the context of this research.

Further, since a sample is a process of or “may be chosen by dividing up the total population into a number of distinct sub-groups or strata, then selecting a proportionate number of consumers or products from each sub-group since this is quicker and cheaper than random sampling” (Pass et al., 199: 541), then, it would be of interest to understand the method of or approach employed in the selection. In the context of this research, this theory is fulfilled. Thus, the idea of probability or non-probability sampling methods - the most probable assumptions of selection or dividing up the total population becomes critical. So, survey samples can be easily split into two main types: probability and non-probability sampling. The merits and demerits of it are discussed below.

3.14 Probability Sampling

Probability sampling method is one which utilizes or involves any form of random selection. This is a positive element in real life social research endeavours (Robson, 1993; 2002; 2007; 2011). In the context of this research, this criterion (random) has been fulfilled since every
18-25 young Bayelsa person will have had equal access to being selected from the different local authorities, for the study. Moreover, every young Bayelsa within the ages of 18-25 would have had the equal probability of participating or being chosen.

The major advantage of this is that the researcher believes this process had been fairer and so it is possible to have produced an unbiased outcome or estimates of the population based on the probability of selection. This is so because probability has the main advantage of ensuring that the whole or entire population is being represented or reflected in the sample. The sample selection is organised or done in such a way that every part of population is represented or reflected. Besides the better coverage of the target population, the respondents are more willing and available to participate in the research. In the context of this research, the whole of Bayelsa Bayelsa State is reflected in the same chosen; as a result, it is more balanced or fairer. For this reason, the probability is preferred and adopted in this research. This means that the outcome of this research could be used for the purpose of making inferences or generalisation from the study (Robson, 1993, 2002, 2007, 2011; Saunders, et al., 2009, 2012; Lucas, 2014)

3.15 Non Probability Sampling

Conversely, non-probability sampling does not meet this criterion and, therefore, will not be considered in this research. However, it must still be noted that it would have been cheaper to utilize non-probability sampling, compared to probability sampling, which more expensive to operationalise (Saunders et al., 2009,2012; Lucas, 2014;).

3.16 Sample Size/Selection of Participants

In this current study, the researcher used a 300 sample-size (which is 0.1% of the target study population (of 300,000, as already stated earlier above). Although, Anyauwu (1974:74; Robson, 2002:260) argued that when considering sample-size, it should be noted that the principle the larger the sample, the more representative it would be to the study. 300 is what the researcher could afford given the limited budget and time (Gilbert, 2001; Robson, 2002: 169). As the outcome of the response data indicated, the 212 respondents represented persons of diverse background, age, gender, family circumstances, occupation and were from all 8 of the 8 LGAs in Bayelsa State, (all of whom the researcher had not met), since an agent
was used. The role actual role of the agent has they represented the researcher in conducting
the data collection from the selected participants in Bayelsa State, Nigeria.

Enhancing the validity of inferences is surely significant as it increases understanding or
insight and, therefore, reliability (Cresswell and Plato Clark, 2007; Tashkkori and Teddlie,
2010; Saunders et al., 2012). The impact this might have had on validity is significant here: a
range of organisations participated: a total of 8 institutions but for confidentiality names were
withheld. The researcher’s preference originally was to use stratified random sampling using
age, gender, family circumstances and an assessment of impoverishment level.

Stratified random sampling involves splitting the population into strata and then uses random
(Saunders, et al., 2009, 2012). However, this was extremely difficult to execute with the
range of organisations. The researcher therefore used convenience sampling to select the
potential participants from each of the organisations. Convenience sampling is acceptable
when the group, as in this case 18-25 years is reasonably homogenous; using sample that is
available in terms of its accessibility and proximity (Saunders, et al., 2009,2012), was indeed
appropriate. (If there were more than 300 volunteers for the research, the researcher was to
use stratified random sampling based on age, gender and family circumstances to select the
sample. In this case family circumstances would be a proxy for the level of impoverishment).

Sample-size is a small number of respondents usually selected from the study population for
the purpose of a survey (Webster, 1985) or referred to as ‘a subsection of the population’
(Henn et al., 2009:153) or ‘a selection from the population’ that is chosen in such a way that
their characteristics reflect those of the group from which they are chosen (Robson,

By comparison, Mack and Langsley (1985) used a small sample-size of 1,174 in a poverty
related-study covering the whole of Britain, and yet it was seen as credible. The researcher is
aware that the 300 sample-size to be used here could not be considered appropriate in making
generalizations in statistical terms. Meanwhile, Trochim (2006) argues that selecting a
specific sample figure does not matter that much, but what matters most is resource
availability and credibility of the process.
3.17 Criteria for Selection

The target group (18-25 years old young people), was selected at their organisational settings, from amongst a wide range of different organisations in Bayelsa State, drawn from all the eight local Governments Areas (LGAs). These organisations include the Niger Delta University (NDU), Wilberforce Island, Amassoma; the Open University (Yenagoa); Imo State University in Bayelsa State; Government Secondary School Kaiama, Government Girls Secondary Kaiama, Federal Government College, Odi, Government Secondary School Odi, Government Secondary School, Opokuma. Government Secondary School Sabageria; Federal Government University at Otuege-Ogbia; Bayelsa State College of Education (Okpoama-Brass); Federal Polytechnic (Ekowe, Southern Ijaw); all of which are based in Bayelsa State.

3.18 Selection of Participants

The participants were recruited by writing to them, as well as negotiating with them (young people and community organisations) through their leaders and contacts), at their organizational settings. These include schools, colleges, universities, church-based groups, youths and community projects, etc. Once selected for the survey every member of the sample was made fully aware of what was expected of them, and their right to withdraw. Submission of the questionnaires was taken as voluntary informed consent. Also, it was made clear that they could refuse to complete the questionnaire.

3.19 How were Participants informed of their right to withdraw without Penalty?

In the researcher’s covering letter (appendix 1,2 & 3) with the questionnaires (appendix 4 and 5), this had already been done. It was explained to participants that there would be no risk or harm to participants arising from their involvement in this exercise. This is also consistent with the protection offered by the Data Protection Legislation/British Sociological Association Guidelines. The researcher endeavoured to reassure participants of these and related ethical matters. The researcher ensured the anonymity of the quotes by using coding (appendix 8). The participants had also been informed of their right to withdraw without penalty.
3.20 Bias

Bias is another critical factor in this research that needs to be noted and clarified. As such, the researcher had been cautious over possible over-statements, false response and potential social desirability of some participants, including the researcher’s own possible personal distortions and/or subversions (Henn et al., 2009). Bias could cast doubts on the validity of the response data, and therefore potentially on the use to which those data are put. If so, there would be no grounds for the researcher to claim on the basis of those data in terms of how young people perceive their own experience of poverty in Bayelsa-state. To avoid such bias, the researcher had been committed to focusing only on achieving the ultimate research goal, by adopting consistent sequential multi-dimensional choice as well as a scaling/rating questionnaires approach. In relation to the issue of bias, scholars have indicated that every research does constitute some element and/or influence of bias (Henn et al., 2009). Therefore, in the context of this research, the fact that an agent was used for the quantitative data collection data, as already stated above, was aimed at reducing or removing any elements of subjective bias that could have been involved or influenced the data collection effort, (Henn et al., 2009). The fact that the researcher is of Bayelsa State origin might have been a factor, which could have been deemed subjective in relation to the issue of bias. For instance, in this research, the researcher allowed for the benefit of doubt, based on the assumption that, respondents might have probably not given 100% accuracy of the perceptions and opinion of the respondents due to a number of factors beyond the researcher’s control.

3.21 Response Rate

The researcher is aware that a low response rate could invalidate result of the study. That could discredit the whole research effort. So, to avoid the possibility of a low response rate, the researcher had (through the agents, who happen to be the researcher’s fellow University lecturer-colleagues), pre-arranged the group-administered questionnaire sessions in pre-selected institutions and community organisations in Bayelsa State. This was to ensure that all respondents came-together and filled-out the questionnaires on particularly pre-arranged dates, venues and times at their convenience, at their own (organisational) setting that the researcher hoped would prove successful (Patton, 1990; Tochim, 2000; Henn et al., 2009). The researcher also took certain contingency steps cognisant of the fact of possible potential
wastages that might arise: for example, some questionnaires might have been invalidated, due to several logistical reasons: age, locality/residency, human errors/mistakes, transportation difficulties, which was what exactly happened during the course of the quantitative data collection process.

For these reasons, the researcher was able to retrieve 212 responses out of 300 questionnaires that were administered. That is over 70% response rate. In the context of this research, from this the researcher’s point of view, 70% could be deemed a significant response rate, given the wide range of challenges and/or limitations (as indicated already elsewhere in this research).

### 3.22 Administration of the survey

As already stated above, for the quantitative data collection, the researcher conducted the quantitative survey in Bayelsa State between February 2013 and May 2013. The researcher was affected by the challenges of undertaking research in a developing country, such as limited infrastructural facilities, limited communication, transportation, social, economic, and political sensitivity to the subject matter being surveyed. The researcher also utilised agents in Bayelsa who had local geographical knowledge. The strategy of using an agent might have saved the researcher possible delays and safety aspects regarding security, as the subject matter surveyed is quite a sensitive issue, potentially a social change trigger, and so the whole purpose of the research could be construed to mean something else by state security personnel, to satisfy their subjective interests. So, there was that little potential risk-factor and sensitivity involved in relation to the study.

Nevertheless, the researcher did not foresee any risks such as discomfort, or inconvenience to the participants. However, as already stated above, the phenomenon being studied (poverty) is a socially, politically and culturally sensitive matter. As such, one needs to be aware of that, and both in relation to speech and body language.

However, as already explained, there might be a minor risk to the researchers. The secret government security agents might have misinterpreted the subject of the survey and may have raised an issue of political motivation. That could have led to disruption and possible delay to the smooth running of the research. As plans went according to expectations, the researcher’s
agent was able to meet with the target (research) population, who came together purposely to participate in the group-administered survey, as scheduled, (as already explained earlier, above).

Equally, as already indicated the quantitative participants of the survey cut across the 8 (original) LGAs in Bayelsa State: namely Kololuma/ Opokuma (89 or 44 %), Southern Ijaw (19 or 10%) and Yenagoa (also the capital city of Bayelsa, 9 or 5%), Ekeremor (16 or 8%), Sagbama (27 or 14%), Ogbia (11 or 6%), Nembe (5 or 3%), Brass (7 or 4%). In the context of this research, as already stated earlier, participants were chosen randomly and merely on the basis of convenience. During these survey meetings, questionnaires were handed out along with the covering letters only to respondents who were physically present and willing to participate. There was no duress, as researcher aimed to gain maximum consent from the participants. This was aimed at ensuring a reasonable response rate and opportunity for respondents to ask question for clarification, should they feel unsure of any of the questions, as well as for better control. This was possible as the research was taking place in a captive target population in their organisational settings. As a result, thankfully, the research administration was fairly smooth. Moreover, there had been better control of the selection of the 300 young people who participated in the research (Robson, 2002; Henn at al., 2009.

3.23 Reliability and Validity

Based on the issues raised under bias, response rate and administration of the research (above), reliability test was conducted to assess or justify the reliability and validity of the data collection and analysis processes. Details are discussed below.

Reliability relates to “how replicable the findings is, or how dependably it will be repeated on another occasion, or by another researcher” (Ereaut,2002:149; Almotairi,2008:74; Eisner, 1991; Yin, 2009; Saunders et al., 2009,2012). Whereas validity means “how well the test measures what it sets out to represents”. These are mainly for the purpose of satisfying better reliability or credibility and generalization requirements. The aim is whether other researchers would achieve same result or outcomes should they utilize similar methodology under similar social circumstances (Almotariari 2008:74; Ereaut, 2002:149). In addition, research quality must address three key variables of validity: construct validity (meaning the extent to which research question(s) actually measure the constructs intended to be
measured?) in contrast, internal and external validity (actually relates to the extent to which the research results from a particular study are generalisable to all relevant contexts (Almotairi, 2008:74; Ereaunt, 2002:149; Yin, 2009; Saunders et al., 2009).

To this end, the overarching research question for this sturdy was “What do young people and community organisations see as their support needs in Bayelsa State in ‘Tackling Poverty’ and how policy-makers would be persuaded to end poverty, using social marketing techniques (SMT).” The specific research questions are stated as below in Table 3.1

**Table 3.1 Cronbach α values for instrument reliability using SPSS 20.0**

<table>
<thead>
<tr>
<th>S/n</th>
<th>Question</th>
<th>Cronbach α values</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What do young people and community organisations in Bayelsa State attribute their poverty to?</td>
<td>0.72</td>
</tr>
<tr>
<td>2</td>
<td>What could be done to reduce poverty and encourage greater community involvement in Bayelsa State?</td>
<td>0.81</td>
</tr>
<tr>
<td>3</td>
<td>In what ways do policy-makers, community organisations and young people agree on how to implement the identified policy changes required to end poverty in Bayelsa State?</td>
<td>0.69</td>
</tr>
<tr>
<td>4</td>
<td>What are the set of policy recommendations to implement the agreed, required policy changes identified in research question 4?</td>
<td>0.71</td>
</tr>
</tbody>
</table>

Source: SPSS output 20.0

**3.24 Interpretation of Reliability Test Using SPSS (4)**

**Notes to the Table 3.1**

SPSS was used to ascertain those Cronbach Alpha values. Cronbach is inside SPSS. It is used to determine whether an instrument is reliable or not. Cronbach Alpha Values represent the Coefficient obtained from a research question when subjected to SPSS. That is when the questions will be loaded into the SPSS according to the number of respondents.

According to Nunnally(1978:245), instruments used in basic research have reliability of about .70 or better. He added, increasing reliabilities much beyond .80 is a waste of time with instruments used for basic research.

Based on these test outcomes or figures, the researcher can confirm that (it appears that it is highly probable that) the research questions were reliable. It falls within the benchmark
recommended by Nunnally (1978) of instrument reliability. That is, 0.69, 0.7 for each (of the)
question(s).

3.25 Ethical Considerations

As regards compliance, the researcher was given formal ethical approval by Cardiff MET (appendix 9; 2012/10/015) In addition, the researcher consulted the British Sociological Association through the internet about their General Statement of Ethical Practice (March 2004), and this is also consistent with the Cardiff Met’s guidelines. These offered specific guidelines on the main issues such as respect for the participant’s values and rights, informed consent, safety, confidentiality, privacy, personal benefit and risk of harm, all of which the researcher had already noted. In the context of this research, a covering letter was also attached to the questionnaires in which the researcher assured participants about compliance in relation to ethical aspects (a copy of which is at attached in Appendix 1,2 & 3).

3.25.1 Informed Consent (voluntary participation)

The researcher also ensured that participants fully understood the nature of the research which was being undertaken, its purpose, data collection methods, the important role which respondents played, to ensure that the procedure used was carried out in accordance with the British Sociological Association guidelines (March 2004)/Cardiff Met’s guidelines). This had already been indicated in the researcher’s research-questionnaire covering letter. This was to enable respondents to make informed decisions on whether to participate, to clarify the risk of misrepresentation and/or false-hope, or whether the result from this research might bring about immediate socio-economic benefit. In the context of this research, all of these been clarified before commencement of the survey.

3.25.2 Confidentiality, Privacy, Anonymity and Risk of Harm

Through the researcher’s covering letter to the questionnaires, the researcher has already explained that there will be no risk or harm to participants arising from their involvement in this exercise. The researcher also assured participants that data obtained from them would be kept as private and confidential as possible., and also to the fact that we would envisage no risk or harm to both respondents and researcher arising from this research, (Oppenheim,
1992:107); accessing personal information without consent and/or misuse of data could breach privacy rights (Marsh, 1982; Bulmer, 2008; Townsend, 2000; all in Henn et al., 2009:97; Data Protection Act 1998); and that respondents could feel wronged without actually being harmed (Cassell, 1982 in Henn et al. 2009:97). In the context of this research, all of these sensitive ethical aspects had been complied with before the commencing with the research, and the same would apply during the research and post-research periods.

3.25.3 Personal Benefit

The researcher also conveyed to participants in the questionnaire-covering letter that: though there may be no personal benefit to them, nor to the researcher, arising from this research, other than the production of the PhD itself, however, the outcome may help to bridge a knowledge-gap that could help to improve policy making in this area, as well as forming the basis for further research, the outcome of which could be of benefit to the wider society.

3.26 Pilot Study

As instructed by the researcher’s supervisory team, the researcher did carry out a sample pilot study amongst LSC students of Nigerian descent. This was aimed at testing the quality of the questionnaires as well as sensitizing the sample in order to create a better understanding of the appropriate demographical characteristics of the sample-size, by which the framework of the comprehensive research could be designed. This was with consent from Prof Malcolm Bennison and Professor Peter Abell (the researcher’s former director of study), as well as Dr. Bernstein Warner (LSC PhD administrator).

The researcher had already designed the Pilot PhD sample research questionnaires, which were modified not only by the researcher’s supervisory team (Prof Peter Abell and Prof Malcolm Bennison) but also subsequently by Prof Illeri Jones. Subsequently on March 2013, at LSC (Hannibal House), the researcher was kindly given an opportunity by his supervisor Prof Malcolm Bennison (in consultation with Dr. Bernadette Warner), to test out the quality of the PhD sample questionnaires. Accordingly, the researcher conducted a mini research in one of Prof Malcolm Bennison’s quantitative/qualitative research classes which took place on Wednesday 22 March 2012, in which about 12 students participated: 9 Nigerian and 3 others (African Caribbean students who requested to participate).
In fact, these changes had led to huge improvement to the quality of the questionnaires. It is important to please note that, at this stage, the exercise was only for the purpose of testing out the quality of the researcher’s PhD sample questionnaires. However, their responses have been analysed (copy of the presentation and analysis of the results in appendix 24).

3.27 Strategy Conference in Bayelsa State of Nigeria (Action Research)

It is also important to note that an important element of the researcher’s PhD model (the social marketing technique (SMT-Model) is the strategy conference. Strategy conference is a major form of action research. To complete the researcher’s methodology model for poverty intervention, and vis-a-vis the researcher's PhD programme, it was required by the researcher’s supervisory team that the strategy conference must be conducted. And that it must take place only in Bayelsa State of Nigeria, which is the location that was chosen for the study.

Given that the first data collection mission was incomplete, a second strategy conference data collection was authorized by Prof. Malcolm Bennison. So, the researcher travelled again to Nigeria: departing on 26th April 2014 and returning 26th May 2014. During the data collection process, young people and community organisations, as well as policy-makers, were approached. As a result, several meetings were held with young people as well as with policy-makers, though separately.

The aim was to agree on the previous minutes of the previous strategy meetings. This was to ensure that the previous minutes were as accurate as possible. Amendments were made where necessary. Based on the outcome of this, a strategy conference paper was drafted and presented on Tuesday 6th May 2014 at the Faculty of Management Sciences Board meeting. Two papers were presented including,

- Tackling poverty from the perspectives of young people and community organisations in swaying policy-makers, using social marketing techniques(SMT) (appendix 13)
Overview of the Strategy Conference - A Tool for Promoting Unity of View and Action (appendix 13)

As already defined in chapter one, a strategy conference is a process of formulating an amicable strategic solution to tackling decision-making in a crisis where there exists divided opinion. The strategic conference highlights the need to formulate a strategy for moving forward when you have diverse opinions. The main question or issue surrounding the strategy conference is - how does one bring strategies together when there are different opinions? A focused discussion group methodology was adopted in which young people, community organizations as well as policy makers were interviewed separately. Following the data analysis, a strategy conference was then organized in Nigeria during which the major findings were presented and debated. Minutes of the strategy conference are made available in Appendix 7.

3.28 Summary

This chapter outlines the justification for using mixed-methods research, including strategy conference, as well as the ethical requirements will be respected. This chapter needed to find answer to the question how you find out the truth? Which data to collect and data to analyse? This chapter has highlighted the linkages between the research process. The chapter reviewed the following: i) ontology (what is the reality such as the causes of young people and community organisations extreme poverty in Bayelsa State, as in research objective 1); ii) and had examined the epistemology of it (what is the truth about the reality i.e., that it poverty was caused mainly by corruption, unemployment (lack of jobs), low wages, lack of infrastructural facilities, as in research objective 1). And how poverty could be alleviated? And that is by creating jobs and stopping corruption, involving young and community organisations, providing infrastructural facilities (research objective 2) as well as by using social marketing techniques and strategy conference to persuade policy-makers and bringing/pulling together or gathering the opinions of both policy-makers and young people and community organisations through strategy conference can alleviate poverty (research objective 3). This chapter establishes that methodology in respect of research objectives 1 and 2 will require a deductive reasoning or approach to identify the causes of poverty (or isolate the dependent and independent variables) from a large data base (300 questionnaires) to be obtained (ethically) from a sample of population. This objectivity of the large quantity of
data from this large sample of respondents will be analysed and interpreted to make sense of it or meaningful generalisations. So, a quantitative paradigm and positivism philosophy needs to be adopted (Silverman, 2012; Trau, 2012). Thus, the researcher will need to collect a large quantity of data from young people by using 300 questionnaire survey data instruments (Silverman, 2012; Trau, 2012).

On the other hand, the appropriate or useful methodology to adopt in respect of the research objective 3 mainly (and partly in objective 2) was inductive approach or reasoning. Using the qualitative approach or reasoning involves building theories and approaches from the massive texts or words that (will) have been collected from a few sample of the population (focus group discussions and strategy conference). So, with research objective, 3 mainly (and partly in objective 2) qualitative approach or reasoning was adopted to build theories based on text or words of the interviewees. This can be achieved by conducting the focus group discussion and strategy conferences session to extract the diverse opinions of the participants. These large subjective texts or words belonging to these interviews or respondents were coded and interpreted into meaningful phrases or words to make sense of it. Thus, the interpretivists paradigm or philosophy is adopted (Bryman and Bell, 2011; Silverman, 2012).

Based on the above, a mixed-methods research strategy was adopted. This involved the utilization of both quantitative and qualitative research strategies to be used in this single research (Greenberg, 2007; Cresswell, 2003,2007; Plano-Clark, et al., 2007; Cameron, 2010; Monllina-Azorin and Cameron, 2010; Bryman and Bell, 2011; Saunders, et al.,2012:166/8). Thus, it is possible to use more than one single-method research in a single research experience (Tashakkori and Teddlie, 2010).

With respect to the data analysis, this chapter intends three methods: first data was analysed by hand-counting, secondly, the robustness of hand-counting was tested by the utilisation of the excel spreadsheet analysis tool pack, and thirdly, the robustness of the excel spreadsheet analysis was again re-tested with the use of the latest statistical package for the social sciences (SPSS) (Glaser and Strauss, 1967; Strauss and Corbin, 1990; Gibbs and Taylor, 2005; Akwetey, 2009). This chapter outlines that huge amount of data is likely to be collected. This data is expected to be analysed and interpreted in subsequent chapters. Now that the methodology elements have been addressed, the researcher intends to proceed to chapter four; data analysis.
CHAPTER FOUR
DATA ANALYSIS

4.1 Introduction

This chapter has two parts. Part one contains responses to the 19 questionnaires that deal with young people, whereas part two contains the 11 questionnaires that addressed issues relating to policy-makers and policy implementation. A copy of the questionnaires in Appendices 4 and 5.

Part one contains the following questions: Are you a Bayelsa citizens? Gender, Age group. Are you currently studying? Which is the highest qualification you currently have? Are you currently employed? How much are you paid? How many jobs do you do? How would you describe yourself regarding your poverty level? Daily spending money; Experience of your poverty; Daily food consumption 1x,2x,3x I can afford to eat; Most significant causes of poverty; See Bayelsa as a poor State? What support would you expect Bayelsa State Government to provide? How can we end poverty? Are current poverty intervention scheme effective? And is the Nigerian MDGs goal to become the 20th World largest economy achievable?

Part two contains the following questions: Is it important to ask Government to end poverty? Ways of communicating with the Government to help end poverty. Ways of asking policy-makers to end poverty. How often would be appropriate to persuade policy-makers to end poverty? Is it important to actively involve young people in decision-making? Is it important to remind Government how many young people in poverty? Is it important to know where these poor young people are located? Overcoming poverty requires policy-makers to re-set higher goals. Are current poverty intervention schemes such as MDGs been effective? Were previous poverty eradication schemes effective? Are any poverty tackling measures still in place or were not implemented?
4.2 RESPONSES TO QUESTIONNAIRE - PART 1

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

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

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

4.1.2 PT1 Q2 Bayelsa Local Government Areas

(Figure 6)

In relation to PT1Q2. Bayelsa had a total of 8 Local Government Areas (LGAs). Ekeremor polled 16 (8.51%), Sagbama 27(14.34%), Brass 7(3.72%), Nembe 5(2.65), Kolga 89(47.34%), Ogbia 11(5.8%), Yenagoa 9(4.7%), Silga 19(10.10%) and Others 15. This indicates that there were far more respondents from Kolga, whereas, the least respondent
were from Nembe LGA. As the statistics relating to Figure 6 suggest, importantly, it reflects respondents had spread across Bayelsa State, as intended. Although there is variation about the level of involvement or participants from each local area (LGSs), as stated above.

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

Figure 6

Questions 3 relate to gender: how many of the participants were female and how many was male?

Worksheet 3: Gender Group: the bar chart above shows 198 responded to this question. 117 males (i.e., 59%) as compared to the number of females 81 (41%). Of the males (117); 98 are studying; whereas 11 are non-students. Of the females (81); 53 are studying while 21 are non-students. Of those non-students (21); 5 are working (4f/t; 1p/t); 3 are not working. Of those working; 1 person earns N10,000 or (£40 weekly; 1 person earns N25,000 or £100) monthly 1 person earns N55,000 (or £220) monthly. They are civil servants with one job working 8 hours per day. There were 53 participants studying, 37 are unemployed, 16 are working; 2 are part-time workers, and one participant earns N10,000 (or £40) weekly. One person earns N30,000 (or £120) monthly; 14 work full time and one person earns N20,000 (or £80) monthly
4.1.4 PT1Q4: Your Age Group

Figure 8

164 participants responded to Question 4. 82.42% were from the age range 18-25 years old; 18 within the age range 26-35 (9.05%); and 36-55s were 17 (8.54%). None of the participants were within the 56-60 plus age bracket. This is in line with the targeted sample. Note that this is a study about 18-25 years old. Most importantly, this age limitation is also in ethical compliance (British Sociological Association, March 2004). This group also needs protection, nurturing and guidance (UNDHR, 1948; Children Act, 1989; UNCRC, 2014). According to documentary evidence, the age range 18-25 in the UK is deemed young people (Children Act, 1989; UNCRC, 2014; NSPCC, 2015), whereas, in Nigeria, the term young person refers to people within the 26-35 years’ age group (Nigerian constitution 1999). Although this group constitutes 18 or 9.05% of the respondents, however, their polls were accepted as valid. Participants over 35 were not accepted as valid response and, therefore, were not counted.

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

Of the males (117); 98 (or 84%) are studying, whereas 11 (16%) are non-students. Of the females (81); 53 (65%) are studying while 21 (25%) are non-students. Of the 151 studying (109 were male and 74, females). One person works part time; 31 are work full-time workers, and 59 are not working. Of those working; 1 person earns N40,000 monthly; 1 person earns
N45,000 monthly; 2 persons earn N54,000 monthly; 1 person earns N60,000; 1 person earns N65,000 monthly; 1 person earns N80 monthly; 1 person earns N120,000; and another earns N145,000. Suggesting 84% of the respondents were students: implying high demand for social, economic and recreational products or services as well as a high dependency on parents and government.

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

(Figure 10)

Question 6 worksheet 6: Which is the highest Qualification you currently have?

Of the 189 respondents, none had a doctorate, 2 (1.05%) had Masters Degrees, whereas 83 (43.91%) were only school certificate holders; 25 (13.22%) had postgraduate diplomas; 19 (10.05%) were diploma holders while 47 (24.86%) had a first degree. These statistics relating to PT1Q6 point to the existence of educational under-achievement or disadvantaged or unfortunate circumstances: several factors may have accounted for this. In fact, amongst the total of 189 respondents to this question, there were no Ph.D. or Doctoral degree holders, only two had Masters’ degree. 84 (or 43%) were only primary (or first) school certificate holders, 25 (or 13%) had post-graduate diplomas, 19(or 10%) had diploma qualification holders while none had a first degree.
As above stated, one hand, these imply a prevalence of under-development of youthful potentials: probably due to lack of resources or misdirecting or mismanagement of resources, lack or sense of social responsibility or lack of concern for young people and community organisations’ needs. Additionally, it could probably be a lack of ideas to move forward or merely indifference attitudes or lack of concern by those who have social responsibility or parental guidance. It also points to something, not a priority for the policymakers. On the other hand, the statistics may reflect an enormous responsibility for policymakers to cater for on the long run. Anyhow, it should be young people’s fundamental human rights to be developed to their full potentials: socially, physically, socially, mentally, cognitively, culturally, (UNDHR, 1948; Children Act, 1989; UNCRC, 2014; Eguruze, 2011; Eguruze, 2014).

4.1.7 PT1Q7: Are you Currently Employed? (Figure 11)

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

The statistics of employment indicated that not many participants responded to this question PT1Q7. In fact, it presumes a situation where there is either a very high level of unemployment or lack of job opportunities for young people to work or get employed or develop their job or entrepreneurial skills. It appears, not many opportunities are available (Eguruze, 2011; Ibaba, 2012; Ibaba & Arugu, 2013; Eguruze, 2014). There might be huge social and economic implications for the young people and community organisations in the long run. The impact of lack of early good quality education could result in devastating consequences in relative terms (Jonathan, 2010; UNCRC, 2014). Here there the statistics show a conflict of theory and reality or empirical evidence. Though there is oil/gas wealth, there no jobs or employment opportunities, based on the empirical evidence.
4.1.8 PT1Q8. How often are you paid __ Weekly __ Monthly?

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

The following are the responses to question 3. One person earns N10,000 (£40) weekly while the monthly wages of two other participants are N25,000 (£100) and N55,000 (£220) respectively. They all have one job each and works an average of 8 hours per day as employees of the civil service. Of those studying (53); 37 are unemployed, 16 are working; 2 part-time, one person earns N10,000 (£40) weekly and another earns N30,000 (£120) monthly; 14 are full-time workers and one of them earn N20,000 (£80) as a monthly wage.

Here again, these statistics point to a very low wage or salary levels. In fact, weekly wages ranging from £16 per week to £40 per week. The combined impact of low wages and unemployment as well as the lack of employable skills. In response to this, the theory of in-work poverty or working poor becomes apparent (Hudeson and Nalto, 2013; Barnards, 2013; Metcalf, 2014). Alternatively, the idea of ‘emergent theory’ or the need for living wages incidentally emerges (The Fabian Society, 2015; The Department of Business Innovation and Skills, 2015). Consequently, low interpersonal skill development could be detrimental to their social, mental, physical, cultural and development (Driskill and Brenton, 2011; Doyal and Gough, 1991;1993; Maslow, 1970; Hengel, Max and Fraser, 1998;2006; Dowler, 2001; Saacks, 2005;Dean, 2005; Triegaargt, 2006; Dowler, 2011; Roelen,2010; Eguruze, 2011;2014; Fabian Society Reports, 2015). It is important to highlight the conflict between the theory of perception of wealth from oil/gas exploitation against the reality of low-paid workers, based on the empirical evidence.
4.1.9 PT1Q9: How Many Jobs do you Do?

The essence of this question is to extract data from the number of jobs the participants have. It gives the participants the opportunity to provide details of each employment and details of their pay.

Details of each Job____Job1 Hours___Pay___? Job2 Hours___ Pay ____? Job3 Hours ______ Pay _ ___? (Figure 13 see Q3 and Q7).

Again this question was closely linked to questions 3 and 7. Moreover, therefore, the response to this question was very low. However, the possible impact resulting from this question has already been discussed above in Pt1Q 3 and 7 above.

4.1.10 PT1Q10: How would you describe yourself?

Figure 14

Q10. Worksheet relates to: How would you describe yourself? Of those who responded: Extremely poor 7(4%), Very poor 18(9%), Poor 76(38%), Rich 85(42%), Very rich 7(4%), Extremely rich 5(3%).

This question was intended to gather the perceptions what Bayelsa young people had of themselves about their state poverty compared to young people elsewhere. As expected, what the statistics reveal, incidentally, they view themselves as being rich rather than poor.
Although, the difference is marginal: 38% seeing themselves as being poor, as against 42% who perceived of themselves as being rich. There is another paradox or contradiction that appears to be unique. This is further analysed in chapter five (Eguruze, 2011; 2014; forthcoming)

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

Figure 15

Question11. Worksheet 11: Daily Spending Money

Less than 100 Naira per day 43(22%), 100-200 Naira per day 30 (15%), 200-300 Naira per day 53(27%), 500-1000 Naira per day 40(21%), 1000-2000 Naira per day 15(8%), 2000-3000 Naira per day 8(4.5%), over 3000-5000 Naira per day 1(0.5%) and 5000-10000 Naira per day 4) or 2%

As with the preceding question, this question PT1Q11 itself was designed to extract the perception of what young people have for spending as their daily pocket money, on a daily basis. Whether it is enough for them or not, compared to what their counterparts elsewhere might have available? Using a current Dollar to Naira exchange rate ($1=N200), the statistics show the following. Out of 194 respondents to question PT1Q11, only 37 (22% plus
15%) are having less than $1 per day as daily disposable or spendable money. Whereas 27% have have approximately about $1 per day disposable income. This is contradiction between literature documentary evidence and empirical data evidence. The rest of the respondents, which is about 15% do have over and above an amount ranging between $2 to $45 per day to spend based on disposable income.

Applying the dichotomy between poor and rich, simply by the absolute poverty line or absolute poverty definition (UNDP, 1979; Oxford University’s OPHDI/MPI, 2010), the picture amongst young people regarding the absolute poverty status, would be entirely different and distorted against current empirical evidence. It would read: only 37% of Bayelsa State young people would be deemed poor, 27% would be rich as against, 36% rich. Thus, once again, there is an ‘emergent’ paradox or conflict, which empirical evidence and existing literature evidence disagrees (Eguruze2011,2014).

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

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

Figure 16

![Bar chart showing responses to experience of poverty.]

1=highest and 10=lowest

Question 12. Worksheet 12: PT1Q12 Experience of Poverty
The following are the statistics of personal experiences of poverty. They ranked these from 1-10, with 10 being the least important. 504 have no jobs, 832 do not own a home. 762 participants have less food to eat, 750 cannot afford education, 718 do not have the resources for medical treatment while 750 are engaged in acts of prostitution. Those involved with gangs and kidnappings are 1080 and 1074 respectively and 740 cannot afford to buy clothes.

highest ranked valued and the highest figure, the least ranked value. Therefore, the outcome suggests that unemployment was ranked the most significant value while the lack of resources to afford education was the second most valued variable. The following were regarded as crucial indicators of poverty. They are a lack of resources for medical treatment, less food to eat and inability to own a property respectively. It is apparent that unemployment/lack of job opportunity is the most acknowledged experience of poverty. Education follows it, healthcare, hunger and food poverty, and housing (Eguruze, 2011; Nna and Ibaba, 2011; Ibaba, 2012; Appah et al., 2012; Sebiri, 2013; Ibaba & Arugu, 2013; Eguruze, 2014; Braoadberry, 2014)

4.1.13 PT1Q13: I can afford to eat

Figure 17

Concerning Question PT1Q13 Worksheet 13: Daily Food Consumption
can afford to eat once-a-day, 76 respondents (39%) eat twice a day and 95 participants (48%) can afford meals three times a day. These statistics clearly point to the facts that only 13% of the respondents could afford 1x feeding per day, as against 39% affording 2x feeding per day and 48% could afford 3x feeding per day. The implication of this is that Bayelsa Youths are not poor or impoverished or suffering extreme poverty. In fact, the statistics show only 13% of the respondents are deemed absolute or destitute, being that they could only feed once per day. That means that the rest could feed either twice (39%) or thrice per day (48%). Thus, it can be argued once again, that this raises another contradiction to literature documentary evidence (Boro, 1982; Saro-wiwa, 1995; MOSOP, 1995; IYC, 1998; 1999; Alagoa, 1999; Dokubo-Asari, 2005; MENDS, 2005; Eguruze, 2011; 2014; forthcoming).

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

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

![Figure 18](image)

**PT1Q14: Worksheet 14: Causes of Poverty**

The following are the perceived indicators of factors that cause poverty. According to the respondents, 1067 chose policies of the World Bank and IMF, 1193 believe tribalism as a key factor, 1235 were of the opinion that wars are a contributory factor and 1122 attributed natural disasters to factors that cause poverty. Furthermore, 652 indicated corruption of government officials, 1145 consider oil pollution as a factor, 765 for unemployment while 976 considered low wages as causes of poverty.
On question PT1Q14, Figure 18, the intention was to obtain young peoples’ perception on how they attribute the main causes to affect their impoverishment. Incidentally, from the statistics, it shows that figure 652 being the least or smallest has been attributed to the most significant or the main attribute, that is, corruption of government officials. The next least figure was 765, which is unemployment, and 976 was the next least figure, which is low wages. It was followed by the figure 1.067 which relates to World Bank/IMF conditionalities (UNDHR, 1948; African Charter, 1981; Boro, 1982; Saro-wiwa, 1995; MOSOP, 1995; IYC, 1998;1999; Alagoa, 1999; Dokubo-Asari, 2005; MND, 2005; Evilewuru, 2006; 2008; Eguruze, 2011; Povic, 2012; Eguruze, 2014). Corruption has direct relationship with development/underdevelopment (Busler and Stockolm, 2014; Broadberry et al., 2014), as well as with economic growth (Anderson, 2014).

PT1Q15: Perceive Bayelsa as a poor State?

Figure 19

This question PT1Q15: Worksheet15: Bayelsa is a poor State?

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

The intention of this question PT1Q15 Figure 19 was aimed at triggering the respondents to are their opinion and perceptions of how they see Bayelsa State to be regarding the joining the poverty discourse, given abundant natural resource endowment? As the statistics pointed 28%(15%+13%) agreeing or strongly agreeing that Bayelsa is a poor State, as against the
perceptions and opinions of other 72%(30%+42%) disagreeing or strongly disagreeing that Bayelsa, in fact, is not a poor State. From this outcome, based on this statistics, it can be said that Bayelsa is supposed to be a wealthy State, according to the view expressed by the respondents. However, from the evidence so far obtained through the literature documents, here is another conflict or contradictions or paradox of opinions and facts. According to literature evidence Bayelsa State is, in fact, a poor State (Eguruze, 1996; 2011; 2014).

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

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

**PT1Q17: How can we end poverty?**

![Graph showing how to end poverty]
PT1 Q17: Worksheet also relates to the question: How can we end poverty?

Table 2.2

<table>
<thead>
<tr>
<th>Item</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating real jobs</td>
<td>130</td>
<td>32</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Attract companies to invest in Bayelsa</td>
<td>155</td>
<td>32</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Free-education at-all levels</td>
<td>109</td>
<td>57</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>Free healthcare</td>
<td>113</td>
<td>68</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Improve water</td>
<td>130</td>
<td>49</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Improve roads</td>
<td>138</td>
<td>48</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Improve transportation</td>
<td>126</td>
<td>62</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Improve agriculture</td>
<td>144</td>
<td>43</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Loan credit facilities</td>
<td>85</td>
<td>73</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>Grants for NGO groups</td>
<td>64</td>
<td>73</td>
<td>24</td>
<td>6</td>
</tr>
<tr>
<td>Grants for small businesses</td>
<td>98</td>
<td>76</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Improve social infrastructure</td>
<td>127</td>
<td>58</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Set new priorities</td>
<td>74</td>
<td>82</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>Involve young people &amp; Community organisations in policy decision making processes</td>
<td>97</td>
<td>63</td>
<td>17</td>
<td>0</td>
</tr>
<tr>
<td>Set higher goals</td>
<td>103</td>
<td>67</td>
<td>9</td>
<td>6</td>
</tr>
</tbody>
</table>

This question PT1Q17 Figure 21 and its Worksheet PT1Q17 Table 2.2 relate to the same issue How can we end poverty?

The significance of both the figure 21 and table 2.2 is that, the both guides are pointing us to the fact that to end poverty, there is a need to use a combination of variable factors (i.e., adopting a multidimensional approach). For instance, adopting this approach, shows an attraction for investors to Bayelsa state, improving the agricultural base, creating real jobs, and improving infrastructural facilities (such as transportation, water, healthcare, water, education, youth and community facilities, grants for young people and community organizations (or non-governmental organisations (NGO), setting different or new priorities) would significantly contribute towards ending poverty.
PT1Q18: Are current poverty tackling-schemes effective?

This question PT1Q18 Figure 22, worksheet 18; relates past or existing Poverty Schemes

It was aimed at stimulating a response from participants regarding their perceptions. So far, the outcome of their response shows as follows: Very effective: 12 (6%) reasonably effective: 53 (29%) ineffective: 85 (46%) very ineffective: 36 (19%). It revealed that 35% saw previous/existing poverty schemes as effective or reasonably effective, as against 65% who thinks otherwise, that is, the schemes have been ineffective or very ineffective.
PT1Q19: By 2020, The Nigerian Millennium Development (MDG) aims to become the world’s 20th largest economy by reducing poverty and inequality. With the current socio-politico-economic constraints, do you consider this goal to be achievable?

Figure 23

Question19: Worksheet 19; MDGs Out of 189 respondents: Yes: 47 (25%)  No: (40%) Don’t know: 66 (35%). This question was designed to obtain a response from the participants regarding the specific issue of the possibility of Nigerian achieving the MDGs. As previously stated, MDGs are a set of 8 targets, including poverty, set by the United Nations(UN) in 2005 to end poverty by the year 2020(MDGs, 2005; Kingdom and Alfred-Ockiya, 2009).

In this regards, the response so far is that while only 25% of the respondents believes in Nigeria’s ability to achieving the MDGs targets, 40% of the respondents did not share that belief and says, No, and the remaining 35% remained neutral by polling do not know. Based on this statistics, clearly there is lack of trust and confidence in the Nigeria’s ability to achieving the MDGs, as envisaged.
4.2 QUESTIONNAIRE - PART 2

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

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

Figure 24

PT2Q1: Worksheet 1; Government Ending Poverty

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

This aim and purpose of this particular question were to draw the principle of marketing that deals with - the need to ask, that is implying the social marketing idea of persuasion and planned campaign to change minds, attitude and behaviors (Kotler and Zaltman, 1971; Woods, 2007; Social Marketing Institute, 2007; Andreansen, 2006; 2012; Eguruze, 2014;
forthcoming) other than using violence or otherwise (Boro, 1982; Saro-wiwa, 1995; MOSOP, 1995; IYC, 1998; 1999; MOSOP, Dokubo-Asari, 2005; MEND, 2011;). Alternatively, the employing the marketing principle of advertising or promotion, the ultimate purpose of which is to create awareness and to arouse the need and ultimately, engage sale or in this instance, obtain – support from government to take a step towards ending extreme poverty. In the believe that saving life is a valuable societal benefit or good cause (Zainuddin, Previte & Russell-Bennett, 2011; Andreansen, 2012; Eguruze).

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

Table 3

<table>
<thead>
<tr>
<th>Pt2Q2</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>196</td>
<td>110(57%)</td>
<td>76(38%)</td>
<td>6(3%)</td>
</tr>
<tr>
<td>Television</td>
<td>167</td>
<td>110(66%)</td>
<td>51(31%)</td>
<td>6(3%)</td>
</tr>
<tr>
<td>Telephone</td>
<td>173</td>
<td>52(30%)</td>
<td>52(30%)</td>
<td>49(28%)</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>169</td>
<td>36(21%)</td>
<td>70(42%)</td>
<td>38(22%)</td>
</tr>
<tr>
<td>Letters</td>
<td>174</td>
<td>40(23%)</td>
<td>86(49%)</td>
<td>40(23%)</td>
</tr>
<tr>
<td>Newspapers</td>
<td>186</td>
<td>85(46%)</td>
<td>90(48%)</td>
<td>8(4%)</td>
</tr>
<tr>
<td>Facebook</td>
<td>182</td>
<td>50(27%)</td>
<td>94(55%)</td>
<td>30(16%)</td>
</tr>
<tr>
<td>Twitter</td>
<td>174</td>
<td>49(28%)</td>
<td>82(47%)</td>
<td>33(19%)</td>
</tr>
<tr>
<td>Emails</td>
<td>175</td>
<td>48(27%)</td>
<td>78(45%)</td>
<td>38(22%)</td>
</tr>
<tr>
<td>Blogs</td>
<td>157</td>
<td>23(15%)</td>
<td>80(51%)</td>
<td>42(27%)</td>
</tr>
<tr>
<td>Advertisement</td>
<td>180</td>
<td>78(43%)</td>
<td>88(49%)</td>
<td>11(6%)</td>
</tr>
<tr>
<td>Publicity</td>
<td>177</td>
<td>82(46%)</td>
<td>83(47%)</td>
<td>12(7%)</td>
</tr>
<tr>
<td>Press releases</td>
<td>175</td>
<td>80(46%)</td>
<td>86(49%)</td>
<td>9(5%)</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>166</td>
<td>43(26%)</td>
<td>101(60%)</td>
<td>20(12%)</td>
</tr>
<tr>
<td>Workshops</td>
<td>174</td>
<td>60(34%)</td>
<td>87(50%)</td>
<td>23(13%)</td>
</tr>
<tr>
<td>Seminars</td>
<td>182</td>
<td>69(38%)</td>
<td>100(55%)</td>
<td>12(6%)</td>
</tr>
<tr>
<td>Conferences</td>
<td>183</td>
<td>76(41%)</td>
<td>95(52%)</td>
<td>11(6%)</td>
</tr>
<tr>
<td>Acting drama shows</td>
<td>180</td>
<td>43(24%)</td>
<td>106(59%)</td>
<td>26(14%)</td>
</tr>
<tr>
<td>Organising road show</td>
<td>181</td>
<td>50(28%)</td>
<td>84(46%)</td>
<td>35(19%)</td>
</tr>
<tr>
<td>Posters</td>
<td>171</td>
<td>45(26%)</td>
<td>87(51%)</td>
<td>30(18%)</td>
</tr>
</tbody>
</table>
PT2Q2: Worksheet 2; relates to the question ways of communicating to the government to help end poverty. This was intended to highlight the fact that it would have been possible to utilise a range of communication tools with which to communicate with policy makers to tackle them to (or “intending to”) persuading or influencing them their attitudes and behaviours about their activities that go to reduce poverty. It is believed that using several means of communication both at the individual and official levels, activities that policy makers do could be highlighted or persuaded or influenced. Corrupt practices of decision makers could easily be highlighted through the use of a broad range of combination of various total or selected marketing communication mix or mix promotional variables either selectively or collectively. These could be targeted at individual policy makers or collectively (CIM, 2007; Kotler, 2012; AMA, 2014) or online social marketing/social media mix to change attitudes and behaviours (Cugerlman, 2010). So, the aim and purpose of the question were to seek the agreement or disagreement by the respondents to each and every tool that was listed.

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

Figure 25

PT2Q2: Worksheet 2 as in figure 25 also relates to the question ways of communicating to help end government. They two tools were used only to illustrate the same point differently. The only difference is that one is a table while the other is a figure. It reinforced the point that it was possible to utilise several communication tools such as letters, posters, radio, TV,
conferences, social media, to influence policy makers or the public attitudes or behaviours (Woods, 2007, CIM, 2007; Eguruze, 2011; 2014; forthcoming; AMA, 2014).

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

Table 4

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

This question PT2Q3 was designed to encourage respondents to confirm which was their preferred method of persuading with policy makers to end poverty? Again, the aim and purpose of the question were to seek the level of agreement or disagreement from the respondents as regards their perceptions on which might work better or not be productive?

Clearly, from the list, the respondents had decided that it might be best not to fight policy makers as a methodology of try to persuade or influence them to change policy, such as to end policy. Rather than fighting, the polls appeared to suggest that the best methodologies are, by negotiation, persuasion, legal actions, protesting. On the other hand, options such as buying them (policy makers gifts or fighting them appeared to have had very low level of agreement or disagreement of scores.
4.2.4 PT2Q4: How often would you think is appropriate to use these methods to persuade policy-makers and policy-implementers to end poverty?

Figure 27

PT2 Q4. Worksheet 4: Persuasive Policy for Ending Poverty

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

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

With regards to social marketing or marketing, these ideas of repeating the action in an advertisement or promotional campaign were also highlighted as very successful to ensure repeat purchases or customer loyalty (Andreansen, 2002;2006;2012; Kotler et al., 2005; CIM, 2007; Kotler, 2012; AMA, 2014). Also, this ideas was promoted by classical psychologists in the behaviourial sciences to ensure successful learning, in this case, to end poverty persuasion or negotiation(Watson,1925; Pavlov,1927,1960; Skinner,1953).
4.2.5 PT2Q5: Is it important to involve young people and community organisations in policy-making and policy-implementation?

**Figure 28**

**PT2 Question 5: Worksheet 5; Active involvement for ending poverty**
Extremely agree: 54 (30%) Agree: 117 (64%) Extremely disagree: 4 (2%) Disagree: 8 (4%)

This question PT2Q5 figure 28 and Worksheet 5 was also designed to ensuring involvement of all stakeholders in the process of tackling poverty. It was believed that by encouraging active participation or involvement, success in the poverty reduction campaign will be more successful or fruitful (McNeish, 1999; 2002; Mcleod and Malone, 2002; Bradford, 1999; 2007; 2012; Eguruze 2011, 2014, forthcoming). Clearly the level of agreement against disagreement as shown in figure 28 or Worksheet 5 supported this theory or strengthens the agreement for active participation/active involvement of young people, and community organisations will be a better approach to tackling poverty. Again because, involving community organisations or nongovernmental organisations (NGOs) are also very dedicated/committed to their various causes and less corrupt (Purkitt, 1999). Furthermore, non-governmental organizations are better accountable than policy makers (Shuata, 2008)
4.2.6 PT2Q6: Is it important to remind Government how many young people are in poverty for effective policy-making and policy-implementation?

Figure 29

PT2 Question 6. Worksheet 6: How any young people are in Poverty?

Extremely agree: 84(45%) Agree: 94(50%) Extremely Disagree: 6(3%) Disagree: 4(2%)

This question was set out to ensure that policymakers know exactly or approximately how many young people and community organisations are in poverty. This is for the purpose of better planning (Johnson et al., 2008; Thompson et al., 2008; Hills and Jones, 2009; Jonathan, 2010). On the other hand, for better accountability (Shuanta, 2008; Eguruze, 2011) and better targeting (CIM, 2007, Woods, 2007, Social Marketing Institute, 2007; Kotler 2012; AMA, 2014). Again, this proposition was heavily by the respondents in their responses as it can be seen in figure 29 or worksheet 6. Once again it strongly supports or strengthen the theory that is important to know how many young people are in poverty, for the poverty reduction effort to be more efficient.
4.2.7 PT2 Q7: It is important to know where these poor young people are living for effective policy-making and policy-implementing

**Figure 30**

PT2 Question7. Worksheet 7: Young People Location

Extremely agree: 75(40%) Agree: 103(54%) Extremely disagree: 4(2%) Disagree: 7(4%)

As with the previous question, this question itself was purposively designed to ensure that policymakers know exactly where young people and community organisations are in located by way of physical residency or geographic location or work. This is for the purpose of better planning too, as with the previous question (Johnson et al., 2008; Thompson et al., 2008; Hills and Jones, 2009; Jonathan, 2010). Similarly, on the other hand, it is also for better accountability (Shuanta, 2008) and better targeting (CIM, 2007, Woods, 2007, Social Marketing Institute, 2007; Eguruze, 2011; 2014; Kotler 2012; AMA, 2014). Again, this proposition was heavily supported or strengthened by the respondents in their responses as it can be seen in figure 29 or worksheet 6. Once again it strongly supports to strengthen the theory that is important to know how many young people are in poverty, for the poverty reduction effort to be more efficient.
4.2.8. PT2Q8: Overcoming poverty requires policy-makers: to reset their priorities and set their goals higher than the current emphasis on economic growth by creating job opportunities, and real jobs, not just opportunities, as below:

Table 5

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Strongly disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Re-set priorities</td>
<td>71(39%)</td>
<td>104(57%)</td>
<td>1(0.54%)</td>
<td>6(3.29%)</td>
</tr>
<tr>
<td>Set higher goals</td>
<td>98(54%)</td>
<td>72(36%)</td>
<td>5(2.7%)</td>
<td>7(3.8%)</td>
</tr>
<tr>
<td>End discrimination</td>
<td>103(57%)</td>
<td>73(40%)</td>
<td>4(2%)</td>
<td>2(1%)</td>
</tr>
<tr>
<td>Targeted help</td>
<td>55(32%)</td>
<td>100(58%)</td>
<td>11(6%)</td>
<td>5(3%)</td>
</tr>
<tr>
<td>Protection</td>
<td>73(41%)</td>
<td>96(55%)</td>
<td>2(1%)</td>
<td>5(3%)</td>
</tr>
<tr>
<td>Create real jobs</td>
<td>141(75%)</td>
<td>45(24%)</td>
<td>0</td>
<td>1(0.05%)</td>
</tr>
<tr>
<td>Create job opportunities</td>
<td>133(71%)</td>
<td>52(28%)</td>
<td>0</td>
<td>1(0.05%)</td>
</tr>
</tbody>
</table>

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

Again, this is for the purpose of better planning (Johnson et al., 2008; Thompson et al., 2008; Hills and Jones, 2009; Jonathan, 2010). On the other hand, for better accountability (Shuanta, 2008) and better targeting (CIM, 2007, Woods, 2007, Social Marketing Institute, 2007; Kotler 2012; AMA, 2014). Again, this proposition was heavily supported or strengthened by the respondents in their responses as it can be seen in figure 29 or worksheet 6. Once again, it strongly recommends strengthening the theory that is important to know how many young people are in poverty, for the poverty reduction effort to be more efficient. This calls for the need to try a new implementation programme of action to endeavour to eliminate poverty in the future (Eguruze, 2011;2014).
4.2.9 PT2 Q9 Are current poverty tackling intervention-schemes: such as

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

PT2 Question9. Worksheet 9: Are Poverty Interventions effective?

Very effective: 12 (7%) Reasonably effective: 78 (43%) Ineffective: 69 (39%) Very ineffective: 19 (11%).

This question PT2Q9 in figure 31 or worksheet 9 was designed to seeking he approval o of the respondents about their perceptions of the perceived effectiveness of previous or existing poverty intervention initiatives that are going on. To this, it appears that the perceptions as shown in the responses in figure 31 are almost even or equal. For instance, while 50% of the poll is saying they are effective or reasonably effective, on the other hand, the remaining 50% also appears to be indicating they have been ineffective or very ineffective. This puts the situation in a dilemma: while there is no clear-cut decision or opinion on this regarding the effectiveness measurement in perspective, this situation then calls for further research. The point to note is that while there is divided opinion; extreme poverty remains in Bayelsa, which needs to be eliminated. Which brings us to the significance of the of strategy conference (Wentling, 2004; Hills and Jones, 2009; Bennison, 2012; Bennison, forthcoming; Eguruze, 2014; Eguruze).
4.2.10 PT2Q10: Effectiveness of Previous Poverty Eradication schemes

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

Again, as with others, the idea behind this question was to stimulate re-evaluation of previous poverty reduction initiatives in Bayelsa State, as to whether they have been effective? According to the pools in Figure 32, those who believed that they were effective in reasonably effective polled 40% as against those who did not believe that they were effective, i.e., they were ineffective or very ineffective (60%). Again, this justifies one aspect of the basis for this research. Which is why there is a need for reviewing, re-prioritizing, need for setting new goals that are realistic, achievable, measurable with a time frame or SMART (Johnson, 2008; Thompson et al., 2008; Hills and Jones, 2009; Eguruze 2014).

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

Yes 51(31%) No 113(68%) Others (1%) If Yes, please specify ____________

finally, this question was intended for stimulating responses from the respondents to ensure they remember any outstanding poverty reduction initiative that were abandoned, which they still want to continues or regurgitate or get rid of it. Moreover, part of it is a qualitative question that will be analysed in the subsequent chapters. Finally, this chapter outlined the analysis of the quantitative data that was collected. It shows data from respondents has been analysed with the help of excel spreadsheet analysis tool pack and tested with the statistical package for the social sciences (SPSS).
CHAPTER FIVE

STRATEGY CONFERENCE:

RECORD OF QUALITATIVE RESEARCH RESULTS

5.1 Introduction

This chapter outlines the records of qualitative research results and it includes the Researcher’s field work experience relating to the qualitative research. It also highlights qualitative data-presentation from coding, response to interview (the discussion groups (Appendix 7), coding (Appendix 8), empowerment, enabling environment, social exclusion, money, greed and mismanagement, self-help and ‘Positive attitude’, farming as an enterprise, familial support in entrepreneurship effort. A list (or table) of participants included in the minutes of the strategy conference (Appendix 7).

5.2 Responses to interview

Here, the researcher used coding and grounded theories, given the technicalities and complexities involved in analysing qualitative data.

5.3 Coding (Appendix 8)

In the context of this research, coding was based on the data obtained from the strategy conference: a record of qualitative research basic results. Coding is the process of combing data for themes and categories and then marking similar passages of text with a code label so that they can easily be retrieved later for comparisons and analysis (Gibbs and Taylor, 2005; Ryan and Barnard, 2003a; Strauss et al., 1990). The researcher, accordingly, used codes based on such keywords or concepts that had been noticed in the responses from the respondents by way of the questionnaires. So, ‘all passages and chunks’ (Strauss et al., 1990) that are coded with an identical label, were categorised and inferred as similar phrases or themes. This reduces long ‘chunks’ of the respondents’ questionnaires response data into a meaningful
summary. However, the researcher’s data presentation, data analysis and the descriptive notes or ‘memos’ are available for verification in the appendix.

5.4 Empowerment

The following are selected direct quotes (directly taken from the minutes or transcripts of the qualitative research data appendix 7) that emerged from the themes from young people under empowerment. “Free education at all levels”, others demanded, “provision of infrastructure and enlightenment programmes to eradicate poverty provide them jobs, train them on requisites entrepreneurial skills to be self-reliant and grant them loan; by creating real jobs and employment for the youths; pay them monthly allowances.” Another quote says “empowerment to young people with credit facilities and the establishment of more industries and establishment of more factories and firms to create jobs”. Another quote pointed to a provision of “youth employment, job creation; empowerment such as jobs creation and also support small enterprise skills acquisition programme to enhance skill and minds of the youth so they can compete favourably with their counterparts.”. Another quote states, “establishment of industries so that the school leavers can easily find something doing to minimise the rate of crime among youth.” These are a few selected quotes. They reinforce the experience of social deprivation and absence of accountability (White et al., 2000; Annan, 2004; Bhvnanni, 1994 in Henn et al., 2009; Boas, 2011; Eguruze, 2011; Ibaba, 2012; Broadberry, 2014)

5.5 Enabling Environment

Again, from the huge amount of qualitative response data (Appendix 7), only a few have been selected for analysis. One of the direct quotes that emerged (directly taken from the minutes or transcripts of the qualitative research data (Appendix 7) was “create enabling environment for business to strive, thereby creating jobs for the young people. The government should open up the rural areas and encourage community organisations to embark on poverty alleviating programmes; enabling environment; by creating real jobs and employment for the youths; pay them monthly allowances”. Another respondent demanded, “I want him to give students scholarships and employment for young ones; scholarship free education and the creation of social amenities; good education scholarship bursary; free education at all levels; change the mind of leaders” as in the transcript of the qualitative
response data (Appendix 7). Further, “government cannot do everything, the government should bring policies to invest or create a conducive atmosphere.” These are calls for practical support from policy makers. These calls meant that young people and community organisations have learnt how to turn their challenges into strengths in the absence of familial support from decision makers and policy implementers. It shows that self-help and self-actualisation (Armstrong, 2012; Arnstein, 1969; Maslow, 1943, 1954, 1970; McNeish et al., 2002; Cole, 2004, 2005) are achievable through the creation of an enabling environment for policy makers, self-help, perseverance, humility, self-discipline and hard work. These reinforce findings through the quantitative data responses.

5.6 Social Exclusion

In relation to social exclusion, the researcher believes that the best way to isolate or categorise some of the outstanding themes which emerged from the bulk of the response data include several quotes such as “employment and community development,” “employment generating opportunity”, “they should provide jobs for their – responsibility creating job opportunities for young people”, “providing community with services and assist these organisations with aids”, “to provide basic human needs such as good housing, education and finance, good medical services”, “employment, scholarship for the less privileged”, “to provide jobs for us” taken from the qualitative response data (Appendix 7). Another quote stated “provision of social amenities in communities, e.g., water and electricity; provision of social amenities; jobs opportunities, good hospitals, good roads, good houses and good schools; to provide employment and light, water.” Young people and community organisation feel left out due to what they see as “lack of youth involvement/participation - isolating the youths.” Several scholars have suggested against isolating young people and community organisations. Willies (1984) and Boro (1982) articulated learning to labour and youth unemployment. Others argued involving young people and community organisations can be productive (McNeish et al., 1999; 2002). Similarly, active youth participation will be a useful option (Bradford, 1999; 2007; 2012). Other scholars indicated an inclusive and collaborative approach (Amaoke, 2000; 2002; Annan, 2004).

These indicate unethical leadership practices infiltrates policy makers and policy implementers in Bayelsa. It also points to corruption as leading cause of poverty, and other equality and diversity issues. These suggest basic social utility provisions are lacking in
Bayelsa State when it ought to have been a duty for policy makers to provide. It suggests poor leadership has left young people and community organisations with little or no means of earning money, creating a great sense of despair and helplessness amongst young people and community organisations. It is argued that given the relatively small population and revenues from oil exploration, Bayelsa State is among the wealthiest states in Nigeria and as such ought not to experience extreme levels of poverty (Azaiki, 2005; Okaba, 2008). According to Sen (1999) freeing young people from poverty will be seen as the joy of freedom from the bondage of poverty. This aligns with the findings of this study.

5.7 Money, Greed and Mismanagement

Responses to the question PT2Q11 Are any poverty tackling-measures that were in place that were not implemented? Some of the quotes from the respondents highlights issues of mismanagement and greed. “Yes; NDDC; Rural Electrification is a project that never sees the light of day in rural communities such as in Amassoma, Southern Ijaw LGA. Directorate of Food and Rural Infrastructure and the Accelerated food production. It was not given to the real persons.” Electrification projects implemented but due to ineffective disseminating, people at the grassroots level suffer from lack of water and electricity. The Okoloba Health Centre, Skills Acquisition and the youth; Scholarship (for all), creating job opportunities and Skills; Soft loans to small-scale farmers and corporative societies all failed due to corruption by government officials. Other initiatives that also failed include Free education for all, Operation feed the nation, the restoration movement; school to land; back to land; structural adjustment programme; Sagbama health centre.”

The list is lengthy. This is only a few amongst several others. Some justifications from some of the respondents as follow “Bayelsa is a great State with blessed resources but due to mismanagement and unnecessary decisions taken by the so-called leaders.” Another respondent stated, “my reason is that Bayelsa State has money just that the people in top possibilities do not want to release the money.” Greed or mismanagement “has turned the State into hell. Compare where the population is more than us but they still have a living standard of life better than us”. Another argued “because Bayelsa State is one of the highest oil producing state in the country” “Federal allocation is reasonable and besides oil producing state”; “Bayelsa State is one of the highest oil producing state in the nation.” “The State makes lots of money from petroleum.” Others argue “because they cannot use their revenue
allocation in investing any investment that will help them in running the state”; “because government neglected this state for not taking proactive measures to better this state”; and it is due to the “high rate of corrupt government officials.” (PT1Q14). Others argued, “politicians hijacked everything; youths will fill forms for the government but nothing happens.”

Here are additional quotes from respondents “oil companies are - greedy amongst our people”; there is also “misuse of power by our political leaders/community leaders and government.” “Security; politics and church are the only (striving) industries in Bayelsa State.” “Greediness, some have three jobs. 60 years of age are supposed to be retired. They reduce their ages down - they should retire and give way/chance to younger ones for employment purposes. Some time ago - ghost workers exists; 8 ghost workers in schools - as teachers and children (blames/hanger at politician’s/government officials - greed/lack of sense of succession planning for the youths.”. Once again, these reinforce quantitative data response data findings that needs of young people are ignored or neglected.

5.8 Corrupt Culture, Attitudes and Behaviours

The responses of the participants highlight diverse views on the issues of corruption, attitudes and behaviours. There was a consensus in response to the existence of poverty. However, there was diversity in response and cynicism to the question of eradicating poverty. “Can we end poverty?” Almost everyone disagreed or were pessimistic as to whether it can be ended. The following are quotes from the respondents “but ending it may be just an academically easy matter as it may appear to sound. On the ground, with our kind of attitude, I do not think it will happen in our time. This is because corruption is so endemic that those that have do not want to give up, or get out. So there is the element of greed. Too greedy, our people. This makes it difficult. Moreover, it can be very difficult task to end poverty.” Another respondent’s states “corruption (is endemic because only a) few people want to dominate the economy (they must let go), they must change this their attitude of greediness.” Another stated, “government - is trying to patronise only family members.”

On the causes of poverty, yet another respondent attributed it to “due to the insincerity of our people.” Also, he was also emphatic about the “difficulty in dealing with our people.” “They do not want to change.” He bitterly complained about “the negativity, the negative attitude of
our people towards positive change - that could help improve the standard of living.” Another re-emphasised, the “insincerity of our people - is the primary cause.” See what another top policy-maker says in response, he confirmed that he “had been at the forefront of tackling poverty (using the Government instruments) over the past 30 years - fighting poverty”. Moreover, that from his “experience, and knowledge, poverty is even in those developed countries poverty cannot be ended” This attitude speaks for itself.

This reinforces the fundamental lesson that our “cultural attitude” “insincerity” has deeply built-in wrong value systems in our national psyche. This appears to be one of the biggest social problems young people of Bayelsa State seem to have deeply enrooted in their society. The widespread attitude of corruption and greed (based on false beliefs and the perception of life and wealth) appears to be the biggest rooted problem and challenge they seem to have in their society. According to Maslow’s (1970) theory of the hierarchy of needs, if the people of Bayelsa State are out to solve the problem of poverty, then they have to re-orientate their value systems. They would need to learn to live within their means. They should also begin to get to tackle their basic or lower needs of survival, security and love (physiological needs) before aspiring to tackle the upper levels needs of self-esteem and self-actualisation.

Furthermore, these reflect the theories advocated by scholars such as Jonathan (2003); Amaoke, (2002) and Annan (2004). They argue that poverty can only end if leaders can change and able to plan strategically on a long-term basis to take care of our children for generations to come. This means that short-term approaches will not necessarily help end poverty in the desirable. Similarly, Akwetey (2002; 2009) and Amaoke (2000;2002) argue that extreme poverty may only end if leaders are prepared to make certain preconditions. Rostov (1960; 1961) advocated the stages of changes as a prerequisite. Wallerstein (1976) suggested that leaders must be prepared to give up or forgo old traditional corrupt ways. Purkitt (1999) indicated changes in African must involve or come from within Africa, not necessarily from outside. Also, Shauta (2008) summed it up by describing the situation an environment of low accountability culture and value system, which are detrimental to the survival of young people and community organisation. Additonally, Jonathan (2010), also lamented the fact that corruption threatens the very existence of Nigeria, which was reported also by Falolooa (2010). This is in support of Willies (1984) and Boro (1982) articulated of learning to labour and youth unemployment (1980).
5.9 Self-Help and the Positive Attitude

The responses from participants highlight issues of self-help and positive attitudes. “Government cannot do everything.” Moreover, others said “‘Wonikpo’ (i.e. we, what about us), “what can we do, ourselves?” “Self-employment; sankiri nana (meaning “get a plantain plantation as a form of self-employment”. “Everyone wants to be doctors; accountants, lawyers, solicitors, re-address our minds/our potentials, agriculture – farm”. Another respondent asked, “how many of us are in self-employment? If you look at the world - the richest people are in businesses - not politicians or public servants. Value our little skills. We must value our little efforts. We must be independent” (of government).

Their respondents appeared to be questioning the attitudes of fellow young people for having chosen to have “stopped work because of kidnapping”. This is due to the perceived attractiveness and profitability of the vice of ‘kidnapping.’ This means that “government should look into holistic approach - of ending poverty”. Another respondent pointed to the issues of “security; electricity is also a problem”, as well as offered a “solution” that “electricity is necessary.” The same respondent also cited “poor maintenance culture; we cannot maintain our oil refinery; oil/maintenance, government policies and inefficient infrastructural facilities.”

These respondents are advocating for self-employment or self-help possibilities and also encouraging themselves to think about diversification of the economy or opportunities. Self-help and self-employment choices are useful opportunities in overcoming the problems of unemployment and poverty (Dawson et al., 2009; Popvic, 2012). Some respondents argued, “government cannot do everything we need.” The idea that government cannot do everything once again suggests the importance of self-employment and self-help or the critical role and contributions made by community organisations as the third sector of the economy (Zaltman and Kotler, 1999). Community organisations do their activities with passion without the aim of personal benefits or profit (Purkitt, 1999; Smith, Brugha and Zwi, 2004; Thompson, 2005; Guerrero and Manji, 2008)
5.10 Farming as an Enterprise

Farming is suggested as a way forward to eradicate poverty. A few of which suggested “kirigboro (i.e. farming) in addition to loan schemes and the need to “change mindset” and reconsider the issue of “farming.” Another respondent went further as far as suggesting that “If poverty will be reduced, it is a two-way issue: first mass movement by people” This implies that unless mass protest by the people - taking to the street, poverty would not be reduced. “Like the French Revolution, people were tired of the government. So they moved as a mass movement. Second is government action.” Others suggested, “transport is very important to all. If transportation is very expensive - it impacts on every cost of things. It will help reduce poverty. If there were good transportation services/system, it would assist in reducing the poverty rate. Because of corruption, there is no traffic law enforcement” and that “corruption must end” This is supported by the theory of the back to land programme or school to land initiative (Maduagwu, 2009), or strategies to replace rural poverty(Cunguara,2011) or boosting agriculture(Kingdom and Alfred-Ockiya, 2009).

5.11 Familial support in Entrepreneurship

Some themes that emerged very strongly from the strategy conference are highlighted as follows: the ‘lack of support’ or ‘help’ or ‘familial support'. Below are a few examples of the kind of narratives that emerged relating to lack of support based on their account of their experiences of the challenges of poverty arising from lack of support.

According to GA (female) (Appendix 7), she was one of the researcher’s bright NDU students; a graduate of Niger Delta University. She graduated in 2007, yet she has not had a single paid job. “What kind of government is that”? “What am I supposed to do”? She is now married with two children. Moreover, she wants to set up a small retail business (a small boutique for second-hand clothes, which is popularly known locally as “bend-down boutique”. However, also stated she “has no money to start the business” by herself. She has “seen a property, but has not got the money to get it started”. So, there is no money to take-off the business. She needs help. The researcher asked her what about her dad and mum - and husband? She told the researcher ‘they do not have the money to help’. The dad is even ‘ready to borrow to help her, but unfortunately, there is nowhere to get the money borrowed
because he is not earning enough’. The husband ‘is not earning enough’ either. Moreover, she is ‘not working’ either. She said she has ‘been looking for work but there is no job’. Another young entrepreneur called BZ (male) (appendix 7) happens to be the researcher’s driver during the empirical work. BZ was a 24 years old Imo State University computer engineering student. According to him, he, himself, too has ‘no sponsor’. According to him, he is self-sponsored. Moreover, that he is just doing this driving, working hard by combining driving and education. This is to help him raise the funds before university term resumes. He was due to return to school for the next term. He does not have anybody to sponsor him at the University.

The next respondent was called IU (female) (appendix 7). According to IU, since she left the university in 2008 she has not been able to get a job. IU is a graduate of Rivers State University of Science and Technology. So, she resorted to “self-employment”. She is now “third/fourth year in self-employment”. According to her, she is “in the business of preparing cakes/providing catering services for social occasions/social events services such as parties - nurseries, families, schools, offices, individual as well as corporate customers.” There is no help from government anywhere else/neither the oil companies or NDDC, not the government (Federal, State or Local levels) nor banks, whatsoever. She too has just got married but is still carrying on with the business, according to her.

Respondent W (male) (Appendix 7) is another young entrepreneur, again, who happens to be one of the researcher’s former marketing students at the Niger Delta University. He graduated in 2007 and has been self-employed because ‘there is no job’, according to him. He also stated there was ‘no government help whatsoever in connection with starting the business’. When asked what type of business? He described his business “providing computer services and document productions.” Two other graduates (appendix 7) - who want to remain anonymous - one in engineering (male, 2009), the other marketing (female, 2008) - unemployed but still looking for a job. The engineer - he is still seeking jobs, making job applications as and when a vacancy occurs. Privately he also does mechanical engineering roadside jobs for little money.

Respondent E (female) (appendix 7) - (a marketing graduate) - is also self-employed. According to her, she is in the business of providing “osisisi” micro-financial services. Osisisi is a local form of micro-finance networking group. This is an informal business organisation. It
involves a network of a group of hawkers who have no permanent or secure place of living or doing business. They could not afford to hire a business premises to carry out their businesses. So, they resorted to selling on the street in the day and find anywhere to sleep at night. According to respondent E, her customers or members of her osisi working group do not have bank accounts. This is because they do not have the requirements to open bank accounts. Her business is to get their (her customers or members) daily sales and safe-keeps or deposit same at her bank account. They save their daily sales/returns with her. At the end of the month, they pay her a commission for safe-keeping their monies.

On one hand, she gets ‘paid commission’ for her part in ‘safe-keeping their money’. On the contrary, for their part, at least, they have ‘the security of their business money’, which they lacked. On their own, they lacked the opportunity of having to access to the bank. Also, they needed cash-flow. Through this business respondent E is developing her entrepreneurial skills, survival skills, marketing skills and self-development skills. Trust is built amongst the informal group members. Most importantly, she provides security and the safe guarantee of their money. She has a permanent home that is secured, whereas her clients do not have a secured or permanent home, which they need. Her home is the clients’ guaranteed meeting place: they can come to see her and transact their business in privacy and confidence. Moreover, through their patronage, she remains self-employed. There is also some risk; these hawkers are coming to know her private residence that they see as their unofficial HQ office might have also posed some potential likelihood of burglary or robbery occurring in the foreseeable future. All might be beyond her control. However, they are part of the realities of the business environment.

The above reinforces the theory of support or lack of support: not just support from the government. Given the relatively small population, compared to the huge sums of money Bayelsa State receives from oil and gas, Bayelsa State being one of the leading oil/gas producing states in Nigeria, Bayelsa young people and community organisations should not be experiencing this level of lack of support (Azaiki, 2005; Okaba, 2008). This reminds respondents of the experience of being in poverty for several Bayelsa young people and community organisations. It is also an opportunity for them to have turned such difficult challenges into strengths absent support from their government, charities and their parents. It shows determination and willingness to sustain themselves despite the challenges. It also shows determination to fulfil their self-actualisation through humility, self-discipline, and
hard work. These narratives also re-echo their childhood poverty influences (Maslow, 1970; Health et al. 2009).

In addition, the above narratives reinforce the phenomenon that female entrepreneurs do exhibit unique characteristics such as self-confidence, passion and resourceful, and are committed to overcoming challenges relating to lack of micro-finance, cultural and family constraints in order to sustain the wellbeing of their families (Mordi et al., 2010; Appah et al., 2012; Eguruze, 2011; 2014).

Also, commenting on the issues of lack of support, Rothwell (1994) in his study advocated that people do need support by engaging in experiences that provide opportunities to lead, coach or mentor others. In the context of this research young people and community organisations do need help in managing their business regarding directions to take, profit and loss, servicing customers, leveraging technology, as well as to prepare themselves for future leadership (McGregor, 1960; Blake and Mouton, 1964). These scholars also advocated that people do need support in understanding a broad range of options available to them in managing different situations. On the other hand, Doyal and Gough(1991;1993), as well as Maslow (1970) in the various theories, reminded society of the need to endeavour to fulfill personal goals or dreams stage by stage and through perseverance over time and support becomes critical in the process of doing that. This suggests that people do need help. Additionally, Boro (1982), Sen (1999), Evilewuru (2006, 2008), and Eguruze, (1996, 2011, 2014) argued that support is a valuable tool. However, not every scholar agreed that scholars such as Max-Neef (1991) differ from Maslow (1970) and Doyal and Gough (1991;1993).

5.12 Summary

The chapter outlined the bulk of the qualitative results into a manageable state under a range of themes including the researcher’s field work experience, empowerment, enabling environment, social exclusion, money, greed and mismanagement, self-help and ‘positive attitude’, farming as an enterprise, familial support in entrepreneurship effort.

The chapter highlighted that the needs of young people and community organisations have been ignored or neglected. The chapter also highlights findings the previous chapter’s findings from the quantitative research that young people do need support towards their development or transition to adulthood (Bradford,1999;2001;2007;2012; Eguruze, 2011; 2014)
CHAPTER SIX
INTERPRETATION AND DISCUSSION OF RESEARCH FINDINGS

6.1 Introduction

This chapter discusses and interprets the quantitative research results and the strategy conference (qualitative research findings). Whilst discussing and interpreting the response data, literature documentary evidence will also be consulted or revisited whenever that is deemed necessary or relevant to the discussion of the results. This linkage is to re-inforce the themes that emerged from the research to literature.

The chapter covered these particular themes, which are based on the responses from the respondents. They include access to free quality education, job opportunities, infrastructural facilities, participation, broken-down traditional social relationship or networks. Also, free quality healthcare, psychological effects, micro-finance, boosting agricultural capacities and capabilities. Social marketing techniques, good governance and strategic leadership, strategic management principles, all inclusive, continuity and targeted approach, collaborative working together, using multidimensional measures. Segmentation, effective targeting and positioning, effective leadership and organisational change management, better performance management through transparency and accountability. Methods of communicating with government and policy makers, the way forward and lessons from previous poverty intervention measures, lack of confidence or trust in government, contradictions and paradoxes, and a solution to these paradoxes might be the application of the current SMT Model.

6.1.1 Access to Free Quality Education

As a response to research objectives 1 (causes of poverty) and 2 (how to end poverty), one of the overwhelming demands of Bayelsan young people was access to free and quality education for all and at all levels without barriers. This was a direct response to research objective 1. This demand was highlighted in their quantitative response data (PT1Q16) regarding the question “what support would you expect Bayelsa State government to provide for young people and community organisations?” Moreover, to PT1Q17 “how can we end
poverty?”. The research results indicated clearly that one of the high demands was “free education at all levels” or access to free quality education in the form of scholarship and bursary allowances (PT1Q17). These quantitative response data was also strongly supported by similar demands made from the qualitative response data (based on a few quotes directly taken from the minutes or transcripts of the qualitative research data appendix 7).

Another way in which the demand for education was demonstrated was in their response to the question “how would you describe the experience of your poverty?” Again, the research results showed that “No-money-to-go-to-school” clearly ranked third amongst their list of demands (PT1Q12).

Also, evidence from their responses to the question “which is the highest qualification you currently have?” (PTQ6). The demographic profile of respondents indicates that out of the 189 respondents none had a Ph.D. or Doctoral degree, only 2 had a Masters’ degree, whereas 83 (44%) were only first school certificate holders. 25(13%) had post-graduate diplomas, 19 (10%) had diploma qualification while none had a first degree (PTQ6). These statistics point to the existence of educational under-achievement or disadvantages or under-privilege and several facts might have accounted for this.

Based on these quantitative research results, it can be argued that there appear to be consistency in their demand for free education for all at all levels by Bayelsa young people. In fact, this demand is consistent with or supported by similar demands for access to free quality education with a few quotes taken from the strategy conference as follows: we want “free education at all levels” (strategy conference 6.1.1). “I want him (Governor) to give students scholarships and jobs for young ones; scholarships or free education and the creation of social amenities; good education, scholarships, bursary; free education at all levels; and change the minds of leaders.”(strategy conference 6.1.1).

It should be their fundamental human right to access good quality education at all levels (UNCRC, 2014). It should be a priority also. With the huge resources at the disposal of Bayelsa government, free education at all levels should be affordable. Quality education offers better grounding, knowledge and critical skills that would enable them to have access to good jobs in any competitive area: domestic, national and the international market environment. Undoubtedly, education adds value to the quality of people. In the literature
earlier, the researcher noted similar arguments were made where inadequate educational facilities and opportunities is a breach of their fundamental human rights. Angaye and Alagoa (1999; Eguruze, 2011) argued that, until the creation of Bayelsa State as at 1996, Bayelsa had no institution of learning beyond or higher than a secondary school and vocational status. Boro (1982) argues how the people of Bayelsa and neighbouring communities had to walk hundreds of miles to other states to attend higher institutions. Equally, this correlates with the overall findings that saw the provision of free education as a plausible remedy to poverty (PT1Q16, and PT1Q17).

Lessons from the theory of poverty suggest that “businesses should be value-driven, not cost-driven: value-based management is a philosophy of improvement while cost-based management is a philosophy of control” (Armstrong and Baron, 1998; 1999:271; Armstrong, 2006; 2009;2012)

6.1.2 Job Opportunities

Another response to research objectives 1 (causes of poverty) and 2 (how to end poverty). Through their quantitative data, Bayelsan young people also expressed their desperation for jobs: real jobs, improvement in the level of wages, and employment opportunities. This was also perceived attributes to their response to research objective 1. Their response to the question “how would you describe the experience of your poverty?” ranked jobs as number 1 in the list of support needs (PT1Q12). Conversely, to the question “which of these are the most significant causes of poverty in Bayelsa State?” Again, No-jobs was ranked seventh position (PT1Q14). This study measured their demand in the response to the question “what support you expect Bayelsa State government to provide for young people and community organisations?” Once again, create ‘real jobs’ or current ‘employment opportunities’ was ranked highly (PT1Q16). Similarly, young people highlighted three major items such as creating real jobs and attracting companies to invest in Bayelsa State as amongst other essential services. In their list of suggestions for possible solutions to ending poverty in their response to another critical question “how do we end poverty” (PT1Q17). Through their response to the question “overcoming poverty requires policy-makers to reset their priorities and set their goals higher than the current emphasis on economic growth by creating job opportunities”, again, stated their support need regarding real jobs and employment opportunities (PT2Q8), which follows other previous demands. Based on all results,
perhaps the evidence is reasonable. Again, these quantitative data findings were strongly supported by evidence from qualitative data (Appendix 7).

As with demand for education, this is consistency with the request also for jobs or job opportunities: “create an enabling environment for businesses to strive, thereby creating jobs for the young people. The government should embark on poverty alleviating programmes; enabling environment; by creating real jobs and employment for youths; pay them monthly allowances” (strategy conference, 6.1.2). Other interviewees added, “establishing of industries so that the school leavers can easily find something doing to minimise the rate of crime among youth.” “Empowerment of young people with credit facilities and the establishment of more industries and establishing of more factories and firms to create jobs” (strategy conference, 6.1.2).

To young people, it is dehumanising not to have a job (Barnard, 2013). They implore the government to create real jobs, encourage and motivate companies to invest in Bayelsa, along with associated incentives such as small grants, loans and improvements in social welfare and infrastructure such as public and private sector employment centres, employability skills and training facilities. It is argued; that is the only way to achieve prosperity and strong and sustainable growth (Richardo, 1772; Smith, 1776; Keynes, 1936; Gibb, 1996). The lack of jobs puts them in less competitive positions (Porter, 2008). Bayelsan leadership should not ignore their social responsibility to create jobs for young people.

Here again, quantitative data correlates with this irony of having the headquarters of oil and gas companies outside Bayelsa, where oil and gas are produced. That has persistently been challenged as indicated clearly earlier in the literature (Boro, 1982; Saro-Wiwa, 1995; IYC, 1998, 1999; Dokubø-Asari, 2005). Unemployment manifests itself in social exclusion, undermines the theory of participation and empowerment and might even “disrupt the normal transition from childhood” to adulthood (Sen, 1982; Doyal and Gough; Bradford, 1999; Alagoa, 1999). In addition, joblessness triggers violent social unrest (IYC, 1998; MOSOP, 1995; Asari-Dokubo, 2005; MEND, 2008; Evilewuru, 2006; 2008).

Long-term unemployment has an equally devastating effect on young peoples and community organisations (Barnard, 2013); future life chances and even self-actualization; low self-esteem affects leadership capabilities (Maslow, 1943; 1954; 1970; Reynolds and Herbert,
1998, Scot and O’Sullivan, 2001). These factors could be avoided if young people and community organisations were offered chances to participate early in leadership and management experiences (Reynolds and Herbert, 1998; Scot and O’Sullivan, 2001; Jurior, 2002)

However, contrary opinion had equally theorised that young people might resist the impact of unemployment challenges better than elderly persons (Roberts et al., 1984). Also, poverty and unemployment could have a varying effect on different social groups and societies with fundamental demographic differences (Kelvin and Jarrett (1985). Again, this reinforces some strong linkages with findings that suggest that improvements in job prospects could end poverty. Equally, it reinforces the direct and close inter-relationship between poverty and unemployment. From a human rights perspective, lack of access to job opportunities or unemployment is a fundamental breach of the rights of young people and community organisations in Bayelsa State (UNDHR, 1948; African Charter, 1981).

Several scholars have contributed different ways of boosting employment opportunities. These include the possibilities of allowing part-time working; having two jobs; flexible working hours or working from home; permit or encourage apparent overstaffing. This broad range of options is effective means of social integration (Japanese model) Social Justice; seen as the right of the eligible adults to have work as a matter of must. Although, it ought to be noted this may be against those who believe in efficiency or inefficiency debate or labour market participation or social exclusion as an opposing argument. Levitas - social exclusion or Durkheim social and economic exclusion or social integration/ solidarity. They believe that social inclusion or social viability depends upon building a society based on social inclusion as opposed to the vicious circle of social exclusion and division. Even the mere recognition of unpaid or voluntary work ought to be a positive step forward. Also, recognition of the role of homemakers as an important source of labour and pay will be necessary. It is argued if housewives are paid, compensated, or deemed as workers, it will free up quite a few other job opportunities (Richardo, 1772; Smith 1776; Keynes, 1932; Durkheim, 1938, 1947; Drucker,1989; Pass et al.,1991; Gibb, 1996; Lockwood,1996). Further arguments highlight the fact that Bayelsa citizens must develop themselves and change their society to alleviate poverty in an orderly and functional manner (Durkeim, 1938, 1947; Purkitt, 1999), and through the routine stages of modernisation (Rostov, 1961).
Other scholars have reinforced this theory that supports the need to tackle unemployment amongst young people and community organisations. They could be encouraged to be self-employed. Self-employment has made significant contributions to the world’s leading economies. According to Popvic (2012) “Aside from accounting for the employment of 52% of the US Workforce in 2001, and were responsible for 75% of jobs created from 1990 to 1995, starting a business has also allowed for innovation and increased competition.” Particularly with the emergence and massive growth in the importance of the internet, new technology has proven to have provided opportunities to start up small businesses, be them small or medium or even one man concerns.

Other factors that account for encouraging self-employment include education and experience, willingness to taking risk, knowledge of managing money (Popovic, 2012). Also, ‘out-of-necessity’, taking advantage of ‘opportunity’, ‘lifestyle decisions’, or ‘occupational choices’, self-motivation (Dawson et al., 2009). As regards these factors, there are also remarkable differences between male and female entrepreneurs. For women, they are more influenced by lifestyle and less concerned with financial considerations, while males are more concerned with the opposite. In market-oriented or ‘market-directed’ job opportunities, higher educational attainment ranked top as the main consideration for going into self-employment. However, for those with family connections, such as the chance to join a family business, some stated that they had no regard to or regardless of, and/or not have that much value for real educational attainment. This because of their family connection (Dawson et al., 2012).

This finding further reinforces the argument of young people and community organisations there are macro and micro factors that contribute to their impoverishment than was otherwise recognised to be the case. So, this is a good lesson to learn out of this research. It also goes even further to making Bayelsa policy-makers aware that policy-makers need to promote entrepreneurship opportunities much more vigorously (PT2Q6, PT2Q4). Policy-makers also need to tailor specifically carefully for different social groups in Bayelsa State, as it has already been noted with the quantitative data outcome (PT2Q7), and supported by qualitative data (Appendix 7). So, there is a strong linkage between the quantitative empirical evidence and theory suggestions, as the findings indicate. These finding also support the findings of previous literature, as stated above.
The findings also indicated that policy-makers adopt two-pronged policies or a differentiated policy. i) to promote, equal access to self-employment opportunities by way of grants and business advice consultancy support and guidance for all who may need it, and eligibility for start-up capital and technical support. ii) another policy specifically tailored to meeting those special need applicants who may not meet the eligibility criteria. This should be a segregated policy for those who are in more need than others but cannot help themselves, as in line with the theory of differentiated marketing strategy (Kotler, 2012; Wood, 2007; Porter, 2008). This means that for the latter category of applicant, there would be a special grant and loan guarantee scheme or even supervision or apprenticeship support.

6.1.3 Infrastructural Facilities

Quantitative data analysis pointed consistently to the lack of adequate or reliable infrastructure provision as a major predicament to poverty alleviation. The evidence can be at several aspects of the research result. They attribute inadequate and unreliable infrastructural facilities amongst other things to be one of the leading causes of their impoverishment (PT1Q17). Infrastructural facilities are used here to include safe, portable drinking water, reliable electricity, quality public transportation systems, recreational facilities, and all other social and physical amenities (PT1Q17; PT1Q12; PT1Q16).

Leaning extracts from the evidence, suggest the youths expressed their disappointment at policy-makers for the lack of infrastructural facilities such as ‘public transportation system’ in Bayelsa State. As a solution to alleviate poverty, a few interviewees suggested that “transport is vital to all. If transport is very expensive - it impacts on the cost of everything. It will help in reducing the poverty rate. If there were good transportation services or system, it would assist in reducing the poverty rate. Because of corruption, there is no traffic law enforcement” and that “corruption must end” (strategy conference, 6.1.3). Others suggested “provision of social amenities in communities, e.g., water and electricity; provision of social amenities; jobs opportunities, good hospitals, good roads, good houses and good schools to provide employment and light and waters.” Others requested “employment and community development with services; to provide basic human needs such as proper housing, education and finances, good medical services; employment; scholarship for the less privileged; to provide jobs for us” (strategy conference, 6.1.3). Another interviewee suggested “security and electricity; electricity is essential” (6.1.3).
Through quantitative data, Bayelsan young people described their experiences: ‘no-job’ ‘little’ or ‘no money’ to do things’ (PT1Q12). Poverty breeds social inequalities and social deprivation and social exclusions. Having little or no money is the practical experience of young people and community organisations.

One of the consequences of having no money is the theory that financial hardship deprives Bayelsan young people of enjoying average social life compared to their counterparts (Willies; Evilewuru, 2006; Eguruze, 1996, 1999, 2011). Without a job, leisure activities could be luxuries. It is important that young people and community organisations have much time to spend in recreation and learn from themselves through consistent interactions with each other. When young people have little or nothing to do, boredom usually arises, and they may be pushed into crime and other anti-social activities which would be detrimental to themselves and society (Bradford, 1999; 2007; 2012).

Despite massive oil wealth in Bayelsa State, young people and community organisations see no money to provide for day to day basic needs. Such inadequacies place Bayelsan young people in low self-esteem and under-achieve (Maslow, 1943; 1954; 1970) or in a less competitive positions (Porter, 1985, 1990, 2008), even economic slavery as in extreme poverty (Sen, 1982; 1999). The need to free economic enslavement was strongly advised (Boro, 1982; Sen, 1982, 1999; Evilewuru, 2006; 2008). Also the fact that only 5% of the population controlling 95% of the wealth was similarly challenged, Godwin, 1982; Boro, 1982; Evilewuru, 2006, 2008, MEND, 2008). The theory behind Bayelsa State creation was that it would spread ‘development’ and ‘freedom’ down to the grassroots through social and economic advancement. However, unfortunately, this has been let down by bad governance and successive leadership. This also re-enforces linkages with the earlier literature above, and the findings that suggest that massive improvements in social infrastructure could help eradicate poverty.

As briefly stated earlier, scholars have discussed the phenomenon of infrastructure diversely. From a very narrow perspective, infrastructural services are very basic services that are vital to community development and socio-economic advancement (Birschman, 1958, Rostov, 1961; Mabogunje, 1974; Olatunbosun, 1975; Eguruze, 1991, 1996; Olayiwola and Adeleye, 2005; Maduagwe, 2009; Eguruze, 2011, 2014). Others categorised infrastructural facilities
into three main groups, namely; social infrastructure, basic institutional infrastructure and physical infrastructure (Khan, 1979; Olayiwola and Adeleye, 2005). Also, under the Porter’s (1990, 2008) Diamond theory of comparative advantages, reliable and adequate infrastructural support systems provide nations with a strategic competitive edge, through comparative advantages gained over their international trading rivals (Porter, 1990; 2008; Hills and Jones, 1998, 2009). Reactions of several youths and community organisations also manifested the lack of infrastructural facilities (Boro, 1982; IYC, 1998; MOSOP, 2005; Asari-Dokubo, 2008; MEND,2008). This goes to reinforce the strong linkages between infrastructure availability and community development for the improvement of wellbeing and the welfare of young people and community organisations in particular and the wider society. Also, it suggests strong linkages between the evidence of literature and empirical data. The findings are heavily supported by these empirical evidence.

If these basic infrastructural facilities are not there, then it would be impossible and unrealistic to the Bayelsa State of Nigeria to advance to the next stage of development theory (Rostow, 1961). Further, Rostov;1971; Akwetey, 2002) have argued, under what has been termed Macroeconomic policies theory (Rostow, 1971, 2002, 2009), that for a country’s socio-economic development to take off, there is an absolute must provide the initial infrastructural facilities. This study adopts infrastructural facilities, as comprehensively defined (Birschman, 1958, Rostov, 1961; Mabogunje,1974; Olatunbosun, 1975; Eguruze, 1991,1996; Khan, 1979;2001; Olayiwola and Adeleye, 2005; Maduagwe, 2009; Eguruze, 2011, 2014) as a means to alleviate poverty. This is a real concern for Bayelsa State young people and community organisations and policy-makers and policy implementers. This goes to strengthen the link between a lack of adequate infrastructure and the impoverishment of young people and community organisations. Once again this theory strongly supports the quantitative data analysis in which young people and community organisations have repeatedly asked for reliable and adequate infrastructural facilities. So, there is strong linkage and so the findings have been supported.

6.1.4 Participation

The evidence suggests that Bayelsa young people are unhappy with their successive governments (PTQ14; PT2Q5; PT2Q10), and indicated the lack of involvement as a major
barrier to ending poverty. According to the quantitative research results, Bayelsa young people “it is important to involve young people and community organisations in policy-making and policy-implementing” (PT2Q5). Aside from this, Bayelsa young people also indicated that “it is important to remind Government how many young people are in poverty for effective policy-making and policy-implementation” (PT2Q6). Bayelsa young people cited the need to ‘involve young people and community organisations in policy decision-making processes’ as one of the ways of, or plausible solutions to, ending poverty (PT1Q17). As already stated in the literature, this reflects their non-participation and evidence of the experience of some social distance. It means that young people and community organisations are being excluded from involvement in the day-to-day management of the affairs of their government and resources or they suffer significant social exclusion in Bayelsa State, compared to what their counterparts experience elsewhere.

That may be counter-productive and potentially risky. They may feel disconnected and left out, isolated, bored and helpless (Bradford, 1999;2007;2012). Consequently, pushing them to violence because of this (Khan, 1979; Godwin,1982; Boro,’1982; IYC, 1998; Khan,2001; Asari-Dokubo, 2005; Saacs,2006; Triegaart, 2006; Evilewuru, 2006, 2008; MEND, 2008). It is, therefore, safe to state that Bayelsa leaders should encourage young people and community organisations to be actively involved in decision-making processes (Bradford, 1999; McNeish et al., 1999, 2002; Cole, 2004, 2005; Bradford, 2007, 2012). However, the extent to which participation is adopted may vary in organisations. This correlates with this research finding that active youth and community organisations’ participation could help alleviate poverty.

A few quotes from the strategy conference (Appendix 7) also showed consistency in these complaints from young people. Some argue Bayelsa appear to be a poor State only “because the government neglected this State for not taking proactive measures to better the State”. Another interviewee stated, “it is due to the high rate of corruption” and that “politicians hijacked everything; youths will fill forms for the government but nothing happens” or “oil companies are greedy amongst our people”. There is also “misuse of power by our people political leaders and community leaders; blames/angry at politicians/government.” “Greediness, some have three jobs, 60 years of age are supposed to be retired. They reduce their ages down – they should retire and give way/chance to young ones for employment. Sometime ago ghost worker.” “Bayelsa State is one of the highest oil producing States in the
Within the context of participation, the theory of motivation, persistence and learning further explains the psychological impact on young people and community organisations in different contexts. (From an adversarial context, “it is poor self-esteem that places us in an adversarial relationship to our well-being” (Branden, 1994). This leads to antagonism against leadership or confrontations. In the context of participating in group activities, low self-esteem or a lack of self-esteem is equally harmful, disruptive, and manifests a negative impact (Dubois, 1989). Low self-esteem is hard to overcome, even when the expected to change behaviour is advantageous or positive (Rogers, 1981). Meyers (1988) found that by participating in activities that promoted learning for change, participants developed a greater internal control and reported an increase in positive self-worth). This is supported by Mordi et al., (2010) in which it was revealed that female entrepreneurs are resilient, self-confident and resourceful. Therefore, self-control, self-image and self-esteem are all contributions of the learning process. Other scholars argue that learning to improve persistence, resilience and well-being can contribute to positive self-esteem (Hathaway & Rhodes, 1979; Cross, 1981; Reiff, 1982; Campbell, 1984; Badura, 1986; Meyers, 1988;).

6.1.5 Psychological Effect

Although the quantitative data did not clearly show direct linkages with psychological effects of being poor, there are some indirect linkages. For instance, the impact of low wages (PT1Q14; PT1Q10; PT1Q8); low daily spending money (PT1Q11), Bayelsa is a poor State? (PT1Q15), and also pollution (PT1Q14). All of these could be attributable to psychological distress on Bayelsa young people based on their perceptions. When they were asked “how would you describe yourself as to whether you are rich or poor?” 101 or 51% of the respondents indicated poor, whereas 97 or 49%, they are rich (PT1Q10). Although this research result appears close, the implication is that they psychologically see themselves as poor. This suggests distress state of mind or fear or even a state of anxiety. Given the strong literature indication that Bayelsa State is a poor state, the finding from the quantitative data suggests it is rich, which is contradictory and/or ironical (Azaiki, 2005; Okaba, 2005, 2008).
Evidence from the responses of the youth towards the daily food consumption further indicated this psychological risk. Only 25 (13%) of the respondents could afford to eat once per day, as opposed to (76 or 39%) while 95 (48%) of the respondents are claiming to afford three meals per day (PT1Q13). Again, this shows another contrast between empirical evidence and literature (Azaiki, 2005; Okaba, 2005, 2008;). From the perspective of ‘uncertainty’ of having no food to eat, itself is ‘stressful’. Such impact of sustained food poverty on the poor was also clearly highlighted as negative and psychologically harmful to the poor, according to empirical research data from (Dowler, 1997; Dowler et al., 2001; 2011; Fabian society’s research report, 2015).

Another statement (Q15PT1): “I see Bayelsa as a poor state”: to this 142 of the respondents (or 72%) strongly disagreed as opposed to 55 (28%) of the respondents who agreed. That suggests 72 % perceive Bayelsa State as a wealthy State, whereas, 55% see it as a poor State. Again, there seems to be a great paradox here. This is because most literature available believe that Bayelsa State is a rich state compared to others, as it is one of the leading oil/gas producing state and receives one of the highest revenue allocations from the Federal Government (Azaiki, 2005; Okaba, 2005, 2008;). Again, this indicated an outcome that generated paradoxes. So some further research might be needed to explain the paradox?

There were 196 responses with regards, to their daily disposable income (Q11PT1). 73 (38%) of the respondents had only N100 or less than $1 per day while 53 (27%) of the respondents had N100-300 or $1 per day. 40 (20%) of the respondents had N400-1000 or $3 per day, 15 (8%) of the respondents had N1000-2000 or $4 per day, and only 13 (7%) had N3000-10000 or $5 per day. Again, literature evidence pointed to Bayelsa as a wealthy State. However, quantitative data indicates the contrary. The evidence is pointing to the fact that 65% of Bayelsans have less than $1 to spend daily. So, by most literature evidence (World Bank,1997 UNDP, 1997; Oxford University, 2010) Bayelsa is a poor state. This also supports the philosophy of the working poor as suggested by (Hudeson and Nalto, 2013; Barnard, 2013; Metcalf, 2014). The study finds these data rather contradictory to literature evidence. This then creates the need for further research specifically into this contradiction to isolate the contributory factors.

Further, question Q6PT1 relating to which is the highest qualification you have? Again, the response was 83 of 189 (44%) has only secondary school education, as against 19 (10%) with
diplomas, or 47 (25%), of Bayelsa young people with a bachelor’s degree or Masters (only, i.e., 1%), whereas, 25 (13%) had postgraduate diplomas. There was no person with doctoral qualification. Another factor repeatedly raised by young people and community organisations was that the lack of opportunity and/or access to quality schools was due to the corruption of policy makers (PT1Q14). This reinforces issues of accessibility, quality, affordability, etc.

From the strategy conference a respondent who is a marketing graduate, graduated in 2007, no job, help or support from government or any other organisation to assist her proposed “bend down boutique” business expressed distress, frustration or disappointment at policy-makers. She stated, “what kind of government is that? “what am I supposed to do?” after my university studies I have “no job” and “no money to start up the business” (strategy conference, 6.1.4). ‘Bend-down-boutique’ is a local name for second-hand clothes retailing business. This clearly reflects how distressed this respondent was during the focus discussions group sessions, and there were several individual that expressed a similar level of frustrations or disappointment.

Against this backdrop, several factors may have been attributable for this paradox. Culture, religious, social, psychological, and value-systems and/or traditional belief might have contributed to this contradiction. Further study is needed to justify that literature evidence that suggests that respondents hardly eat twice a day, yet the response data says otherwise. Again, literature review stated Bayelsa is an opulent State, but, however, quantitative data appears to indicate the contrary. In the context of this research, it is felt that further study might be needed to investigate these contradictions and paradoxes. This follows literature evidence massively suggesting such an argument: (Hills and Standfort, 1995; Alagoa, 1999; Walsh et al, 2006), and UN resolutions(UNDH 1948) and/or United Nations Human rights conventions of the rights of the child (UNCRC, 2014) points in favour of such linkages.

Lack of achievement manifests in low self-esteem, ‘distress and anxiety’, ‘resignation and adjustment’ arising from the emotional stress of lack of money or job to meet daily needs (Maslow, 1943, 1954, 1970). Also, even in shock, denial, pessimism, anxiety and distress by victims of poverty (Fagin and Little, 1984). Worse still, “it is poor self-esteem that places us in an adversarial relationship to our well-being (Branden, 1994). However, the effect of it might differ between newly unemployed and those who have been in long-term unemployment (Fagan and Little, 1984). Until comparatively recently governments have
been far too remote from Bayelsa young people and community organisations. Up until now all multinational oil and gas companies have located their offices and HQs far away outside Bayelsa. This explains the experiences of some social distance. Bayelsan young people are vulnerable to this. However, such generalisations may sound simplistic: poverty and unemployment could affect different social groups differently (Kelvin and Jarrett, 1985). Long-term unemployment has a devastating effect on young people’s future life chances. Low self-esteem affects leadership capabilities (Maslow, 1943, 1954, 1970; Reynolds and Herbert, 1998; Collins, 2001; Scot and O’Sullivan, 2005).

The theory of motivation, persistence and learning further explains the psychological impact on young people and community organisations in different contexts. From an adversarial context, “it is poor self-esteem that places us in an adversarial relationship to our well-being” (Branden, 1994). In participating in group activities, low self-esteem or lack of self-esteem is equally bad, disruptive, and/or manifests a negative impact (Dubois, 1989). Low-esteem is hard to overcome, even when the expected change behaviour is advantageous (Rogers, 1981).

However, Meyers (1988) found that by participating in activities that promoted learning for change, participants developed a greater or better internal stream of self-control and reported an increase in positive self-worth. Equally, like Watson, 1925; Pavlov, 1927; Johnson, 1996; Siebert, 1996) asserts one could find that distressing experiences diminish through persistent learning experiences. Therefore, self-control, self-image and self-esteem are all contributions of the learning process. Other scholars also argue that learning to improve persistence, resilience and well-being can contribute to positive self-esteem (Rhodes, 1979; Cross, 1981; Reiff, 1982; Campbell, 1984; Badura, 1986; Hathaway &; Meyers, 1988).

### 6.1.6 Broken Down Traditional Social Relationship or Networks

This is another response to research objectives 1 (causes of poverty) and 2 (how to end poverty). According to quantitative research result data, Bayelsa State young people cited getting-involved-drugs, going-into-gangs, going-into-prostitution and going-into-kidnapping amongst others, in their response to the question “how would you describe the experience of your poverty?” (PT1Q12), which are activities new to the people, which have come about as a result of broken-down traditional support systems and lacked support and helplessness (Sibiri, 2013). Similarly, Bayelsa young people also cited oil pollution and low
wages amongst other causes one of the significant causes of poverty in Bayelsa State in their response to the question “which of these are the most causes of poverty in Bayelsa State?” (PT1Q14). Pollution has been a cause of the destruction of farmland and, therefore, had one of the leading causes of damage to traditional sources of livelihood such as fish and crop farming.

From the strategy conference (qualitative research) results also showed that young people are complaining about losing or break down of alternative or traditional methods of survival such as farming. A few interviewees suggested the need to “kirigboro”: revisit farming”, and the need to “change mindset” and that “if poverty is to be reduced, it is a two-way issue”(5.4.8). Kirigboro is a Bayelsa name for farming. This implies the need to re-visit farming that used to be the traditional means of survival in Bayelsa and still is to a large extent until today. Another suggested “Government cannot do everything” and asked “Wonikpo (i.e., Bayelsa word we, what about us? “What can we do?” He then suggested how about “sankiri nana?” meaning “get a plantain plantation as a form of self-employment”. He further added, “everyone wants to be doctors; accountants, lawyers, solicitors, re-address our mind sets/our potentials, agriculture - farm”. Also, the same interviewee added,” how many of us are in self-employment? If you look at the world today, the richest people are in businesses – not politicians or public servants. The value of our little skills; we must value our little efforts. We must (learn) to be independent (of) government”. Another added that is why some young people “stopped work because of kidnapping” (strategy conference, 6.1.4). This shows there has been consistency in their experiences and the impact of poverty.

The psychological impact on young people and community organisations may also be explained from the perspective of broken-down traditional relationships. The people of Bayelsa State traditionally have a strong network of extended family support systems and a peer support network. This usually is a longstanding viable functional alternative social support safety-net absent a job or unemployment. A lack of these forms of support may cause isolation and even depression (Sen, 1982; 1999; Reubenstein et al. (1989); D’Attilio et al., (1992); Morano et al.(1993) and Sibiri, 2013).

However, the quality of support and peer relationships has been demonstrated to be associated with adolescent suicides in several studies. According to Morano et al. (1993), a sense of group membership is an important protective factor that helps to negate the effects of
social problems such as depression and isolation. This suggests that effective poverty reduction policy making and policy implementation processes must note this in mind (that improved quality support from family and friends may help the poverty alleviation agenda.). They found a significant difference in the measure of family support between 20 adolescent attempters and 20 non-attempters who displayed similar levels of depression.

Levels of family support and the recent loss of a loved one (breadwinner of the family) were also found to be the two variables that most distinguished the members of the two groups. Reubenstein et al. (1989) estimate that adolescents who experience the death of a family member or friend are 4-6 times more likely to attempt suicide (similar inferences could be drawn with Niger Delta young people engaging militancy and kidnapping for ransom payment). Several Bayelsa youth and community organisations have been victims of this. The loss of breadwinner of the family because of the struggle to overcome extreme poverty over these years through militancy (Boro, 1982; Saro-Wiwa, 1995; IYC, 1998, 1999; Ogoni 9, 1995; Dokubo-Asari, 2005; Evilewuru, 2006, 2008; MEND,2008; Tamunu, 2011; Ibaba, 2012,2013; Ibaba and Agrugu, 2013).

A further study concentrated on the relationship between social support and the suicidal tendency was made by D’Attilio et al. (1992). They found that the adolescent’s perception of relationship quality and support is a more predictive factor in assessing suicidal (or militancy) behaviour than is the actual number of supports. So, there is a need to embark on training the level of social support for young people and community organisations in Bayelsa State to reduce the negative impact of poverty on young people and community organisations.

6.1.7 Access to Free Quality Health Care

This is another response to research objectives 1(causes of poverty) and 2 (how to end poverty). Through their quantitative data, young people also demanded free health care as a plausible solution to the problem of lack of money to treat sickness. One of their demands in their responses to the question “how would you describe the experience of your poverty?” was ‘no-money-to-treat-sickness’ (PT1Q12). To the question “how can we end poverty?”, Bayelsan young people’s list of suggestions also included ‘free-healthcare’ amongst a range of others demands(P1Q17). Also, ‘free-healthcare, was also one of their responses to the
question “what support would you expect Bayelsa State Government to provide for young people and community organisations? (PT1Q16).

A ‘fit and able’ workforce would performance better and enhance productivity, invariably leading to a better Gross Domestic Product (GDP). From a macroeconomic perspective, a strong GDP will generate better youth employment (Keynes, 1932; Smith,1776; Anyanwu, 1997). This will reduce youth violence (Boro,1982; IYC,1998; Dokubo-Asari, 2005; Okonta, 2006; Triegarrgt, 2006; Evilewuru, 2006; 2008; MEND, 2008; Okoko,2011; Tamunu, 2011). The more people are employed and able to spend; this ensures economic growth and wealth creation. This is good for every stakeholder and the economic well-being of Bayelsans and Nigeria (Smith, 1776; Sen, 1982; Anyanwu, 1997; Alagoa, 1999; Dean, 2006). Therefore, a fit mental state of the workforce is critical (Laureance,). The absence of free healthcare also carries high health risk to Bayelsan young people and community organisations.

A needy person lacks the mental and physical ability to function (Doyal and Gough, 1991; 1993; Maslow, 1943, 1954, 1970). Being in a state of good health is a fundamental human and inalienable right. As already discussed earlier in the literature The UDHR (1948) stated, “everyone has the right to a standard of living adequate for the health and well-being of himself and his family, including food, clothing, housing and medical care”. Nigeria, being a signatory to the Declaration, recognises it, and so should adopt free healthcare facility. This also correlates to the researcher’s findings in several ways.

6.1.8. Microfinance

This is another response to research objectives 1(causes of poverty) and 2(how to end poverty). Through the quantitative data, Bayelsa young people also expressed their need for micro-financial support. This was evident in their response to the question “what support would you expect Bayelsa State government to provide for young and community organisation?” (PT1Q16). Amongst other of their various demands, young people consistently stated or showed that they require micro-financial support as a form of the infrastructural facility to help them set up small businesses. Also, Bayelsa State young people also demanded loan credit facilities and grants for community organisations and small companies and subsidies for NGOs in their response to another research, which is “how can we end poverty?” (PT1Q17). Clearly, the consistency in the demands suggests micro-finance may be deemed an important self-help movement or self-help financial source for rural
people, poor people and small businesses and entrepreneurs who cannot access finance from banks mainstream financial service providers.

There is consistency in the demands from both the quantitative results and the strategy conference (or qualitative results). Through strategy conference, young people also consistently demanded the “empowerment of young people with credit facilities and the establishment of more industries and establishment of more factories and firms to create jobs”. Others strongly lamented the lack of financial support: “what kind of government is that? “what am I supposed to do?” after my university studies I have “no job” and “no money to start up the business” (strategy conference, 6.1.8). Another graduate who found herself without job or support resorted to self-help and self-employment by carrying out the “Osisi” business, which is a self-help microfinance networking group (strategy conference, 6.1.8). Another demanded, “establishment of industries so that the school leavers can easily find something doing to minimise the rate of crimes among youth” (strategy conference 6.1.8).

Scholars have argued that microfinance is a useful source for business start-ups, particularly for those who do not have access to finance from main financial institutions (Popovic, 2012; Appah et al., 2012). Several studies apparently also found that using this method increases or enhances “financial literacy” and “empowers” rural dwellers who do not have access to banking services or poor people who cannot raise initial project capital needed for start-up or to expand their small enterprises (Hina Nazli et al., 2000; Malik et al., 2002; Anwar and Qureshi, 2002; Pernia, 2003; Appah et al., 2012; Popovic, 2012). Once again, this reinforces the findings that providing micro-finance might empower Bayelsa young people and community organisations.

6.1.9 Boosting Agricultural Capacities and Capabilities

Another response to research objectives 1 (causes of poverty) and 2 (how to end poverty). According to one of the demands expressed by Bayelsa young people is that they strongly agree or agree that improving agriculture will end poverty. This is one of the requirements expressed by young people in their responses to the question “how can we end poverty?” (PT1Q17). Bayelsa young people also consistently stated “Less-food-to-eat” as one their key demands in their response to another question “how would you describe the experience of your poverty?” (PT1Q12). Bayelsa young people also consistently suggested support for agriculture in their response to another question “what support would you expect
Bayelsa State government to provide for young people and community organisations?” (PT1Q16). However, unfortunately, contrary to quantitative data agriculture as an important source of income is being abandoned slowly by young people and community organisations in Bayelsa State (Kingdom and Alfred-Ockiya, 2009; Cunguara, 2011). The message that comes across from this demand is that agriculture, particularly small fish farming and crop farming, hunting, canoe carving, palm wine tapping, oil palm produce, used to be part of the traditional ways of life and not just a traditional source of livelihood or income. The impact of this is that poverty has increased because of this, as people abandon agriculture for other employment. The irony is there are not enough jobs.

On the contrary, they cannot feed themselves as they used to do. Agricultural capabilities are deteriorating due to industrialisation and pollution arising from oil/gas exploration and exploitation in which gas-flaring and oil spillages are major causes of damage to the environment and, by implication, the potential of traditional farms (Boro, 1982; Saro Wiwa, 1995; Douglas, 1997; 2008). Scholars have always argued that adopting pro-poor agro-based policies strengthens agricultural capacities and capabilities of the rural economy and that would always positively contribute towards poverty elimination (Hina Nazli et al.,2000; Malik et al.,2002; Pernia, 2003; Kingdom and Alfred-Ockiya, 2009). On one hand, this would benefit Bayelsa State and possibly reduce poverty levels. It also strengthens the findings because it shows there is a strong linkage between theory and practice, as reflected in the quantitative data evidence and the literature (Rostov 1960). According to Rostov (1960) to get to the next stage of modernisation, there is a need for aspiring developing economies to get beyond the agricultural state. As Akwetey (2002, 2009) suggested pre-conditions of trade are necessary as a stimulant of growth, so also this research suggests boosting agriculture should be treated as a precursor to economic growth and potentially significant source of economic growth.

The basic lesson to be deduced from this is that policy makers must re-think their ways and listen to the demands of young people and community organisations, which is crucial. This also means that, if Bayelsa State is to eradicate absolute poverty, a change of direction will be necessary. However, again a change of direction may involve costs, time, dedication and the will of the people, including policy makers, young people and community organisations. Hence effective collaboration is fundamental to achieving the elimination of absolute poverty.
6.2 PART 2 HOW TO PERSUADE POLICY MAKERS

6.2.1 Social Marketing Techniques

How can social marketing help to end poverty? This can be done in several of these ways: in response to the research objectives 1(causes of poverty) and 2, 3 and 4 (how to end poverty using SMT and policy recommendations).

6.2.1.1 Good Governance & Strategic Leadership

Quantitative data from young people and community organisations highlighted bad governance and ineffective leadership as causes of poverty. This was evident in their response to the question “which of these are the most significant causes of poverty in Bayelsa State?” (PT1Q14; PT2Q10). It consistently pointed to the corruption of government officials and politicians as a leading cause of absolute poverty (PT1Q14) and ineffectiveness of previous poverty intervention schemes(PT210). So also corruption in the leadership was suggested in the literature, (Jonathan, 2005). According to the ex-president, Goodluck Jonathan of Nigeria, in one of his public lectures, while serving as a Deputy Governor of Bayelsa State those in authoritative and privileged positions should do well to remember to plan strategically and govern with transparency. Also, Jonathan (2010) equally expressed his deep-rooted concern for the extent to which corruption is threatening Nigeria’s very existence. The rate of the spread of the phenomenon is alarming and getting out of control. Other scholars also see bad governance as traces of incompetency (Hill and Jones, 2009). Once again, this supports the case for poverty eradication.

Meaning, those in authority should lead in such a way that management of the resources of the state is done in the long term interest of “our great grand-children”, that, is for generations to come. That was also like Keynes in his excellent book in the 1930s “Economics Possibilities of our grand-children”. This view is also shared by others in their various advocacies, as they see the elimination of poverty as children’s fundamental human right (UNDHR, 1948 Children Act, 1989; UNCRC, 2014). Similarly, the researcher argues that no child or person should be in absolute poverty. It is important that young people who are the
future leaders be taken care of and guided properly. Young people should be able to rely on policy-makers to steer them into a prosperous future. Prosperity, not into impoverishment, should be young peoples and community organisations choice, which would be a fundamental breach of their inalienable rights. Impoverishment would also mislead. Policy makers should do not fail in their absolute duty to lead them correctly young people and community organisations correctly. The welfare and well-being of young people and community organisations should be paramount (UNDHR, 1948; Children Act, 1989; UNCRC, 2014). Once again, this reinforces the case for poverty reduction.

Good governance and strategic leadership principles also suggest that applying strategic management principles in the management of resources by Bayelsa State leadership vis-à-vis the Nigerian national context, should be carried out and seen as trusteeship. The meaning of this is those in leadership and management positions should perform their public and social duties with passion, humility and a sense of accountability and responsibility, to ultimately contribute towards eradication of absolute poverty in Bayelsa State. This also implies that leaders, policy makers and policy implementers should act in such a way they always realise that they are their ‘brothers’ keepers’ (Jonathan, 2005).

That way, they can help and assist the needy and vulnerable in society by managing the resources judiciously and conscientiously with transparency (Purkitt, 1999; Amaoke, 2002; Shauta, 2008; Broadberry et al., 2014), and competitively (Porter, 2008). These scholars had always advocated good open and transparent governance as a way to overcome weaknesses in competitive situations. According to (Keynes, 1936; Amoako, 2002; Jonathan, 2005; Shuata, 2008) a sense of good governance requires planning for years ahead with our “great grand-children” in mind. That is one reason strategic management element has been incorporated in the current SMT model. To improve poor living conditions, Bayelsa State needs governance that is responsive, not a scandalous corrupt leadership. They need ‘leadership with foresight’ (Broadberry et al., 2014); or strategic planning (Jonathan, 2005; Porter, 2008; Hills & Jones, 2009; Armstrong, 2009). This would help the case of poverty reduction. Which is why Akwetey (2002,2009) theory of setting pre-conditions for trade and development is critical.
6.2.1.2 Collaborative Working Together, using Multidimensional Measures

Again, the quantitative data from young people and community organisations not only the adoption of collaborative working together by stakeholders in Bayelsa State to ultimately reduce absolute poverty, but also pointed to the adoption of multi-dimensional methods in tackling poverty (PT2Q2). For instance, on the one hand, young people indicated that when asking the government to end poverty, they are prepared to use negotiation and persuasion to an extent larger than litigation, protests and even to a very minimal extent the use of fighting (PT2Q3). Several literatures point to that direction: these closely relate to methods preferred by several Bayelsa youth and community organisations and/or movements prior to use of violence (Boro, 1982; Godwin, 1982; Roberts et al., 1984; Saro Wiwa, 1995; MOSOP, 1995; IYC, 1998; Saacks, 2005; Triegaardt, 2006; MEND, 2008; Asari-Dokubo, 2008). It strengthens the findings that absolute poverty could be eliminated by working together through a range of peaceful means.

The constant cry is for social infrastructural development by all groups and several scholars. For instance, the Professor Tamunu, former vice-chancellor of the University of the Ibadan and Senator Amaitari Zuofa in his persistent advocacy, that the Nigerian state should “have the sense of fair play and social conscience” to use significant part of the wealth derived from oil and gas exploration towards the genuine infrastructural development of Bayelsa State and other Niger Delta oil and gas producing communities(Zuofa, 1995; Ogionwo, 1995; Dappa-Biriye, 1995; Eguruze, 1996; 2011; Tamuno, 2011; Eguruze, 2014). This would help to eradicate absolute poverty.

Similarly, Evilewuru (2006, 2008) in his case for the Izons and the Niger Delta development argued that “crude oil from Izonland from the Southern Niger Delta is the lifeblood of Nigeria’s economic wealth. It builds the dual carriageways in Nigeria’s new capital city. However, the same oil does not impact positively on the lives of the people from whose land it is obtained (about 75% of the oil and gas in Nigeria) is produced.” This contributes to ending poverty by arguing for both infrastructural developments and better human capital development management.

Quantitative data also indicated that when communicating with government and policy makers they would prefer to adopt the use of integrated marketing communication multi-
dimensional approach intended to have a maximum resolution (McNeish, 1999, 2003; Kotler, 2012). Literature evidence suggests that a collaborative and multi-dimensional approach is even preferred by these same youth and community organisations (Boro, 1982; Saro Wiwa, 1995; MOSOP, 1995; MEND, 2008; Asari-Dokubo, 2008; Eguruze, 2011; 2014). The evidence reveals that the fighting option other than negotiation and persuasion or even protest or litigation is far more expensive and riskier. Therefore, violence should be avoided as a poverty reduction method, according to the demands of Bayelsa State young people and community organisations.

Putting these in the context of resolving the challenges of absolute poverty, points to the fact that the strategy conference elements as a critical part of the researcher’s current SMT model are vital (Bennison, 2012 unpublished; Eguruze, 2014). The strategy conference process is extensive and methodological in its approach to listening to the views and needs of all the stakeholders before a final poverty reduction model is adopted. It is believed that it would be more efficient in tackling poverty alleviation if such a collaborative approach is adopted, and in a much more targeted fashion (UNDP, 1979; MDGs, 2005; OPHDI, 2010). The current SMT model is an embodiment and/or reflection of most of the needs of young people and community organisations.

A strategy conference is reaching an agreement between parties with diverse, conflicting views or needs (Bennison, 2012 unpublished; Eguruze, 2014). It is believed that a strategy process had been successfully adopted to resolve the diverse views and needs of Bayelsa young people and community organisations and their policy makers.

6.2.1.3 Inclusivity, Continuity and Targeted Approach

Quantitative data overwhelmingly cited a lack of input from young people and community organisations as the main causes of the ineffectiveness of previous and current poverty intervention measures (PT1Q17) in response to the question “how can we end poverty?” They, therefore, through their response data, advocated that active participation by the involvement of young people and community organisations in policy decision making and policy implementation will help make poverty initiatives more effective and, by implication, contribute to eradicating poverty, by continuously trying to persuade policy-makers and policy-implementers to end poverty (PT2Q4). This was indicated by their response to the
question “how often would you think is appropriate to use these methods persuade policy-makers and policy implementers. Also, Bayelsan young people further advised through their response data that “it is important to involve young people and community organisations in policy-making and policy-implementation” (PT2Q5). This line of argument towards active engagement and involvement of young people and community organisations in decision-making processes have consistently been advocated or supported by several scholars (McNeish, 1999,2003; Amoake,2000;2002; Bradford, 1999,2007,2012). It is therefore suggested that involving young people and community organisations in decision-making processes will be a good thing in the fight against absolute poverty. This is also the spirit inculcated in the Children Act (1989), which is paramount to the interests of the children, young people and other vulnerable people, and, therefore, any breach of this is also in violation of the spirit of the (UDHR, 1948; art25; UNRCR, 2014).

This is also in consonance with the response data by young people and community organisations which suggested that it is their wish and interest to be included in the fight against poverty. Their answers also indicated that it is also important to keep this process of poverty eradication in motion continuously, not an ad hoc or temporary basis, and that keep reminding the government, policy makers and policy implementers that poverty reduction is a task that must be carried out continuously (PT2Q4). In their responses, they also indicated that it was important to note it would be more cost effective to identify, not only where the young poor live, but also their specific numbers.

The reason is that ultimately, poverty reduction measures would be most effective, and most competitively implemented. This is because when done differently in different style and using different techniques like the social marketing model it would be more efficient and competitive (Porter, 1985, 2008; Kotler, 2012). Poverty reduction efforts need different approaches.

Also, all-inclusive implies better diversity management techniques (Wentling, 2004; Kreitz, 2007). Moreover, it is felt these techniques would help in the researcher’s strategy conference elements of the current SMT model (Eguruze, 2014; Eguruze 2015), which is a critical part of community strategic planning and/or community budgeting, community regeneration and human capital management processes. This relates closely to poverty reduction.
6.2.1.4 Effective Leadership & Organisational Change Management

Quantitative data suggests that Bayelsan young people are unhappy with their successive governments, because they see “previous poverty eradication programmes or poverty tackling-schemes as ineffective” (PT2Q10); or as they see Bayelsa as a rich State but rather disappointingly also see Bayelsan leadership as being incompetent in running the resources for the benefit of the State (PT1Q15), which suggests ineffectiveness; or as they also perceive corruption of government official, as the leading cause of impoverishment in Bayelsa State (PT1Q14). This was noticeable about the massive ‘No’ to whether they are satisfied with government performance or “by 2020 the Nigerian Millennium Development Goal (MDGs) aims to become 20th largest economy by reducing poverty and inequality. With the current socio-economic constraints, do you consider this goal to be achievable?” (PT1Q19).

The quantitative data from young people and community organisations also point at a lack of real jobs, low wages, and insufficient infrastructural facilities, and the ineffectiveness of previous poverty reduction intervention regimes that has had been in place over the years. These are the National Poverty Eradication Programme (NAPEP), Niger Delta Development Commission (NDDC), Nigerian Agricultural and Cooperative Bank (NAACB), Accelerated Food Production Programme (NAFPP), Directorate of Food and Rural Infrastructure (DFRI), Green Revolution (OFN). Because of their persistent failures and corruption, the huge oil and gas wealth does not manifest in real social infrastructural benefits for the interest of the youth and community organisations. This has been pointed as some causes of poverty in Bayelsa State.

Equally, literature evidence shared same conclusions changes attitudes, behaviours and management culture or leadership style (Evilewuru, 2006, 2008; Shein, 2010; Buchannan and Huczynski, 2010, 2011; Maduagwu, 2011) and others argued against the series of failed poverty intervention measures undertaken by various past administrations. However, the literature equally suggests that providing real jobs and infrastructural facilities bring with it changes in organisational culture and corporate cultures and changes in leadership. Such changes, if they are strategic changes present certain challenges that are inevitable as suggested in the Sarah’s model (Lewin’s, 1935, 1951) model; Cole, 2004, 2005) which must be borne in mind. So, to successfully tackle poverty, these changes in organisational culture
and values must be understood and absorbed with changes to management strategies in the process (Lynch, 2006; Hill and Jones, 2009; Buchanan and Huczynski, 2010, 2011).

6.2.1.5 Better Performance Management through Transparency and Accountability

Quantitative data also pointed to the need for improvement in the overall management of resources for the benefit of all, i.e., better productivity, better accountability and transparency. The lack of accountability and transparency once again points to corruption and some unethical practices which are not conducive to corporate success but are also unhealthy for young people and community organisations to learn. Bayelsa young people consistently pointed to a lack of accountability, transparency and corrupt practices (PT1Q14; through their response to the question “which of these are the most significant causes of poverty?”; PT1Q15; through their response to the question “See Bayelsa as a poor State?”; and PT1Q16, through their response to the question “what support would you expect Bayelsa State government to provide for young people and community organisations?”, and PT1Q18, through their response to the question, “are current poverty tackling-scheme effective?” and PT1Q19. The consistency in their demands reflects badly by policy makers plan, not only to young people but also across the wider world. No wonder Transparency International (1998-2010), have been ranking Nigeria poorly. Regarding credibility and trust in doing business. This reflects badly on young people and community organisations as a learning point.

According to literature evidence better performance management can be achieved through effective recruitment processes and better human resources management (Beardwell & Holden 1998; Armstrong; 2006, 2009, 2011, 2012). This means that Bayelsa State policymakers may have to learn to change their attitudes and behaviours and turn away from corruption and unethical practices. It also implies that recruitment must be carried out in such a way that only very trusted, valued, cultured, and competent potential employees are ultimately placed in charge to manage the resources of Bayelsa State. This would help save the resources for Bayelsa State young people and community organisations. This is critical to the interests of a healthy future of Bayelsa State for youth and community organisations.
6.2.1.6 Segmentation, Effective Targeting & Positioning

Quantitative data from young people and community organisations also emphasises the importance of establishing how many young people there are in poverty in Bayelsa and identifying where these poor young people live and/or can be located. This finding was deduced from the analysis of the quantitative data in which an overwhelming 179 out of the 189 participants responded to the question - whether or not “it is important to know where these poor young people are living for effective policy-making and policy-implementing” purposes (PT2Q7); also, through their response to the question “it is important to remind Government how many young people are for effective policy-making and policy-implementation?”(PT2Q6), and through their response data in which some pointed out that it was important to ensure or carry out a targeted help (amongst other forms of support) for those in absolute poverty or cumulative support need (PT2Q8). Literature from the review above also support that identify these characteristics for effective participation and delivery in the whole process of decision making (McNeish, 1999; Bradford,1999, 2007, 2012; Eguruze, 2011, 2014).

In addition, according to the concept of marketing, a communication marketing effort is deemed most cost-effective when targeted at identifiable segments (Kotler and Zaltman, 1971; Armstrong and Saunders, 2005; Kotler, et al, 2005; Social Marketing Institute (SMI), 2007; CIM, 1976; 2007; AMA,2007; 2013). In this research, such a process must involve young people and community organisations to be deemed effective. Effective segmentation and targeting will ensure that if young people and community organisations are involved Bayelsa would see and experience the powerful manifestation of the wealth into practical social infrastructure such as real jobs, better pay, more job opportunities. These would help the cause for poverty reduction.

However, scholars have treated the theories of segmentation, targeting and position slightly differently. Targeting is pinpointing the right customer to contact. Targeting is important if marketing poverty reduction strategy is to be profitable, segmentation is dividing up the whole market into a sub or smaller market units. Moreover, positioning is the art of cleverly finding a suitable and comfortable place for a product at the competitive marketplace for other competing products. Regarding targeting, it is believed that no organisation has the
resources of people, money, or time to serve every customer in every market. It is, therefore, important to utilise adequate research and marketing knowledge to identify specific subgroups that can be targeted through marketing (Kotler et al., 2005; CIM, 1976; 2007; Wood, 2007:7; Kotler, 2012; AMA, 2013).

Before the targeting stage, there have to be serious segmentation exercises carried out. In contrast with segmentation, if marketing a poverty reduction effort is to be cost-effective or successful, the heterogeneous market must be subdivided based on demographic characteristics namely, need, wants, life, income, status, geographical location, behaviours, that affect their demand for, or usage of, the product being marketed. In this research, it regards marketing poverty reduction under the current SMT model brand. Another important characteristic is that a segment may be as small as one customer or business customer or as large as millions of customers in several countries. In this research, involves marketing poverty reduction to many Bayelsa State young people and community organisations, as the main targets. The next phase in the targeting process is positioning. With positioning, again, if targeting is to succeed, there is a need to find a place, corner or position in targeting. Without such it will be difficult to succeed. So, formulating a suitable positioning means using marketing to create a competitively distinctive place, corner or position for the product brand in the minds of targeted customers which, is about poverty reduction. So, the brand to be marketed here is the SMT model brand (Wood, 2007:7; Kotler et al.; Kotler and Zaltman, 1971; CIM, 1976; 2007; SMT, 2007; AMA, 2013). This means that marketing the current SMT model brand must take the lessons of this theory to support the implementation of the finding, the demand of Bayelsa young people and community organisations to alleviate poverty.

6.2.1.7 Methods of Communicating with Government and Policy Makers

Also, quantitative data indicated the use of multidimensional communication methods when asking the government to end poverty. This also includes the use of social media (Twitter, Facebook, email, blog) Besides the traditional methods of communication such as newspapers, posters, TV, drama, exhibitions, workshops, conferences, including the use of a strategy conference with all stakeholders.
In this research, with these new technologies available, social media would not only be the most cost-effective, it would also be far much faster and easier in gathering the data relating to targets such as the number of young people and community organisations and policy-makers and policy-implementers, regarding identifying their needs, wants, interests and their consumption behaviours. So, for effective marketing of the current SMT model, it would make sense to adopt targeting, segmenting and positioning, and differentiated pricing strategies, as it shows a strong linkage with theory.

Quantitative data also indicated that communication with government must not be one-off but ongoing and continuous (PT2Q4) through their response to the question “how often would you think is appropriate to use these methods to persuade policy-makers and policy implementers. As well as through their response to the question” is it important to remind Government how many young people are in poverty for effective policy-making and policy-implementation?” (PT2Q6) Besides, this meant that, indeed, communication with government and other stakeholders must be on a long term basis with planning long term planning with the needs of “our great grand -children in mind” (Keynes, 1936; Children Act, 1989; UDHR, 1948; Jonathan, 2003; Jurior, 2010). When were Bayelsa young people asked: how often would you think is appropriate to use these methods to persuade policy-makers and policy-implementers to end poverty? To these 151 respondents said continuously as against 11 who preferred it to be one-off (PT2Q4). This reflects yet another overwhelming response for continuity of the poverty campaign rather than a one-off. Persistency reflects a strong commitment by those who make policy decisions about ending poverty (Watson, 1925; Pavlov, 1927, 1960). A communication message must emphasise pro-poor policy and benefits for the poor (Pernia, 2003; Andreansen, 2005; Woods, 2007, Andreansen, 2012) just as with the selling soap like the Brotherhood (Wiebe, 1951; Kotler and Zaltman, 1971). It would be helpful if the effective marketing of poverty reduction programme through the current SMT model brand were carried out continuously, using multi-faceted communication methods, until ultimately, absolute poverty has been defeated.

Based on their response to the question Q1PT2 “is it important to ask government to end poverty?” in which 90 (52%) agreeing, 81(45%) agreeing, and only 2(1%) disagreeing or merely (2%) disagreeing, this research data suggest poverty is not an isolated phenomenon. It is multi-faceted and a trans-national and international effort (Q1PT2; PT2Q3) and (Q8.PT2). These qualitative data evidence suggest that Bayelsan young people and community
organisations are not only ambitious but visionary. It also points to an attitude of mind and/or behavioural pattern, which suggests that Bayelsa young people and community organisations are equally risk-takers, as opposed to being lazy, parasitical, backwards, or dependent or unwilling to learn. It shows they will improve and liberate themselves from poverty (Boro, 1982; MOSOP, 1995; IYC, 1998, 1999; MEND, 2008; Asari-Dokubo, 2008). It shows they also want to end any form of discrimination that appears to have existed against them. All of these could lead to the formulation of what may be termed pre-conditions for overcoming the challenges posed by poverty (Akwetey, 2002, 2009) and Andreansen (1995; 2005, 2006, 2012). This means to overcome their challenges; these pre-conditions must be tackled. According to Rostov (1961) and (Maslow, 1943, 1954; 1970) to get to the next level of development, basic needs must be fulfilled.

The quantitative data indicates that fighting and buying policy makers special gifts (bribery) are the least popular way to ask something from decision makers to end poverty amongst Bayelsa young people. This suggests that Bayelsa youth and community organisations are no longer willing or ready to use bribery or violence (Boro, 1982; MOSOP, 1995; IYC, 1998; MEND, 2008; Asari-Dokubo, 2008;) through their response to the question “when you want to ask something from policy-makers in order to meet your wish to get their help in ending poverty?” (PT2Q3). This is evidenced by the massive quantitative data response. Bayelsa young people and community organisations are equally in huge favour of adopting negotiation, persuasion, legal action and protest. There is still a good range of other options.

6.2.1.8 Way Forward and lessons from previous Poverty Intervention Measures

Quantitative data also pointed to the fact there might be some useful opportunity to learn particularly from previous intervention measures such as (DFRRI, OFN, Green Revolution (GR), NACB, NAFP, MDGs. NDCC, Millennium Development Goals, (MDGs), which had been widely perceived as failures (Shuata, 1999; Amaoke, 2002; Olayowola and Adeleye, 2005; Maduagwe, 2009, 2011), as the quantitative data evidence suggests.

Responses to the question (Q10PT2Q10), “had previous poverty eradication schemes such as the Accelerated food production (NAFP), Nigerian Agricultural & Cooperative Bank (NACB), Directorate of Food and Rural Infrastructure (DIFRI), Operation Feed the Nation (OFN), the Green Revolution (GR), been effective?” To this 68 (35%) of the respondents
stated effective, whereas 111 (65%) indicated they have been ineffective. This is a close outcome. It suggests this finding indicated, there is a strong linkage between literature evidence and quantitative data evidence, which strongly supports the argument put forward in this research question. It further indicates that learning can be critical to achieving the effective management of future poverty reduction initiatives. Although, this study does not specifically set out to investigate the causes of the failure of previous poverty intervention programmes such as these (as stated above), however, it would help to create the basis for a further study that would examine the causes of poverty of these failures. A further study may be necessary to learn positive lessons from those previously abandoned intervention measures.

6.2.1.9 Lack of Confidence and/or Trust in Government

Quantitative data also pointed the fact which suggests that Bayelsan young people and community organisations do not appear to have confidence and trust in their government in how they run the economy. This finding was evident from the result of the research - By 2020 The Nigerian Millennium Development Goal aims to become the world’s largest 20th economy by reducing poverty and inequality. With the current socio-political-economic constraints, do you consider this goal to be achievable? To this, the response was: 47(24%) stated Yes while 71 (39%) respondents stated no, and 66 (34%) indicated don’t know. This finding is mixed. Again pointing to either a lack of confidence in their Government in the way resources are being managed or a lack of trust. If the number of knows and don’t knows were to be added, the cynicism and/or pessimism would be even greater. Once again, in this research, this strongly supports literature evidence and further strengthens the research question and research objectives. MDGs are the eight global targets for 2015 that the world community through the UN has agreed to implement, and this was adopted at the UN Summit in 2000 (Kingdom and Alfred-Ockiya, 2009; Eguruze, 2014).

6.2.6.10 Contradictions and Paradoxes

While reflecting on the quantitative data collected, the study observed several contradictions or paradoxes. Some situations do not appear to fit into any of the above theories, themes or concepts. For instance, literature (documentary evidence) clearly pointed to Bayelsan State people as being poor, whereas, they, Bayelsan young people from their quantitative data,
through their responses indicated that they feel they are rich. For instance, literature evidence (World Bank, 1997; UNDP, 1997; Oxford University, 2010) suggests that respondents hardly eat twice a day. However, quantitative data point to a different perspective. This established further research.

To the research statement “I can afford to eat 1x daily, 2x daily or 3x daily”, the response was: (25 or 13%) respondents claimed they eat at least 1x per day, (76 or 39%) of the respondents stated they can eat 2x per day whereas 95 (or 48%) of the respondents claimed they can eat 3x daily (PT1Q13). This is a good contrast between literature and empirical evidence. Another specific question Q10PT1 was: “how would you describe yourself about your level of poverty, between poor or rich? The response to this was relatively even: 101 respondents (51%) stated they are poor, whereas 97 of the respondents (49%) stated they are rich (PT1Q10). Again, given the strong literature indication that Bayelsa State is a poor state, the finding from the quantitative data suggests it is rich, which is contradictory and/or ironical.

Another statement Q15PT1: “I see Bayelsa as a poor state”: to this 142 of the respondents (72%) strongly disagreed as opposed to 55 (28%) of the respondents who agreed. That suggests 72% perceive Bayelsa State as rich State, whereas, 55% see it as a poor State. Again, there seems to be a great paradox here. This is because most literature available believe that Bayelsa State is a rich state compared to others, as it is one of the leading oil/gas producing state and receives one of the highest revenue allocations from the Federal Government (Azaiki, 2005; Okaba, 2005, 2008). Again, this indicated an outcome that generated paradoxes. So some further research might be needed to explain the paradox?

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

Further, question Q6PT1 relating to which is the highest qualification you have? Again, the response was 83 of 189 (or 44%) has only secondary school education, as against 19 (or 10%) with diplomas, or 47 (or 25%), of Bayelsa young people with a bachelor’s degree or Masters (only i.e., 1%), whereas, 25 (or 13%) had postgraduate diplomas. There was no person with doctoral qualification. Another factor repeatedly raised by young people and community organisations was that the lack of opportunity and/or access to quality schools was due to the corruption of policy makers.

Against this backdrop, several factors may have been likely for this paradox. Culture, religious, social, psychological, and value-systems and/or traditional beliefs, might contribute to this contradiction. Further study is needed to justify that literature evidence that suggests that respondents hardly eat twice a day, yet the response data says otherwise. Again, literature review stated Bayelsa is a rich state, but, however, quantitative data appears to indicate the contrary. In the context of this research, it is felt that further study might be needed to investigate these contradictions and paradoxes.

Meanwhile, this could also be attributable to an issue of bias. The issue of subjectivity cannot be excluded from research processes. There seems to be no 100% hard (or risk-free) data. Several scholars have taught how to get objective and representative responses through careful design, such as different measures of sampling and subtle design of questionnaires (Gillham, 2000; Fellows and Liu, 2002; Bradburn, 2004).

The researcher firmly believes there is a need to undertake another study so to identify the reasons for these contradictions or paradoxes. Social marketing may be useful in changing these deep-rooted behaviours, attitudes and value systems (Kotler and Zaltman, 1971; Kotler, Roberto and Lee, 1989; Kotler, Roberto and Lee, 2002; Andreansen, 1995,2002,2006, 2012).

One of the vital aspects of this finding is that these paradoxes had gone further to justify or strengthen the basis of this research that poverty cannot sufficiently be defined on the basis of a single-dimensional indices, as several definitions of poverty portrayed in their various
studies (UNDP, 1997; World Bank, 2005; Kingdom and Alfred-Ockiya, 2009; Roelen, 2010; Appah, et al., 2012). This justifies the findings and boosts the researcher’s definition.

6.2.6.11 A solution to these paradoxes might be the application of the current SMT Model

This is because the current SMT model is flexible, implementable and franchisable. It has inherent social, economic, political, legal and cultural, environmental obligation, responsibilities dimensions built into it. Which is why those with social responsibilities and/or public duties to perform must perform effectively (Hollinshead et al., 1997; Beardwell and Holden, 1999; Armstrong, 2006, 2009, 2011, 2012). Any person whose negligence or ‘malfeasance’ in carrying out these duties that cause any form of poverty because of such failure, must and should be held accountable for the possible consequences failures may be deemed contributory to poverty (ERML, 1994; Douglas, 2005, 2008). What these young people and community organisations are saying, is that because of deprivation or marginalisation, the massive wealth derived from the oil and gas resources does not manifest in infrastructures. So those who are responsible should be held accountable for their negligent actions.

The current SMT would be effective because it possesses all of the tools for a successful poverty reduction campaign. It starts with market research to identify the needs of young people and policy-makers regarding their perspective of the definition of poverty. Having obtained this definition, the researcher proceeds to a strategy conference. It then goes on to the strategic planning stage. This also involves community budgeting. Then the appropriate programme of action can be identified and implemented.

In concluding, as highlighted in Chapter five above, based on deductions and/or inferences from the interpretations and discussions above, (and using this methodology of this research summarises the specific findings as below:

Particularly for the poverty issues as highlighted in Part 1 of the quantitative data analysis, the study found that the basic needs and wants of young people and community organisations in Bayelsa State had been unfairly ignored, as a result, they lack access to adequate
infrastructural facilities, including access to real employment and job opportunities, access to quality and free education; access to quality free healthcare; portable drinking water; regular electricity; quality social housing; quality public transportation systems; access to participating in decision-making processes; and as a consequence they have been subjected differing psychological effects, and suffering the results of broken-down traditional social relationships and networks..

Because of these findings, the deductions lead the researcher to believe that Bayelsa young people and community organisations are subjected to an undesirable situation where they are in cumulative-support-need (i.e. in absolute poverty).

Similarly, as in Part 1, in Part 2, relating to How to persuade policy makers, which highlighted qualitative data analysis. The study found that the basic needs and wants young people and community organisations in Bayelsa State had been unfairly ignored, due to lack of good governance; a strategic approach to management; collaborative working together, using multi-dimensional measures; all inclusive and continuity and targeted approach. Also, effective leadership and organisational change management; quality performance management through training & accountability; segmentation, effective targeting and positioning; efficient use of methods of communicating with policy makers; confidence and trust in their policy makers. As a result, it appears there is: i) a wide divergence of opinions and working relationships between young people and community organisations and their policy-makers in Bayelsa State and, therefore, the gap in communication has apparently remained as wide as ever. ii) a feeling that not enough positive lessons have been learnt from the wide range of previously failed poverty interventionists programmes. iii) also, the study found a broad variety of contradictions & paradoxes between some aspects of literature (documentary) evidence and some aspects of empirical evidence.

These findings have led the researcher to believe that absolute poverty from the perspective of young people and community organisations appears to have been sustained.

A way forward is therefore suggested. There is a need to maximise the benefits offered in the current SMT. The effective implementation of this SMT model might solve the problem. Policymakers must do more to end extreme poverty.
6.3 Summary

As a result of these findings, the deductions lead the researcher to believe that Bayelsa young people and community organisations are subjected to an undesirable situation where they are in cumulative-support-need (i.e. in absolute poverty or deemed to live below the United Nation’s ascribed poverty line of $ 1 per day (UNDP,1979). Bayelsan young people and community organisations are experiencing extreme poverty. More needed to be done to end extreme poverty. Once again these findings reinforce the literature and empirical results.
CHAPTER SEVEN
CONCLUSION, FUTURE RESEARCH, CONTRIBUTIONS AND RECOMMENDATIONS

7.1 Introduction

This section comprises these component units: an overview, summary of findings, how the objectives have been met, and contribution to knowledge, contribution to theory, contribution to practice, contribution to methodology, unique contribution, recommendations, and suggestions for further research.

7.1.1 Overview

This thesis aims to investigate what young people and community organisations see as their support needs in Bayelsa State of Nigeria in tackling poverty and how to sway policy makers to end poverty using SMT.

Based on this research aim, the overarching research question was developed: “what do young people and community organisations see as their support needs in Bayelsa State of Nigeria in tackling poverty and how to sway policy makers to end poverty using SMT?”. Based on the research questions the thesis set out to resolve four objectives: to critically examine and analyse – i) causes of poverty, ii) how to end poverty, iii) ways in which policy makers, young people and community organizations agree on how to implement the identified policy changes required to end poverty in Bayelsa State, using SMT(including the use of strategy conference model (by conducting interviews such as focused discussion groups and strategy conference), and iv) framing a set of policy recommendations to implement the agreed required policy changes identified in object. 3.

The thesis conducted a fieldwork. A mixed method research design was adopted engaging a quantitative approach was adopted in which 300 young people were surveyed using self-completion questionnaires. In addition, a qualitative study was in which 9 policy-makers, as well as 31 young people and 19 community organisations, were interviewed. A discussion group methodology was adopted. Following the data-analysis, a strategy conference was
organized in Nigeria, in which the major findings were presented and debated. As a result, this current SMT model is an innovation (creation).

This research has improved on the previous Multi-Dimensional Poverty Index by enlarging it and combining it with a current Social Marketing Technique model. The new Multi-Dimensional Poverty Index - Implementable Joint Programme of Action model is user-friendly and retains the multidimensional paradigm. This extension was achieved through the literature review, developing methodology, adopting mixed-methods approach and the strategy conference.

This current SMT model is a new innovation (creation), implementable, cost-effective, user-friendly (usability), sustainable, franchisable and has compassion.

7.2 Summary of findings

Based on the findings the thesis argued that young people and community organisations’ basic support needs have not been met (Kingdom and Alfred-Ockiya, 2009; Eguruze, 2011; Appah, et al., 2012; Ibaba, 2012; Ibaba and Arugu, 2013; Sibiri, 2013; Egbe, 2013; Eguruze, 2014; Eguruze, forthcoming) and (see also response to PT1Q15, PT1Q14, PT1Q18, PT2Q11). The main findings of the research show that young people and community organisations’ support-needs in Bayelsa State of Nigeria are unmet. Additional support is required. Young people and community organisations see extreme poverty as “cumulative-support-need”. The most significant causes of poverty amongst young people and community organisations are corruption of government officials, absence of jobs, low wages, oil pollution and IMF/World Bank conditionality. It was also found that the main experiences of poverty include a high youth unemployment rate, lack of money to go to school, lack of money to start small businesses, less food to eat, no money to treat sickness, no money to buy clothes, no money to afford decent homes, prostitution, absence of a public transportation system, and inadequate infrastructural facilities.

The research considers how this additional support might be provided. Importantly, the research also revealed how extreme poverty could be alleviated, and by persuading policy-makers to create real jobs and job opportunities and developing employability skills and improving agriculture. In addition, there is a need to attract investors/oil companies to
Bayelsa State and to increase investment spending. The lack of social infrastructure and access to free education, steady electricity and free healthcare are also seen as problems. Finally, the research revealed that actively involving young people and community organisations in policy-decision making and policy-implementation processes, including setting new priorities or re-directing, strategically planning ahead with emphasis on community-budgeting is likely to enhance the probability of ending extreme poverty. The thesis argued that extreme poverty cannot be eliminated by a single-dimensional approach. This new insight will assist practitioners in policy-making and policy-implementation resulting in improvements in the quality of marketing poverty-reduction interventions. Ultimately, this increased awareness can improve economic growth and prosperity which would translate into improved quality of life and wellbeing.

Young people indicated adopting persuasive means rather than violence, preferring integrated communication methods in swaying policy-makers continuously. Attending to their basic needs will significantly enhance chances of ending absolute-poverty. With pre-conditions social marketing techniques actively involving young people and community organisations in policy-making and policy-implementation will significantly enhance chances of ending extreme poverty.

In concluding, the aim of this research, which was to investigate how absolute-poverty could be tackled in Bayelsa State from the perspectives of young people and community organisations and how policy-makers could be swayed, using social marketing techniques, had been fulfilled.

7.3 How the objectives have been met?

7.3.1 Research objective 1:

To critically assess and analyse what young people and community organisations attribute to be the causes of their impoverishment in Bayelsa State (Chapter 1.9.1).

On research objective 1; the research specifically found that:
• Corruption of government officials and political leaders, the policy-makers acting in conspiracy with interested parties within the Bayelsa State, Federal, and International Environments;

• Lack of real jobs, having no jobs to earn money and a lack of employment opportunities; and

• Low wages were ranked, as the first, second and third foremost attributes to poverty.

• Other causes include the World Bank/IMF interventions, natural disasters, oil/gas pollution by multinational companies, tribalism and incidences of war, etc., have been ranked as equally significant attributes.

These were highlighted as the most significant causes of poverty in Bayelsa State that can be specifically linked to objective 1(PT1Q14 or Worksheet PT1Q14,(4.1.14). This objective was derived from the research question 1 (1.8.1)

7.3.2 Research objective 2

To critically examine and analyse what young people and community organisations think could be done to reduce/end poverty and encourage greater community involvement in Bayelsa state (1.9.2).

Towards research objectives 2, it was also found that i) creating real jobs and attracting companies to invest; ii) access to free and quality education at all levels (6.1.1); iii) improve social infrastructure facilities (6.1.3); iv) improve agriculture, and v) improve transportation, vi) provide credits facilities and small grants to NGOs and small businesses, vii) actively involve young people and community organizations were listed as the leading suggestions, etc. These can be located (at question PT1Q17).

Young people suggested by a margin of 176 polls or 87% of the respondents that ‘it is important to ask Government to end poverty’ (PT2Q1). Furthermore, they agreed ‘to ask government to end poverty’ by using integrated communication methods, not just one method, including traditional methods of communications, new methods such as social media
and strategy conferences (PT2Q2), as ways of communicating to government to help end poverty. Additionally, they also indicated a wish to end poverty by using a range of persuasive methods including negotiation, persuasion, protesting and legal action in responding to the question “when you want to ask something from policy-makers to meet your wish to get help in ending poverty, which methods might work?” (PT2Q3).

In their response to the question “how often would you think is appropriate to use these methods to persuade policy-makers and policy-implementers to end poverty?” again young people have clearly expressed their interest by indicating ‘reminding policy-makers on continuous basis’ (PT2Q4 by a margin of 151 polls or 92%). Again, young people confirmed their strong desires to end poverty by indicating by a margin of 171 polls or 94% in affirming that “it is important to involve actively young people and community organizations’ in policy-making and policy-implementation” (PT2Q5 or worksheet PT25).

Another way in which young people expressly showed their support for ending poverty once again, was when they clearly demonstrated that wish by responding to the question ‘is it important to remind government how many young people are in poverty for effective policy-making and policy-implementation?’ to which they agreed by a margin of 178 or 95% of the respondents (PT26). Similarly, they expressed their desire to end poverty by demonstrating their position by a margin of 178 or 94% of the respondents in responding to the question ‘is it important to know where these poor young people are living for effective policy-making and policy-implementation?’ (PT2 Q7).

Young people further indicated their support for ending poverty also by suggesting a range of methods including by re-setting their goals or setting-higher goals, or by ending discrimination or by targeted help, or protecting them, or by creating real jobs or create job opportunities, etc., when they responded to the question ‘overcoming poverty requires policy-makers to re-set their priorities and set their goals higher than the current emphasis on economic growth by creating job-opportunities, and real jobs, not just opportunities’ (PT2 Q8).

All can be specifically linked to objective 2. The objective 2 was directly derived from research question 2 (1.8.2 ).
7.3.3 Research objective 3

To highlight and analyse ways in which policy-makers could be swayed to end poverty in Bayelsa State using social marketing techniques, including the use of strategy conference in Bayelsa State? (1.9.3)

As above, young people suggested through a poll of 176 or 87% of the respondents that, ‘it is important to ask Government to end poverty’ (PT2Q1). Furthermore, as above, they agreed to ask government to end poverty by using integrated communication methods, not just one method, including traditional methods of communications, new methods such as social media and strategy conferences (PT2Q2), as ways of communicating to government to help end poverty. They also indicated that, by using a range of persuasive methods including negotiation, persuasion, protesting, and legal action, etc., in response to the question “when you want to ask something from policy-makers in order to meet your wish to get help in ending poverty, which methods might work?” (PT2Q3).

Again, as above, in their response to the question “how often would you think is appropriate to use these methods to persuade policy-makers and policy-implementers to end poverty?” again young people have clearly expressed their interest by indicating ‘reminding policy-makers on continuous basis’ (PT2Q4 by a margin of 151 polls or 92%). Again, young people confirmed their strong desires to end poverty by indicating by a margin of 171 polls or 94% in affirming that “it is important to involve actively young people and community organizations’ in policy-making and policy-implementation” (PT2Q5) or worksheet PT2Q5).

Again, as above, another way in which young people expressly showed their support for ending poverty once again, was when they clearly demonstrated that wish by responding to the question ‘is it important to remind government how many young people are in poverty for effective policy-making and policy-implementation?’ to which they agreed by a margin of 178 or 95% of the respondents (PT2Q6). Similarly, they demonstrated their desire to end poverty by demonstrating their position by a margin of 178 or 94% of the respondents in responding to the question ‘is it important to know where these poor young people are living for effective policy-making and policy-implementation?’ (PT2Q7).
Yet again, young people further indicated their support for ending poverty also by suggesting a range of methods including by re-setting their goals or setting higher goals, or by ending discrimination or by targeted help, or protecting them, or by creating real jobs or create job opportunities, etc., when they responded to the question ‘overcoming poverty requires policy-makers to re-set their priorities and set their goals higher than the current emphasis on economic growth by creating job-opportunities, and real jobs, not just opportunities’ (PT2Q8).

In addition, the Strategy Conference was another means in which young people have expressed their interest and support in persuading policy-makers to end poverty in Bayelsa State. They suggested a range of solutions or measures that they thought that policy-makers should consider. The followings are a few themes, concepts and quotes from the participants:

- **Empowerment** for young people through ‘free education for all levels’; ‘provision of infrastructures and enlightenment programmes to eradicate poverty provide them jobs, train them jobs, train them on requisite entrepreneurial skills to be self-reliant and grant them loan, pay them monthly allowances…” Another quote is “empower them to young people with credit facilities and establishment of more industries and establishment of more factories and firms to create jobs” (5.4);

- **Enabling environment** “create enabling for businesses to strive, thereby creating jobs for the young people”. “Government should open up the the rural areas and encourage community organisations to embark on poverty alleviating programme.” (5.5);

- **Social inclusion** “employment and community development; employment generating opportunities, they should provide jobs for their – responsibility – real job opportunities for young people, provide community with services and assist these organisations with aids.” (5.6);

- **Plenty of money, greed and mismanagement** “Yes, NDDC; Rural Electrification is a project that never see the light of the day in rural communities such as. electrification projects implemented but due to ineffective disseminating people at the grass roots level
(suffer) poor water and poor electricity.” “Misuse of by our political leaders’/community leaders; blames/angry at politicians/government.” “Bayelsa state is one of the highest oil producing State in the nation” “The State makes lots of money from petroleum”; “Because they cannot use their revenue allocation in investing any investment that will help them in running this State”, and it is due to the “high rate of corruption government officials” (5.7).

- **Endemic deep rooted corrupt culture, attitudes and behaviours** This was from two policy makers in one - “Yes agreed there is poverty” but to the following question Can these question Can we end poverty. “But ending it may be just an academically easy matter as it may appear to be sound. On the ground with our kind of attitude, I do not think it will happen in our times. This is because corruption is so endemic that those that have to do not want to give up, or get out. So there is the element of greed. Too greedy, our people. This makes it difficult. Moreover, that it can be a tough task to end poverty” Yet another respondent. “Due to the insincerity with our people” “They do not want to change”. “Negativity, the negative attitude of our people towards positive change – that could help improve the standards of living” (5.8);

- **Self-help and Can do attitude** “government cannot do everything” Another respondent “Wonikpo (i.e. we too) what can we do?” “Self-employment, sankiri nan (meaning to own a piece of land for plantain plantation). Get a plantain plantation top survive”. “Everybody wants to be doctors; accountants, lawyers, re-address our mindsets/our potentials, agriculture – form.” Another respondent asked, “how many of us are in self-employment? If you look at the world – the richest people are in business – not politicians or public servants”. (5.9)

- **Farming as an enterprise** “Kirigboro (meaning farming)” and “reconsider farming, loan (small loan or grant scheme)” and need for “mindset”. Another suggested, “if poverty will be rescued, it is a two way issue: 1st mass movement of people”. Others suggested, “transportation is very important to all. If transport is very expensive – it will impact on every cost of things. It will help reduce poverty rate.” Because of corruption, there is no traffic law enforcement” “corruption must end”. (5.10).
**Familial support in entrepreneurial efforts** - as they express their account of their experiences of the challenges of poverty, particularly against the lack of support from government and policy makers: “What kind of government is that” “What am I supposed to do?” “has no money to start business” She has “seen a property, but has not got the money to get started” (5.11).

### 7.3.4 Research objective 4

To frame a set of policy recommendations to implement the agreed required policy changes identified in objective 3.

As originally set out from beginning, this (objective 4) had been carried out following PhD, with view that, it would be achieved as a post-graduate (post-doctoral initiative). It will be a practical effort to persuade policymakers to adopt the strategic plan or the implementable joint action programme (including specific community budgets or community regeneration proposals) for implementation.

### 7.4 Contribution to knowledge

The ultimate duty of this research was to contribute to the existing body of knowledge in the social marketing discipline. Through this current research significant contributions had impacted three areas: theory, methodology and practice.

Three fundamental sources of identifying the gaps in knowledge were critical:

- Through constructing the huge body of literature, whilst examining this thesis aims.
- Through constructing the methodology for poverty intervention process: through the definition of extreme poverty as follows:(7.4 and 7.5 Researcher’s definition ).
- Through the construction of a multidimensional (post-graduate) action plan: The Implementable joint programme of action (IJPA) introduced the phenomenon of seeing this issue of poverty reduction not only as a theory but a practice as well as a process or system. (i.e. through or framing a set of policy recommendations to implement the agreed required policy changes identified in objective 3.)
In this current study, a new definition of absolute poverty was introduced. This was based on the responses from the respondents; the researcher sees or defines absolute poverty as a person being in a state of requiring “cumulative support-needs.” This definition was based on the perceptions and experiences of young people and community organisations. Poverty here means the lack of everything regarding ‘day-to-day-needs’ or experiences of an average Bayelsan person. Great emphasis has been placed on need because it is different from want or luxury nor occurring on a one-off basis. Need (above) is what people require in surviving daily, without which the victim in poverty could not survive as a human being. The ultimate consequence of it is likely to be starvation/death or, being pushed to get involved in all sorts of criminal activities in order just to survive. So, poverty is simply a matter of life or death for most Bayelsans. This is a very disturbing phenomenon and/or experience for many.

Absolute poverty denotes a desperate condition of living where a person feels the lack of a sense of well-being if it occurs in ‘vicious-circles in which victims experience a series of socio-economic traps”: due to ‘inadequacies’, ‘shortages of everything’ or “governmental (corruption)”, “deprivation/ victimisation”; “natural disasters”, “discrimination” (social exclusion), or “lack of social capital”; lack of everything’ in a vicious cycle. Not just affecting accessibilities or inequalities regarding education, healthcare, shelter, nutrition, etc., it is a multifaceted problem and transcends every aspect of life in a ‘vicious-cycle’. So, it needs a multidimensional approach consistently.

Thus, poverty reduction effort must incorporate an inherent implementable mechanism to end these cycles of absolute-poverty, otherwise, it is incomplete. It is unrealistic to end poverty without such steps. It would benefit the entire society to end poverty.

Unlike previous poverty reduction models, the researcher’s current poverty reduction model is based on social marketing techniques (SMT). The SMT-model has inherently implementable joint programmes of actions (IJPA), backed-up with drive and passion. It is aimed at sustaining effective social change for the good of all Bayelsans and societal well-being. That is a remarkable difference. If we were to add IJPA onto MPI-model, it would become MPI-IJPA. That makes a significant difference.

The rationale behind the SMT model is that it is broad because it also uses a multidimensional approach. In addition, it has inherent social, economic, political, legal, cultural, natural, environmental, obligations, roles and responsibilities dimensions built into it. Which
is why, any failures by those with social responsibilities and/or public duties to perform, and if negligent behaviour or malfeasance arises and causes any form of poverty, then it should be deemed “contributory poverty”. An effective poverty reduction programme should be able to address all. It is implementable and franchise-able: meaning it is easily repeatable or can be duplicated and/or adoptable. The concept can be commercialized through franchising processes.

Effectively what that implies and is suggesting is that merely measurement alone would not feed hungrier people, provide jobs for the unemployed, and open up doors to many more people to access quality education or healthcare, in a more sustainable way. It remains to be seen. Simply providing the most reliable poverty-related measurement information data to give a clearer more vivid and accurate picture of poverty, across the world would simply not end absolute poverty: no matter how accurate or brilliant it is, although such data will be useful. Which is why there is a need for an implementable joint programme of action? (IJPA), such as the current SMT-model (is represented by the formula - MPI+IJPA. = SMT)

The researcher’s SMT model has socio-human-rights orientation, designed for effective social change. The justification follows that, since poverty is a consequence of largely social construction/disasters, only aggressive and consistent socially inclusive/ cohesive methods are more likely to end absolute poverty. The most effective practicable solution to provide and ensure effective socially inclusive services in Bayelsa State is by adopting the SMT model. That all previous poverty reduction efforts in Nigeria were not based on the SMT model proves the case for adopting it.

In addition, the SMT model advocates not only a social programme of action, by implication, it also promotes a human rights model. A human rights model assumes that if fundamental rights are being blatantly flouted or ignored, then it is reasonable and sense of fair-play to enforce such breaches. This is because duties and responsibilities must have been breached (Ogionwo, 1995; Zuofa, 1995; Dappa-Biriye, 1995; Pernia, 2003; Yeo, 2001, 2005).

Absolute poverty is a condition where victims are desperately struggling to survive (Sacks, 2005; Dean, 2006; Triegaardt, 2006). Here poverty shows the highest degrees: suggesting that greater numbers of the population cannot cope with their day-to-day living or unable to participate in basic activities in the society in which they reside, due to lack of the means.
This is social-deprivation. So, absolute-poverty may become extreme, desperate or chronic: involving a condition where people are struggling to feed or clothe themselves, afford decent housing or have access to, or afford healthcare, education, sanitation and so on. So, as Godwin (1982; Broadberry et al., 2014; Eguruze, 2014) rightly observed “absolute poverty still remains a matter of concern” in several developing countries.

While reviewing the huge literature relating to the thesis through the methodology process - data collection: pilot study, quantitative data collection, qualitative data collection (focus group discussion/strategy conference). That is, during sorting out the findings from the complex massive data analysis process by the robust methodology adopted for the empirical. The robustness of these manual quantitative data analysis was tested by using: a) the Excel (spread sheet) analysis tool pack; and b) statistical package for the social sciences (SPSS). Practice development this current SMT model is a new innovation (creation), implementable, cost-effective, user-friendly(usability), sustainable, franchisable and has compassion.

There is little doubt that these sources helped to provide the necessary links, which lead to some possible research areas of interest. These are discussed below.

Plus, having been guided by the three research questions, coupled with the aims and purpose, of the research objectives, and backed by the robust methodology adopted for the empirical work, new findings were unfolded. In fact, the combination of all the aspects of the research has led to these new findings, which are presented below.

7.5 Contribution to theory

The findings of this research had contributed to theory particularly in the areas of social marketing, poverty reduction, youth and community development work study (community regeneration).

A new approach to tackling poverty to overcome the problem of absolute-poverty in Bayelsa State has been introduced. It offers the perspective of young people and community organizations which is of a grass roots, pro-poor, non-elitist background from a developing rural environment, in a way that it appears has never been measured before, as opposed to the usual elitists pro-policy makers’ approach, on Bayelsa State. This will have helped to create a
different way of analyzing poverty data. Ultimately this research will have created better awareness and understanding of the primary basis from which further study might take place, as (Rostov, 1961), argued, explore the initial stages of growth before advancing to the next stage of development (Durkheim, 1938; Rostov, 1960; Wallerstein, 1976).

This research introduces methodology framework model for poverty reduction, which is new and unique because it has not been adopted elsewhere. The basic source of information generated all the concepts and themes inherent in the current SMT model. It is simple and uncomplicated for the reader. It would be a good tool for future leaders to use and/or embrace. The basic nature of the conceptual framework helped in summarising the whole concept of the research in a graphical form. It integrated all aspects of the current SMT model. Its usefulness was manifested during this investigation. It will be an easier concept for marketing purposes. It strengthens the case for the current SMT model to be adopted by potential learners and potential entrepreneurs who may be interested in setting up franchise businesses in the areas of tackling poverty and youth unemployment, or even youth crime.

In this study, the researcher sees absolute-poverty as in a state of requiring “cumulative support-needs.” This research offers a new definition such as introducing the concept - being in a “cumulative support need” (as stated earlier). This new definition offers alternative perspective to previous definitions such as below-the-poverty-line or “dollar-per-day” (Sen 1978; UNDP, 1979; World Bank, 1979; Sen, 1990), and that of “multidimensional index” (Oxford University’s - Poverty and Human Development Initiative (OPHDI) (2010); Roelen, 2010).

As briefly discussed (earlier), poverty here means lack of everything regarding the ‘day-to-day-needs’ of an average Bayelsan young person. Great emphasis has been placed on need because it differs from want or luxury, nor on a one-off-basis. Need (as already defined) is what people require daily, without which the victim in poverty could not survive as a human being. The consequence of it is likely to be starvation or being pushed to become involved in all sorts of criminal activities in order just to survive. So, poverty is simply a matter of life or death for most young Bayelsans. This is a very disturbing phenomenon or experience for many. Current poverty theories help those who are ‘privileged’, i.e., ‘the elite’ or the ‘better-off’, more than they are intended to benefit the ‘needy’ or the ‘worse-off’ in society. This is a great paradox or social fallacy.

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This denotes a desperate condition of living where a person feels the lack of a sense of well-being if it occurs in vicious-circles in which victims experience series of socio-economic traps due to inadequacies, shortages of everything or governmental (corruption), deprivation/victimization, natural disasters, discrimination and social exclusion, or a lack of social capital, and even a lack of everything.

That is why absolute poverty goes beyond inequalities regarding lack of access to education, shelter, nutrition and healthcare, etc. It is a multifaceted problem and transcends every aspect of life in a vicious-cycle. So, it needs a multidimensional approach consistently. Social equality is about attaining a positive and constructive change in society on a massive scale through the consistently targeted marketing of educational programmes of campaign.

Unlike previous poverty reduction models, this current poverty reduction model is based on social marketing techniques (SMT). The SMT-model has inherently implementable joint programmes of actions (IJPAs); backed-up with drive, passion and compassion. It is aimed at sustaining effective social change, particularly in peoples’ attitudes, behaviours and value-systems, organizational norms and values for the good of all Bayelsans and wider societal well-being. That is a remarkable difference. If we added IJPAs onto the MPI-model it would become MPI-IJPAs. That makes a significant difference. Thus, a poverty reduction effort must incorporate an inherent implementable mechanism to end these cycles of absolute-poverty, otherwise, it is incomplete. It is unrealistic to end poverty without such steps. It would benefit the entire society to end poverty (not just a segment of society, as it does).

As briefly discussed (earlier) the rationale behind the SMT model is that it is broad-based because it uses a multidimensional approach. In addition, it has inherent social, economic, political, legal, cultural, natural, and environmental obligations, roles and responsibilities dimensions built into it. Which is why, any failures on the part of those who have social responsibilities or public duties to perform, and by their negligent behaviour or malfeasance cause any form of poverty, then it should be deemed “contributory poverty” (Douglas, 2005,2008; Dappa-Biriye, 1995). An effective poverty reduction programme should be able to address all. The current SMT is implementable and franchise-able: meaning it is easily repeatable that it can be duplicated and is adoptable, and marketable. The current SMT is geared to correct those paradoxes, social fallacies, mismatches or weaknesses whereby the
needy are sidelined, whereas the privileged are benefiting at the expense of the needy. Support should be geared towards the needy or poor, not the rich or privileged.

So, concepts such as ‘contributory poverty’, implementable joint programme of action (IJPA), ‘marketing of poverty reduction’ had not experienced the terminology “franchising of poverty reduction” or “SMT poverty shops), etc are new concepts that have been experienced in the literature of a poverty reduction campaign. Most particularly seeing it from a developing country’s perspective makes a fundamental difference and/or addition to theory.

Although providing realistic, measurable statistics are necessary tools for comparisons; however, measurements alone would not feed hungrier people, nor provide more jobs, nor open up doors to many more people to access quality education or healthcare, in a more sustainable way. Providing the most reliable poverty-related measurement information data to give a clearer more vivid and accurate picture of poverty across the world would simply not end absolute poverty: no matter how accurate or brilliant it is.

Which is why, there is an urgent need for an alternative poverty reduction model that is targeted at the neediest, most vulnerable. Thus, that alternative model has to be the SMT, which is an implementable joint programme of actions (IJPA).

The researcher’s SMT model has socio-human-rights orientation, designed to effect social change. The justification follows that, since poverty is a consequence of largely social construction, only aggressive and consistent socially inclusive and cohesive methods are more likely to end absolute poverty. The most effective practicable solution to provide and ensure effective socially inclusive services in Bayelsa State is by adopting the SMT model, since previous poverty reduction efforts in Nigeria appear to have fallen below their ultimate purpose and/or pre-set targets. The fact is, extreme poverty persists.

This research equally offers reliable and valid data for measurement, which would be pertinent for comparisons locally and internationally.

In addition, the SMT model advocates not only a social programme of action, implicitly, it also promotes a human rights model. A human rights model assumes that if fundamental rights are being blatantly flouted or ignored, then it is reasonable and a sense of fair-play to
enforce such breaches against those with responsibility (Zuofa, 1995; Ogionwo, 1995; Dappa-Biriye, 1995; Pernia, 2003; Yeo, 2005; Douglas, 2005, 2008;).

The research demonstrated this by extending the basic approach to tackling absolute poverty, involving multidimensional-variables such as income, unemployment, healthcare, education, housing, transportation, and infrastructure rather than just using a single dimensional index as several previous theories have suggested (Sen, 1978; UNDP, 1979; World Bank, 1979) or (boosting pro-poor agro-based policy (Pernia, 2003; Kingdom and Alfred-Ockiya, 2009; Cunguara, 2011) or (providing micro-finance, Appah et al, 2012, Broadberry, 2014), or child-abuse and/or child-poverty in children being used in street-hawking, Sibiri, 2013). Although single-dimensional indices have made significant contributions towards poverty reduction, however, unfortunately, using a single dimensional-index theory, over the years, has had only limited or mixed outcomes. Absolute-poverty levels are still far too high and threatening the very existence of Bayelsa State young people and community organisations. These findings reinforce and strengthen the case for the current poverty definition.

This finding also suggests that previous definitions based on single-dimensional indices are too limiting and restrictive. The theory of being in “cumulative-support-need” continuously as opposed to “below-poverty-line” as an alternative form of tackling poverty is supported by this research. This helped to create better information and understanding with which to make informed choices and informed decision making.

In fact, this current research has improved on the previous theory (MPI, OPHDI, 2010), by enlarging it or combining it with the current SMT model (IJP) to arrive at a new model that is (MPI-IJP). This new model is multi-dimensional in character. It has five basic inherent benefits or advantages: implementability, usability (or user-friendliness,) franchisability, adaptability, affordability, repeatability and sustainability.

In addition, in this research, the research also contributes towards measuring poverty levels cross-culturally and demographically, which is pertinent for comparison locally, nationally and internationally. Women and men have had different experiences of poverty regarding lifestyle and financial support from other sources. And therefore, may have been impacted differently by poverty. By making available new statistical data on such a scale involving over 212 respondents out of a 300 sample-size, such a relatively high number of young
people and community organisations in using the current SMT model is deemed a worthwhile addition to knowledge. This poverty study reflects the respondents by their different age groups, their income levels, employment status, gender, occupation, location, marital status, religion, lifestyle, values, educational background, needs and wants, etc., which will be useful for both national and international comparisons, etc., adding to knowledge. It would be relevant for any future research or planning or implementation purposes.

This current research has also contributed to theory in the social marketing discipline. This contribution is based on the social marketing technique model (SMT), as already highlighted clearly in Fig.1., in chapter 2.3.1). It is based on the model (MR =YP+PM)+(ST)+SP(CB)+IJPAB) = End of Absolute Poverty (EOAP). This current SMT model - has a synergic effect. It appears this SMT model has not been applied previously in effecting social change in ending poverty, from young people’s and community organisations’ perspectives, using multidimensional indices. So, instead of just applying either a single dimensional variable (which is only income based) (UNDP, 1979), it also incorporates a multidimensional variable (Roelen, 2010; Oxford University, 2010; Broadberry et al., 2014; Eguruze, 2014), thereby making it multi-functional. Based on these findings this research argues that this is a significant contribution to literature. This is a fundamental extension to theory, in social marketing.

In the context of this research, it is believed that the thesis has made new contributions also towards the literature relating to youth and community work studies discipline, as the wide range of existing literature suggests by introducing the element of strategy conference (Bennison, 2013, unpublished). It is noticed that this new definition is particularly different, as the definition was very much influenced by the perspectives of young people and community organisations. It is a peer group generated rather than being imposed on young people and community organisations by the elitists and power-dominant policy makers.

This current study has also made a contribution to existing theory such as strategic planning. It has introduced the element of community budgeting, including community needs assessment and community funding into the concept of strategic implementation process, which is a crucial change element. To sufficiently promote poverty alleviation, young peoples’ and community organisations’ needs would need to be thoroughly assessed. If the fundamental philosophy of marketing is to satisfy needs and wants, then it is justifiable and
reasonable to include community budgeting, including community needs assessment into the process. The aim is to identify these factors with much accuracy as possible before it can be agreed that a Bayelsa State young peoples’ and community organisations’ budget has been prepared with view to tackling extreme poverty. This research finds that based on the findings of the needs of young people and community organisations, through the quantitative and the qualitative data a comprehensive assessment and a community budget must be prepared. It is perhaps only then that a more realistic budget could be successfully drawn up, a budget that would claim to have representational for all.

Above all, this thesis has introduced the phenomenon of seeing this issue of poverty reduction not only as a theory but a practice as well as a process or system. This has been made possible by adopting the new SMT conceptual framework as a model - as a product (or service), and a system, as opposed to a project. It should an on-going phenomenon. As a product it has its unique characteristics or brand personalities: brand name (SMT model), image, perception, feeling, passion, aura, price-tag, tangibility (because it is deemed as a product), as well as intangibility and inseparability, (because it is deemed as a service) (Wood, 2007; Kotler, 2012).

7.6 Contribution to practice

This current SMT model is innovative, creative, and easily implementable therefore, it is practical and pragmatic, and cost-effective. This suggests a user-friendliness attitude and image of this current SMT model.

Unlike previous poverty reduction models, this current poverty reduction model is based on social marketing techniques (SMT). SMT-model has inherent implementable joint programmes of actions (IJPA); backed-up with drive, passion and compassion.

Unlike previous poverty reduction models, this current SMT model is easily implementable and franchiseable: meaning easily repeatable or that it can be duplicated and is adoptable, and marketable on a mass scale, as a mass product (service). The user friendliness and the usability characteristics make the SMT such a unique and remarkable difference in terms of contribution to practice. Its user-friendly capabilities such as franchisability, offers potentially a better user experience.
The current SMT is geared to correcting those paradoxes, social fallacies or mismatches or weaknesses associated with previous poverty interventionists’ models. This suggests that the potential benefits to the poor or needy will far outweigh the potential costs to them in the context of a real cost/benefits analysis and evaluation, as opposed to what previous models offer. Previous models had been found to have side-lined the poor whereas the privileges and benefits to the elite or policy makers are plentiful at the at the expense of the needy or the poor. Support should be targeted towards the needy or poor, not the rich or privileged, as that should be the very basis of poverty reduction and community development interventionists’ programmes (as we found in the operations of interventionists initiatives such as green revolution (GR), directorate of food, road and rural infrastructural (DFRRI), Operation feed the nation (OFN), National poverty eradication programme (NAPEP), Niger Delta Development Commission (NDDC), Petroleum Trust Fund (PTF); Tertiary and Technical Education Fund (TETFUND) (as detailed earlier).

Four pre-conditions are identified as critical in ending extreme poverty. These include market research, a strategy conference, strategic planning (community budgeting) and the joint programme of action, as highlighted in current SMT model (as already discussed in chapter 2.3.1, Fig1). This thesis argues that to end poverty these four pre-conditions must be fulfilled.

In addition, the current SMT model is an “integrated system”. This means its delivery outlet could be set up as a ‘one-stop shop’, in which multifaceted functions are being carried out. The current SMT model is easily repeatable or replicable and could be duplicated or adopted anywhere in any geographical location, as far as the marketing aspect is concerned. Which are the unique benefits for the potential expansion and/or development of the SMT model, as far as delivery is concerned? First, it could be delivered as SMT model shops (or business units). As channel outlets for the purpose of entailing to retail to the general public in need of purchasing in small quantities or enquiries and advice and support by an individual or groups). Second, it could also be marketed as distributing agent (warehouse for the purposes and/or interest of bulk sellers/buyers) from which to sell in small quantities to established accredited distributors and/or retailers at competitive market rates and under competitive marketing conditions. Although, the cost implication is vital, detailed discussion of costs/benefits analysis of it could not be detailed in this thesis as it is perhaps outside this thesis due to its limitations.
7.7 Unique PhD contribution

As already summarized earlier, this current SMT model is a new innovation (creation). This current research has improved on the previous theory of MPI by enlarging it and combining it with the current SMT model to arrive at a new MPI-IJPA model, which retains the multi-dimensional paradigm with added advantages: implementable, cost-effective, user-friendly (i.e. usability), sustainable, adaptable, franchisable and compassion.

7.8 Suggestions for further research

At this point, it is appropriate to engage in some reflections on the implications of the study and make possible suggestions for future research purposes. There have been questions that could not have been raised in the study. It might now be possible to address those areas, as it may be of relevance to further interest.

This research found that a main cause of poverty had been the corruption of policy makers, government officials and politicians in collaboration with third parties. It has been found there has been a huge amount of money, something near $380 billion stolen by previous policy makers and their associates, which has been recovered so far, according to the (Chairman, EFCC, Punch, Saturday 28 May 2011) because of (PT2Q5), (PT1Q17; PT1Q16). As a result, further research may be useful regarding how funds being returned could best be invested with a view to improving real job prospects and creating real jobs for young people and community organizations. In addition, further research may be needed to identify these specific areas:

How much (or how much extra) will it cost:

i) To invest massively in projects that will provide employment generating funds that would subsequently lead to creating full employment for all unemployed young Bayelsans over the next 3-5 five years and beyond? According to the quantitative response evidence (PT1Q17; PT1Q16) young people believe that poverty can end by creating real jobs; attracting companies to invest in Bayelsa State, provide loan credit facilities and grants for community
organizations as well as small businesses, involving young people and community organisations in policy-decision making processes.

ii) To provide affordable social housing for all 300,000 young people in Bayelsa State and how long will it take to provide these houses (PT1Q17) in response to how can we end poverty? (PT1Q17, PT1Q16), as well as see PT2Q7 - it is important to know many young people are in poverty for effective policy-making and policy-implementation?

iii) To provide quality free education for all Bayelsan young people living anywhere in the world, who are in need of it (PT1Q17, PT1Q16)?

iv) To provide quality free healthcare services to all Bayelsan young people and community organisations (PT1Q17, PT1Q16)?

v) To increase wage levels (up to living wage margins or equivalent to what is attainable in developed nations) which would enhance and strengthen the purchasing power of all Bayelsan workers with a view to making Bayelsan State more competitive and bring them to international standards, as argued by (Porter 1990;2008) in his diamond nations comparative advantages or competitive advantages (Porter,1985, 1990, 2008), or enjoy better choices through increased trade (Ricardo, 1772), or enjoy better profitability and increase wealth, Keynes (1936) or Smith (1776) and in light of (PT1Q17, PT1Q16,)?

vi) To provide a comprehensive, integrated transportation system (road, sea, air, rail, etc) in Bayelsa State for the purpose of strengthening the socio-economic performing capabilities (PT1Q17, PT1Q16)? See also the minted of strategy conference (Appendix 7).

vii) To provide other basic social infrastructure facilities such as portable drinking water, steady electricity to strengthen Bayelsa socio-economic system? (PT1Q17, PT1Q16) and also strategy conference - findings.

In light of the above, as a result, further research may be useful regarding how funds being returned could best be invested to improving real job prospects and creating real jobs for young people and community organizations, in light of (PT1Q14).

The issue of unemployment amongst young people in Bayelsa State would require further investigation, to tackle poverty. A study to determine the critical job creating opportunities
would be a useful exercise to reduce the impact of poverty (PTQ17), using the models (in Appendix 31:How can Bayelsa State end poverty through employment opportunities? or Baykesa State Integrated Job Creation Programme aimed at reducing Extreme Poverty).

As previously stated (chapter 1.6. limitation of the study), this research has focused exclusively only on one of the oil-rich Niger Delta region, which is, Bayelsa State. Similar oil-rich States of the Niger Delta such as Rivers, Delta, Akwa Ibom, Cross Rivers, Edo, Ondo, etc., are omitted in this study. Accordingly, this research envisages embarking on a future research that would concentrate on the wider Niger Delta area. There will also be a future research based on Nigeria.

In this study, the issues of the lack of social-infrastructure had been greatly or consistently described the experiences of their own poverty or support they such as ‘no-job’, ‘no-money for clothing’, ‘less food to eat’, ‘no house’, ‘no money for school’, ‘no money for healthcare and/or treatment, etc. in that order. (PT1Q12) as well as (PT1Q16), as these may have been their justification for going into ‘prostitution’, ‘drugs’, and becoming ‘gangsters’, kidnapping for ransom payments before their victims are released, and involvement in other criminal activities just to survive,etc. These factors suggest that they face multifaceted challenges: corruption issues, incompetency in handling social issues, potential threat to social instability, etc. (PT2Q12).

Research to examine how much it would cost to provide free quality education, healthcare facilities, affordable social housing, and transportation system, portable (drinking) water, electricity, recreational facilities) for the benefit of all young people and community organizations needing support (PT1Q12, PT1Q13)

A study to examine factors to minimize the main causes of poverty such as corruption of policy-makers or government officials and politicians), unemployment, low wages, World Bank/IMF conditionality, tribalism, wars, etc. (PT1Q14; PT2Q1, PT2Q2, or PT2Q3), using the model (in Appendix 31:How can Bayelsa State end poverty through employment opportunities? or Baykesa State Integrated Job Creation Programme aimed at reducing Extreme Poverty).
A study to examine the extent to which Bayelsa State would be in a better position had young people and community organisations been given the opportunity to participate actively in policy decision-making and policy implementation processes? (PTQ5), or is it important to actively involve young people and community organisations in policy-making and policy implementation processes? (PT1Q13).

A survey of the characteristics of the standard of living (or essentials of living) of the average Bayelsan young person or family and/or what are the standard of living variables that are being perceived as essentials or luxury for living by young people and community organisations in Bayelsa State? (PT1Q13) e.g. access to real jobs or job opportunities, wages levels, daily food consumption; daily spending money, access to transportation facilities, access education, access to healthcare, access to housing (accommodation type), (see also PT1Q12; PT1Q13)

Research may be necessary to locate exactly where Bayelsa State poor young people are living for effective policy-making and policy-implementation (in response to (PT2Q7).

What should be done to those Bayelsan State leaders or Government officials and their conspirators who are found to be involved in the theft of public funds or diverting public funds for their private use with impunity, thereby breaking their fiduciary duty or trust? (PT1Q14)

A further study may be necessary to learn positive lessons from those previously abandoned intervention measures in Bayelsa State of Nigeria.

Against this backdrop of contradictions or fallacies, several factors may have been attributable for this paradox: culture, religious, social, psychological, and value-systems and/or traditional belief might have contributed to this contradiction. Further study is needed to justify that literature evidence that suggests that respondents hardly eat twice a day, yet the response data says otherwise. Again, literature review stated Bayelsa is an opulent State, but, however, quantitative data appears to indicate the contrary. In the context of this research, it is felt that further study might be needed to investigate these contradictions and paradoxes.
A further research is necessary to obtain insight into how to adopt a franchising plan to promote SMT (using the model of franchising plan in Appendix 39).

A further research to gain insight into the role of community banks in economic development (i.e. to better understand the impact community banks/community organisations might have on economic development (Appendix 38).

Finally, a further research to gain insight into the impact the various strands of poverty might have on society, as reflected in the poverty concept mapping or the poverty tree model (Appendix 34).

7.9 The Gap

Bayelsa State is one of the leading oil producing states of Nigeria (Azaiki, 2005; Okaba, 2005; 2008; Okoko, 2011; Tamuno, 2011). Yet Bayelsa State and her people, particularly young people and community organisations still experiencing extreme poverty (Kingdom and Alfred-Ockiya, 2009; Appah et al., 2012; Sibiri, 2013; Egbe, 2013; Eguruze, 2014, 2015; Eguruze, forthcoming). This paradox is a concern. There is a dearth of research carried out on poverty reduction in this specific region. A wider and more comprehensive study must be undertaken.
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APPENDICES

APPENDIX 1.

PERMISSION TO CONDUCT RESEARCH :- AT YOUR INSTITUTION AND/OR ORGANISATION

53c Gilbey Road
Tooting Broadway
London
SW17 0QH

TO WHOM IT MAY CONCERN

9 October 2012

Dear Sirs/Madam

PERMISSION TO CONDUCT RESEARCH :- AT YOUR INSTITUTION AND/OR ORGANISATION -
BY WAY OF QUESTIONNAIRES AND INTERVIEWS ON TACKLING POVERTY IN BAYELSA STATE

I am writing to seek your approval in respect of the above subject.

This is to enable me complete a social research which I am currently undertaking as part of my PhD degree programme at the London School of Commerce in association with Cardiff Metropolitan University.

The research theme relates to - how young people and community organisations see their support needs as part of an overall strategy for tackling poverty in Bayelsa state.
Before engaging participants, they will be provided with appropriate information on the issues of the study and of their right to withdraw if they so wish. Submission of the completed questionnaire will be taken as an indication of voluntary informed consent. Please, be assured that the information obtained will be anonymised so it cannot be traced back to individual students or colleges. There will be no risk of harm to participants or personal benefit arising from responding to this study. However, the outcome could contribute to knowledge which may help improve quality of life, as well as form a good starting point for future researchers.

I attach copy of the questionnaire for information.

A report of this research will be sent to your college when the study is completed. I hope this report will be made available in the library.

Thank you for your co-operation in participation.

Yours faithfully

Stanley Ebikinei Eguruze
**Doctoral Student**
London School of Commerce in association with Cardiff Metropolitan University
APPENDIX 2. - SEEKING INDIVIDUAL PARTICIPATION- QUESTIONNAIRE ABOUT TACKLING POVERTY IN BAYELSA STATE

53c Gilbey Road
Tooting Broadway
London
SW17 0QH

9 October 2012

Dear ____________________

QUESTIONNAIRE ABOUT TACKLING POVERTY IN BAYELSA STATE

May I ask for a few minutes of your precious time to help me fill out the attached questionnaire and participant consent forms?

This is to enable me complete a social research which I am currently conducting, as part of my PhD degree programme at the London School of Commerce in association with Cardiff Metropolitan University.

The research theme relates to - how young people and community organisations see their support needs as part of an overall strategy for tackling poverty in Bayelsa state.

You have been invited to participate as a young person (18-25) living in Bayelsa state. If you are under 18 please do not submit the questionnaire. If you submit the completed questionnaire, this will be taken as indication of your voluntary informed consent to use your
data in my study. If you change your mind about participating then just don’t submit the form. There will be no recrimination for withdrawal.

Please, be assured that the information you provided will be anonymised so it cannot be traced back to you or your college. There will be no risk of harm to participants or personal benefit arising from responding to this study. However, the outcome could contribute to knowledge which may help improve quality of life, as well as form a good starting point for future researchers.

A report of the research will be sent to your college when the study is completed. I hope this report will be made available in the library

Thank you for your time and participation.

Yours faithfully

Stanley Ebikinei Eguruze
Doctoral Student
London School of Commerce in association with Cardiff Metropolitan University
APPENDIX … 3
PARTICIPANTS CONSENT FROM INSTITUTION AND/OR ORGANISATIONS
DATES 9/10/12

PARTICIPANT CONSENT FORM

Cardiff Metropolitan University Ethics Reference Number: 2012/10/015/01

Participant name or Study ID Number: LSC L0472LMLM0212; CARDIF MET 20030458

Title of Project: A study of What Young People and Community Organisations perceive as their support needs in Bayelsa State of Nigeria in “Tackling Poverty” and “How to Sway Policy Makers, Using Social Marketing Techniques?”

Name of Researcher: Stanley Ebikinei Eguruze

Participant to complete this section: Please initial each box:

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have these answered satisfactorily.

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.

3. I agree to take part in the above study.

The following statements could also be included in the consent form if appropriate:

1. I agree to the interview / focus group / consultation being audio recorded.

2. I agree to the interview / focus group / consultation being video recorded.

3. I agree to the use of anonymised quotes in publications I agreed to my quotes being attributed to me

-------------------------------------------------------------------------------------------------

Signature of Participant          Date

Stanley Ebikinei Eguruze          09 October 2012

Name of person taking consent      Date
APPENDIX 4. QUESTIONNAIRE - PART 1; ABOUT YOU AND POVERTY SURVEY

QUESTIONNAIRE - PART 1

ABOUT YOU AND POVERTY SURVEY

May I ask a few minutes of time please?

1. Are you a Bayelsa citizen? Yes ___ No___

2. Your Local Government Area (LGA) of origin

3. Male __ Female__

4. Your age _____

5. Are you currently studying Yes_______ No_______

6. Which is the highest qualification you currently have? School certificate ______
   Diploma____ Post graduate diploma ___Degree_____ Masters ____ Doctorate ____

7. Are you currently Employed____ Full time____ Part time____ Unemployed____

8. How much are you paid ________ weekly ________ Mohtly?

9. How many jobs do you do? Details of each Job
Job 1  Hours _____   Pay _______?
Job 2  Hours _____   Pay _______?
Job 3  Hours _____ Pay _______?

10. How would you describe yourself?
Extremely poor ___  very poor ___  poor ___ rich___very rich ___extremely rich___

11. How much money do you have for spending on a daily basis?
Less than 100Naira per day ___  100-200Naira per day __ 200-300Naira per day ___
500-1000-Naira per day __ 1000-2000Naira per day __  2000-3000Naira per day ___
Over 3000-5000 per day __  5000-10000 per day ___

12. How would you describe the experience of your own poverty ?  (Tick as many)
(Rank these in order of importance: 1 being the highest and 10 being the least)
No-job____ No-house_____ Less-food-to-eat ___  No-money-to-go-to-school____
No-money-to-treat-sickness ___ Into-prostitution _____ Involved-in-drugs____
Into-Gang ____ Into-kidnapping _____ No-money-for-clothes _____

13. I can afford to eat:
Eat-once-a-day__ Eat-twice-a-day ____ Eat-three-times-a-day___

14. Which of these are the most significant causes of poverty in Bayelsa state? (Please rank them in order of importance: 1 being the highest and 8 the least important)
World bank and IMF_____ Tribalism_______ Wars _______ Natural disasters_____
Corruption of government officials ___ Oil pollution __ No  jobs ___ Low wages___

15. I see Bayelsa as a poor state?   Strongly agree_______ Agree _______Strongly
disagree _______Disagree _____ Please specify reasons __________

16. What support would you expect Bayelsa state government to provide for young
people and community organisations? _____________________________________

17. How can we end poverty?

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating real jobs</td>
<td></td>
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<tr>
<td>Bring companies</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Free-education at all levels</td>
<td></td>
<td></td>
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<tr>
<td>Free healthcare</td>
<td></td>
<td></td>
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<tr>
<td>Improve water</td>
<td></td>
<td></td>
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<tr>
<td>Improve roads</td>
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<tr>
<td>Improve transportation</td>
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<td></td>
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<tr>
<td>Improve agriculture</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Loan credit facilities</td>
<td></td>
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<tr>
<td>Grants for NGO groups</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Grants for small businesses</td>
<td></td>
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<tr>
<td>Improve social infrastructure</td>
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<tr>
<td>Set new priorities</td>
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<td></td>
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<tr>
<td>Involve young people and Community organisations</td>
<td></td>
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<td></td>
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<tr>
<td>In policy-decision making processes</td>
<td></td>
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<td></td>
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<tr>
<td>Set higher goals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

18. Are current poverty tackling-schemes effective?

Definitely effective ___ Effective ___ Not-effective____ Definitely not-effective ___

19. By 2020, The Nigerian Millennium Development (MDG) aims to become the world’s 20th largest economy by reducing poverty and inequality. With the current socio-politico-economic constraints, is this goal achievable?

Achievable ____ Not achievable ____ Don’t know ____

Thank you for participating. I will endeavour to send a copy of the final outcome.
APPENDIX...5: QUESTIONNAIRE - PART 2; HOW TO ASK THE GOVERNMENT SURVEY

QUESTIONNAIRE - PART 2

HOW TO ASK THE GOVERNMENT SURVEY

As I said earlier, this research is about your own opinion. About what you decided to do. We intend to tell government and their agents how you feel about poverty and best ways to tackle poverty in Bayelsa, from your point of view?

1. It is important to ask government to end poverty?

Extremely agree______Agree______Extremely disagree______Disagree_______

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

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
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<tr>
<td>Television</td>
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<tr>
<td>Telephone</td>
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<tr>
<td>Mobile phone</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Letters</td>
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<tr>
<td>Newspapers</td>
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</tr>
</tbody>
</table>
3. Tick the appropriate box to indicate your level of agreement or disagreement to each of the following ways:

When you want to ask something from policy-makers in order to meet your wish to get their help in ending poverty, is:

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Strongly disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>By fighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>By legal action</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>By persuasion</td>
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<tr>
<td>By negotiation</td>
<td></td>
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<tr>
<td>Buy them special gifts</td>
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<td></td>
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<tr>
<td>By protesting</td>
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</tbody>
</table>

4. How often would you think is appropriate to use these methods to persuade policy-makers and policy-implementers to end poverty?

Once–off- basis _______ Continuously _______ Please specify reasons__________

5. It is important to actively involve young people and community organisations in policy-making and policy-implementation?
6. It is important to remind Government how many young people are in poverty for effective policy-making and policy-implementation?

Extremely agree _____ Agree_______ Extremely Disagree___ Disagree____

7. It is important to know where these poor young people are living for effective policy-making and policy-implementing

Extremely agree _____ Agree_______ Extremely disagree_______Disagree____

8. Overcoming poverty requires policy-maker: to re-set their priorities and/or set their goals higher than the current emphasis on economic growth and creating job-opportunities, people need real jobs, not just opportunities, as below:

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Strongly disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Re-set priorities</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Set-higher goals</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>End discrimination</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Targeted help</td>
<td></td>
<td></td>
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<tr>
<td>Protection</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create real jobs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create job opportunities</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

9. Are current poverty tackling intervention-schemes: such as Millennium Development Goals (MDGs), Poverty Eradication programme (PEP), National NAPEP, Niger Delta Development Commission (NDDC) effective?

Definitely effective ___ Effective ____ Not-effective____ Definitely not-effective ___

10. Were previous poverty eradication schemes: such as Accelerated Food Production (NAFPP), Nigerian Agricultural and Cooperative Bank (NACB), Directorate of Food and Rural Infrastructure (DIFRI), Operation Feed the Nation, (OFN), the Green Revolution, effective?

Definitely effective____ Effective ____Not effective__ Definitely not-effective __

11. Are any poverty tackling-measures that were in place which weren’t implemented?
Yes____ No _____ If Yes, please specify __________

hank you for participating. I will endeavor

APPENDIX...6
INTERVIEW SCHEDULE (INTERVIEW GUIDE) FOR THE QUALITITATIVE DATA COLLECTION

Between (February and April 2013, and (ii) and the followed on trip of a strategy conference, conducted in Bayelsa State between September 2013-January 2014 and (iii) the third strategy trip conference trip to Bayelsa State between April - May 2014,)

Introduction of the self ______________________________________

Introduction of subject for the interview: aim and purpose __________________

What is poverty and its various forms? __________________________

What can be done (to eliminate poverty) or How do we end poverty? __________

Questions that they (participating youths) asked the researcher in return (during the course of the meeting) include:
(i) There are many types of poverty isn’t it? The researcher agreed, and gave several examples and told them the researcher is talking about ending absolute poverty but not relative (is more related the type of poverty incidences you find in mostly in the developed nations

(ii) Is there poverty overseas - where you are coming from?

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

Once–off- basis ______ Continuously _____ Please specify reasons___________

Are any poverty tackling-measures that were in place which weren’t implemented?

Yes____ No _____ If Yes, please specify ______________________________

I see Bayelsa as a poor state? Strongly agree______ Agree ______Strongly disagree _______Disagree _____ Please specify reasons _______________________

What support would you expect Bayelsa state government to provide for young people and community organisations? ______________________________
(i) **What is poverty**? Is there poverty in Bayelsa state? Causes of poverty What could/should we do to eliminate it?

( ii) The researcher asked - **Is there poverty?** in Bayelsa state?

**APPENDIX 7**

**MINUTES OF THE QUALITATIVE RESEARCH BASIC RESULTS**

**PRESENTATION OF QUALITATIVE RESEARCH BASIC RESULTS**

**5.1 Introductions**

This qualitative social investigation (strategy conference) element in this thesis is intended to fill some of the gaps that exist in literature documentary evidence and quantitative empirical research undertaken in Bayelsa State (see chapters two and four). This decision was taken by my supervisory team based in part on (i) possible shortings of the previous(i) quantitative scientific research in Bayelsa State which was conducted between February and April 2013, and (ii) the followed on trip of a strategy conference, conducted in Bayelsa State between September 2013-January 2014 and (iii) the third strategy trip conference trip to Bayelsa State between April - May 2014, where the short comings of relying previous investigations became apparent. For this purposes of this thesis, therefore, extensive scientific investigations (empirical research) were combined with extended qualitative (social) investigations through holding several focus group discussions and a strategy conference in a controlled environment. This will permit the reader to appreciate the impact of extreme poverty on Bayelsa State’s young people and community organisations as well as on the environment.

As already stated above, the field work was undertaken during February and April 2013(quantitative research), while the qualitative research took place in September 2013-January 2014 and the April-May 2014). Due to illness of a supervisor, the strategy conference mission could not be completed as scheduled, and which is why the second strategy conference (trip) was organised.

**5.2 The Researcher’s field work experiences**  
(ethical implications & risks during fieldwork)

As already envisaged, the researcher did experience challenging issues with unreliable public utility systems, Bayelsa had no public-transport, so a contingency plan of using private transport was the only means, which was pre-arranged, and was successful, but expensive. There was no public-telephone and postal-system either. So, alternative telecommunication contingency systems used were mobile phone, door-to-door visits for those walkable distances, and private couriers (errands) were the only means of communication. In addition, as envisaged late coming to appointments was also experienced in Bayelsa. So, the researcher’s contingency plan of preparing to wait patiently for at least one hour (period of grace) did at least work and/or paid off. Furthermore, there was also an experience of participants asking for money/payment, particularly being that the researcher was coming from London, UK. However, as expected and as already precaution against, no money was
paid as a fee for participants. However, basic expenses such as covering their travel costs and refreshment (such as drink and snacks), were provided for participants during the course of the survey, including photocopying, mobile telephone costs (air time) for those organizing and arranging the meetings were made.

The weather was such a great contrast: sometime very hot and other time the rain is heavy.

Participants did not wish to be filmed nor recorded at all and therefore no tape recorder was used. Therefore, the only evidence of the events were the record of the minutes (ie the transcript of the fused group interviews and strategy conference attendance list (see appendix)

More so, photocopying facilities have been very scare and/or limited. Those available not working very well. So, the few available was expensive and not very good. So, there has always been one logistical challenge and another.

Electricity experience was very poor, in fact erratic. There had been frequent electricity seizures or cuts without prior notices and stays for long, when electricity goes. It has been on and off: sometimes, for hours or occasionally days. So, things hardly get done smoothly as planned. Contingency was own generation plant hire, which is very noisy and also involves purchasing petrol with plastic can containers.

In terms of experience with quality of the questionnaires or interview schedules, that was no bad. The researcher belief that was due to improvement that was made to theses instruments, during the course of the pilot study at LSC London in which improvement were made to the quality of the questionnaires and interview schedules.

As it was a social and cultural investigation, so, it was important that the researcher should recognise the social, cultural, political, economic environmental factors, which might be crucial here. The researcher also believed the pilot study conducted back in the UK, prior to the fieldwork, in fact, probably did help in terms of identifying the cultural impact, such as language used in questionnaires/ interview schedules, infrastructural facilities’ reliability, etc., might have been important.

The basic lesson from all of these ethical aspect is that, it is important that risk assessment is done before undertaken and/or embarking on any such similar future social investigations. So that appropriate contingency control or alternative arrangement or steps could be taken.

As expected and/or pre-arranged the researcher’s employer Niger Delta University resources/facility had been very useful.

Also, fact that the researcher had draft two covering letters to go along with the questionnaires: i) one letter for seeking individual participants’ consent; ii) another letter for obtaining organisational participants’ consent. These specific documents had been very important and sueful in respect of identifying authorisation in line with ethical requirement. Some participants had specifically requested to see appropriate documentation before allowing consent and/or participation.

More so, the fact that, prior to visit and/or meetings, the researcher had obtained consent was also very useful. The researcher had written to all (selected) target participant organisations (samples) to seek authorisations, prior to his arrival to Bayeksa State in Nigeria. There had been no surprises or surprise-visits, as meetings have been pr-arranged or pre-greed in advance.

As a record of practical experience, the researcher thought that is important to try and share these aspects in this part of the thesis documentation.
5.3 Records of participants’ responses to the qualitative questions within the quantitative survey data.

5.3.1 Response to the question- PT1 Q15 - I see Bayelsa State as a poor State?
Strongly-agree_29(15%); Agree_26(13%); Strongly-disagree_60(30%); Disagree 82(42%) and Please specify with reasons. Below are participants’ responses.

5.3.1.1 Reasons for STRONGLY DISAGREEING
1. Because Bayelsa State is one of the highest oil producing state in the country
2. Fed allocation is reasonable and besides oil producing state
3. The highest oil producing state in the nation
4. The State makes lots of money from petroleum
5. Federal allocation is reasonable. Oil producing state
6. Oil rich. oil rich
7. Because is a rich state only that few people take the money around them like greedy politicians.
8. Because they are blessed with much natural resources.
9. We are endowed with a lot of natural resources and our allocation is more than enough to cater for the primary needs of the citizens
10. Because Bayelsa state is richly endowed with natural resources
11. Because Bayelsa is naturally endowed with both human and natural resources.
12. Because state is suffering from mismanagement of funds
13. We are less populated. Yet our monthly allocation from Fed account is very high except that it is poorly mismanaged
14. Because Bayelsa state is better than some states special (especially) in areas of roads the govt is doing the roads for us and they are trying in light sector
15. The state is in a stable condition
16. Their allocation from Fed allocation is the 3rd
17. Because Bayelsa is one of the highest oil producing states in the country.
18. Because Bayelsa is an oil producing state with the highest govt allocation
19. Oil producing state
20. Because (Bayelsa) is a rich state in the sense that we possibly have all natural resources that every individual supposed to be entitled to jobs (that) will help us take care of ourselves.
21. Our allocation is is well enough to develop as
22. We have enough oil allocation coming to the state with this there is finance to run the affairs of the state.

5.3.1.2 Reasons for DISAGREEING
1. Because we have mineral resource
2. Because Bayelsa receives huge allocation from the Government
3. There is money but no good use
4. Because the Federal monthly allocation and the internal revenue are enough for development.
5. Availability of industries
6. Beneficials from Fed Govt allocation because of oil producing state
7. Oil State
8. With eight local government only. The allocation is good but (for) politicians embezzlement
9. Because there is (bad) management of the state funds. No human on earth can
convince me on this fact. Because we are in the process dying softly, leaders
enriching only their families.
10. Oil producing state
11. We are the number one oil producing state.
12. We are one of the highest allocation holders in Nigeria and we are even oil producers
13. Poor leadership is the problem
14. Because of its allocation receive by the federal govt and oil will have
15. Because Bayelsa is not poor but govt officials are corrupt
16. Because our revenue base is quite high
17. Because the state is a new one anf we’re gradually developing
18. Because corruption among the ruling class
19. The allocation form Federal govt is quite and reasonable
20. Because Fed Govt allocation is good
21. We are moving forward and development gradually with our resources from the Fed
govt
22. Allocation from Fed Govt is good and we are supposed to be developed by now
23. The resources are enormous
24. Allocation from Fed Govt is enough to take the state to the next level
25. Allocation from the Fed govt is good is good enough to carry out developmental
projects
26. Allocation from Fed govt is quite (enough) to develop the state
27. My reasons is that Bayelsa state has money just that the people in top possibilities
don’t want to release the money
28. Because the money is there to develop the state but because of the bad politicians the
state can’t move forward
29. Monthly allocation is high

5.3.1.3 Reasons for STRONGLY AGREEING
1. Because there is high poverty rate in Bayelsa State due to mismanagement of the
funds by politicians
2. Because there is inefficiency in the economic system. That is there is no full
production in the oil sector, human resources and inefficiency in consumption rate
and full employment
3. Because the rate of famine is high since their land is not fertile for farming due to
erosion and even unexpected flood
4. Because they cannot use their revenue allocation in investing any investment that will
help them in running the state
5. Because Govt neglected this state for not taking proactive measures to better this state
6. High rate of corrupt government officials
7. No human resources employment to bring development
8. Because the only university with (we) have, we don’t have light. Beside the President
is from this State.
9. Because most of the citizens are unemployed and unproductive
10. Because due to the low standard of living bad roads, no good water and healthcare
service and corrupt leaders and government officials.
11. High rate of unemployment.
12. Despite being rich in natural resources, and other areas, the people living in the grass
roots don’t get to enjoy. Rather they live in poverty. And people in the high post get
to enjoy the richness.

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13. No companies in Bayelsa State
14. Due to corruption of government official,
15. Lack of good leadership
16. No job for people both youth and adult
17. High cost of living, no employment
18. The allocation from Federal government is quite high and reasonable.

5.3.1.4 Reason for AGREEING
1. The Government basically depends on Federal Government allocation. Poor revenue generation and uneven distribution and resources in the State due to corrupt practices by our leaders. It also lacks investment and no deliberate attempts to agriculture. Hence everybody depends on the government.
2. No development.
3. Bayelsa is a rich place because it is among the oil producing community and enough money is allocated to Bayelsa
4. No operating oil/companies just government workers
5. Citizens rather prefer to build hotels rather than investing on things that will be beneficial to Bayelsans at large
6. The allocation from Federal Government is quite high and reasonable

5.3.2. Responses to the question - PT1Q16 - What support would you expect Bayelsa State government to provide for young people and community organisations?

1. **Good education;** reformed education sector; Free education, scholarship, scholarship schemes, free education and infrastructural development; to provide equipment for schools including books and free education; I want him to give students scholarships and jobs for young ones; scholarship free education and the creation of social amenities; good education scholarships bursary, job opportunities & basic amenities, free education at all levels creating jobs; providing free education for the poor. Provision jobs and food for the training of youths; free education, grant loans; scholarship for students and skills acquisition for jobless citizens; To make education free and compulsory for the youth and to also provide them with food shelter and good water and healthcare services; create jobs employment and free education to all at all levels;
2. Provision of free education and **training of youth in their areas of interest** and provision and encouraging investment where youths might be employed after their training and education (… apprenticeship..). And ensure that there is no form of tribalism and favouritism and sectionalism in executing the above.
3. **Empowerment;** empowerment (provide jobs), empower the youths; empower both the young & old to bring development to the grass root level, employment and youth empowerment; Provision infrastructures and enlightenment programmes to eradication poverty provide them jobs, train them on requisite entrepreneurial skills to be self-reliant and grant them loans; by creating real jobs & employment for the youths; Pay them monthly allowances;
4. **Empowerment to young people with credit facilities and establishment of more industries and establishment of more factories and firms to create jobs**
5. Jobs, job opportunities, real jobs development/employment; create job vacancies, provide employment, jobs and social welfare; provision of more jobs and improve social amenities, provide p/t jobs; employment and social amenities, we need job
vacancies; it is simply providing gainful employment for the youth and young graduate from the universities as well as provision of vocational training opportunities for all those interested in skills acquisition; create more jobs, jobs and company; employment generating opportunities, establishment more employments, employment of youth; job creation, YOUTH EMPLOYMENT, job creation (should be at the heart of heart of the strategy). To offer them with job opportunities (employment) and to give them the incentives for agricultural development in other to make a better tomorrow. Establishment of industries so that the school leavers can easily find something doing in order to minimise the rate of crime among youth. Empowerment such as jobs creation and also support small enterprise skills acquisition programme to enhance skills and minds of the youth so they can compete favourably with their counterparts.

6. Establishing small scale business and job opportunities, investment in the investment in the educational system, road and enlightenment programme on self-self-reliance with local government authorities (LGAs);

7. Jobs &skill acquisition; provide them jobs, train them on requisite entrepreneurial skills to be self-reliant and grant them loans; education and skills acquisition; manpower development & skills acquisition; vocational skills easy access to credit encouraging entrepreneurship; skills acquisition training & provision of soft loans for commencement of business; Empowerment eg jobs creation and also support small-enterprises skills-acquisition programme to enhance skills and minds of the youth so they can compete favourably with their counterparts;

8. Provide infrastructural facilities, infrastructural development, social infrastructure;

9. Social Amenities, the creation of social amenities; provision of social amenities in communities eg water and electricity; provision of social amenities; jobs opportunities, good hospitals, good roads, good houses and good schools; to provide jobs and light, water;

10. Provide technology; computer labs; free education, infrastructure, technology and loans;

11. Loans, loans for farmers; loans to traders/ young people; provision of soft loans for youth; scholarships provide jobs and support communities with loans for farm.

12. By given loan to establish their own business; Empowerment to young people with credit facilities and establishment of more industries and establishment of more factories and firms to create jobs; build infrastructures and give soft loans; provide them jobs, train them on requisite entrepreneurial skills to be self-reliant and grant them loans; enabling environment; by creating real jobs; pay them monthly allowances;

13. Well ventilated Health Centres and hospitals, we need hospital; good hospitals and good governance

14. Good governance

15. Good roads, good transportation system,

16. Good marketing system

17. Employ quality people and social amenities

18. Allow foreign investors and fund community projects

19. Everything good

20. To create job opportunity for youth and to pay those youths who are still in school, then those that retired should be paid regularly and those aged people that are still working should retire for the young ones to have opportunity.

21. Creation of opportunities,
22. Enabling environment; create enabling environment for business to strive, thereby creating jobs for the young people. Govt should open up the rural areas and encourage community organisations to embark on poverty alleviating programmes; enabling environment; by creating real jobs & employment for the youths; Pay them monthly allowances;

23. Financial support

24. Change of the mindset (of) leaders

25. **Employment and community development**: employment generating opportunities; they should provide jobs for their citizens – RESPONSIBILITY--; creating job opportunities for young people, providing community with services and assist these (community) organisations with aids; To provide basic human needs such as GOOD housing (Shelter) Education, and finance, good medical services; employment, scholarship for the less privileged; to provide works for young and developing the communities; I want government to provide jobs for us; development, employment generation and encourage small and medium scale businesses; manpower development skills acquisition; scholarship for students and skills acquisition for jobless citizens; create job employment and free education for all at all levels; To support the young ones and also to empower them to be successful in life and to provide infrastructure for the rural community organisations; create jobs and develop critical infrastructure; the govt should support them (young people and community organisations) and academically and employ young graduates; **creation of jobs and more jobs infrastructure**.

26. Do away with corrupt govt. officials and sponsor students through school. Skill acquisition programmes in order to develop the people and the society at large;

27. Let the people decide and not the govt. The young people would need modernise farming, etc. Empower them with skills

28. Building of Industries & job opportunities

29. I want Bayelsa State govt - to create employment for our people

30. Creation of SPORTS PROGRAMME;

31. I want govt to provide jobs for us

A total of 117 statements in all had been collated in respect of Q16.- What support would you expect Bayelsa State government to provide for young people and community organisations? These were coded into themes, concepts and phrases on the basis of similarities or contrasts.

5.3.3 Responses to question - PT2Q4 How often would you think is appropriate to use these methods (see Q3) to persuade policy makers and policy implementers to end poverty?

One-off-basis 11( 6% ) _ Continuously_151(93%)_ Please specify reasons______.

Reasons given are stated below.

5.3.3.1 Continuously - because

1. For remembering ; to hasten up the process; one day they might hear you; to avoid turbulence; because out of sight is out of mind. So that they will know that you’re serious. Ref: Advertising theory - repetition sticks; ! or AIDA attention, interest, desire and action(purchasing action) Chisner Ansoff;

2. So as to tell the basic needs of the people; more of this could lead to further problem; to serve as a reminder; till they meet specific needs; if the goals are not achieved. To show how serious you are; for them to know that it is very serious (meaning very important); they are almost adamant, get the Govt to be responsible to the people which is quite disturbing (meaning that govt officials/(unfortunately) our current
leader do not show sense of responsibility and commitment to the course), unless being told (reminded) or engaged or forced to do so) which is quite disturbing; so that they will not forget; if you stop they will forget your proposal; Govt is reluctant; our leaders need constant reminder; due to leaders attitude of neglecting appeals; to serve as a reminder x30; because policy makers might forget to attend to the needs of the poor ones; because govt is having lots of commitments; it will serve as a reminder to the govt; until there is result; so that our leaders will be conscious of our complaints; as a reminder; (The theory of repetitive advertising); seriousness and respect; theory; so they know its serious; because you will tell them the last one they may forget; any time the govt is coming up with a new policy; because they may pretend to forget; interacting, knowing their needs; govt is forgetful; they tend to forget easily; our leaders need constant reminder; to come to an end; our leaders need constant reminder; to achieve govt governance; so that the govt will be aware of the needs of the people; because by we will be able to decrease poverty in Bayelsa State; creation of jobs; to indicate seriousness of the need; because govt is a continuous process; by reminding them; when you persuade them continuously they will be moved to do your wish.

5.2.3.2 One-off - because
1. No point to put pressure often;
2. The bias factor is always there – potentially. Is there bias? Is there misleading? Etc., in the process/procedure? So as to reduce belief or risk belief or conflicting - reliability and validity
3. Similar businesses facing similar issues. Poverty is not an isolated social phenomenon. It is (ad should be seen as) a transnational, multifaceted one. Thus, there is need to adopt multidimensional one-approach – public funds fraudsters are so distinguished/immuned/protected and deregulated that they become untouchables…. in Bayelsa State of Nigeria.
4. The Millennium development Goals (MDGs) are the 8 global targets for 2015 agreed by a UN Summit in New York in 2000.

5.3.4 Response to question - PTQ11 Are any poverty tackling-measures that were in place which weren’t implemented?
Yes _51(31%)__ No…113(69%)__ Others, Please specify reasons__

5.3.4.1 Response to YES;
1. NDDC;
2. Rural Electrification is a project that never sees the light of day in rural communities such as in Amassoma, Southern Ijaw LGA;
3. Directorate of Food and Rural Infrastructure and the Accelerated food production; It was not given to the real persons. Electrification projects implemented but due to ineffective disseminating people at the grass roots level; (suffers) poor water; (and poor electricity).
4. Okoloba Health Centre;
5. Skills Acquisition and the youth; Scholarship (for all) Creating job opportunities & Skills; Soft-loans to small scale farmers and corporative societies but failed woefully due to corruption by government officials;
6. Bayelsa is a great state with blessed resources but due to mismanagement and unnecessary decisions taken by the so-called leaders;
7. It has been turned the state into an incidite hell. Compare where the population is more than us but they are still a living standard of life more better than us.

8. Sagbama Health Center; job opportunities; NAPEP; NAFPP, OFN; GR

9. **Money was not released to the people in the Rural Areas.** Its operated bit by bit

10. The Structural Adjustment Programme (SAP)

11. The manner at which it is done;

12. Free Education (at all levels)

13. Operation Feed the Nation and lots more

14. **The Restoration Movement**

15. This scheme does not act well to fulfil the conditions of the rural people

16. School to land; Operation Feed the Nation

17. Green Revolution, etc

18. Back to land (young school leavers).

**5.3.4.2 The researcher’s own personal reflections/comments**

How come we have these kind of values; why can’t we unable to distribute our resources fairly and efficiently? Why can’t we learn to do it fairly as others do in the way they distribute their own oil/gas weath or be nice to ourselves like them? Why do we always like to only envy, jealous or copy others? Why can’t we love or trust ourselves?

**5.4 Strategy Conference Meeting One with young people**

This was held with the Kolga Youths and Community Organisations’ Representatives

**Date:** Tuesday 03/11/13; **Time:** 2pm - 1.30pm

**Venue:** Kaiama-EU Information Resource Centre; Kaiama Proctor Memorial School Compound, Kaiama, Kolga, HQ Kolga, Bayelsa State. Nigeria.

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19. Former Youth President – of the Overall Pioneer Group (OPG) assisted in coordinating this meeting. He was their ex-leader; the Pioneer President.
5.4.1 Introduction
Before the interview kicked off, first, the researcher introduced himself as PhD student in LSCLondon/Cardiff Met and wanted to discuss the issues of Poverty Reduction in Bayelsa: HOW IT CAN BE TACKLED FROM THEIR PERSPECTIVES. And that, that is the researcher’s PhD dissertation topic. Second, the researcher hinted them the Aim is: to end poverty in Bayelsa state from young peoples and community organisations’ perspective. The researcher came to discuss this and more particularly to listen to what their views/ideas are on this issue of poverty reduction in Bayelsa.
Third, the researcher thanked them for the privilege and opportunity they gave him to meet with them in such un-planned and/or informal way, yet they allowed me some time to discuss with them. They all consented the researcher should carry on and that the researcher was welcomed. Following the researcher’s introduction, this was followed by every one of the youth representatives present also did introduce himself. Thereafter, we commenced discussions as follows.

5.4.2 Responses from participants to questions
(i) Youth rep from (rep of Igbaiwari community) started the discussion with the question - what is poverty and its various forms? My response -I responded by saying – many aspect are involved eg relative, absolute, rural, abject, chronic, extreme, etc Mainly absolute poverty we are concerned with here that is the extreme form of poverty that we experience here in Bayelsa, and as you may know this (absolute happens in many several forms).

(ii) Youth rep - representing the Kaiama community; a member of the community development committee (CDC). 70+ stipend policy – corruption – small population will reduce poverty. corruption is the first and insincerity.

5.4.3 What can be done/How do we end poverty?
(i) Youth rep from (Ofonibiri community) – Remove bad; too many children; birth rate control; (lack of control). Everything is dominated by politics (politicisation of everything.; job creation – both government and oil companies (govt policies/politicians).

(ii) Youth rep (from community-otoworo) - again - education, need operational life skills – eg fishing used to be our traditional way of life (now done by the Ibos); idleness/laziness (has overtaken us); Handicraft, farming, no tools, no mechanisation, no fertilisers: petty. laziness can be overcome! Only politics, self-employment , not only depending on politics. Orientation, and enlightenment, advocacy/representation (blames misplaced priority – bad leadership/

(iii) Youth rep from (Ekpuwari community) – job creation. Govt is not only responsible but also the oil companies; they provide employment for none indigenes, not us the indigenes. Our entitlements are not provided. Cooperation between oil co and government is necessary. No yearly reports; No environmental impact report, etc. All these contribute to poverty. Our leaders are not persuaded; rich people - shouldn’t be given such govt. job factory Job creation (blames govt officials/community leaders/oil cos conspiracy)

(iv) Youth rep from (Akaranbiri community) –poverty reduction cannot be absolute - but partially. Education should be free, employment, employment, skills acquisition can lead to
self-employment. Alamieyeseigha Poverty Eradication Programme. (in which) monthly subsidies to unemployment youth may help reduced poverty significantly.

(v) Youth rep from (Kalama Community )Youth President - labour market; no tangible graduates. Lacking the practical skills; fishing business; lack of effort by govt/community leaders; lack of interest in these careers. Private/schools/institutions that are providing skill base.( blames or hanger directed at govt/politicians)
The Politicians – ignored us! This brings too many problems for us. We are the grass roots. We are the people - to disseminate information that is relevant . Our leaders/elders do not listen to us /carry us along. Govt will not only listen to elders. They ignore us and do any how(behave any how without accountability/sense of responsibility). There is so much greed in our community. Corruption is repetitive; corruption is being recycled.

(vi) Youth rep Esq (from Igbedi community)- who also a Barrister/Solicitor – Political disadvantaged! Youths lack of involvement in politics/high offices (blames govt officials/politicians) lack of youth participation/encouragement/empowerment).

(vii) Youth rep from (Olobiri Community) - Sports; lack of sports /facilities/career opportunities; not all of us is good at education. Some they may be good at sports. Others may be good at education. Yet others may be good at farming, etc. Govt has abandoned sports; could reduce poverty. Foreign Investors especially in Bayelsa!! University lecturer, (Electrical, Electornic s). Lecturers don’t practice orientated – practicals should be taught. (Blames govt policy/misplaced leadership organisational culture; wrong priority/ requires diversification of economy policy)

(viii) Youth rep from (Kaiama community) – Solutions; Govt is trying to but not workers aren’t working. Individuals stealing the public money should have invested in their local communities.(community budgeting/accountability) If our Politicians that do that is contributory to poverty. Politicians who steal such money – rather than investing their stolen within the country, they instead invest their money stolen money abroad. (Work attitudes/stolen money taken abroad/lacking local or inward investment) (Blames govt officials/politicians)

(ix)Youth rep from (Gbaran-ama community) Our mindset (we’re too greedy). Fed/State is trying ! Subsidy Reinvestment Programme, Sure-P 2012, etc. to empower the individuals to improve skills. To those who are responsible for these programmes; they instead siphoned (stole) the money. Those community leaders themselves are stealing the money (that was meant for) these govt programmes (for the communities) (Community leaders/politicians blamed)(Community budgeting/accountability). If we are sincere or not greedy - Poverty reduction could have been reduced. Tax Payment by business – would have helped too. Solution is we need to re-examine ourselves.

(x) Youth rep from (Ayibabiri town community)– Poverty is an important matter. We shouldn’t depend on govt. only. How about us? Ask what can you do - Can we do for ourselves. Fed pays N19,000 per Youth Corper!!. Governor Alamieyeseigha, Goodluck , Timpre Sylva, etc were providing bursary help! enough? Oil companies are – greedy amongst our people! Misuse of power by our Political leaders/Community leaders. Agila – really do employ when Agila was there he created so many employment. Some other Chairmen when they came to the throne – their job was to remove those in employment
(blames/hanger at politicians/govt). Blames politicians & govt policies) Also challenging themslevs! CANDO ATTITUDE!

(xi) Youth rep from Esq(Igbedi community) - Security; Politics and Church are the only (striving) industries. In Bayelsa. Government cannot do everything we need. Due to our population. Investors, kidnapping, some persons will kidnap. Julius Berger – stopped work because of kidnapping. They left. Though reduced and back. Advice to business. Govt should look into holistic approach - of ending poverty. (blames govt officials/politicians & lessons to be learnt from the church advancement),

(xii) Youth rep from (Abuwari town community) - Greediness. Some have three jobs. 60 years of age are supposed to be retired. They reduce their ages down – they should retire and give way/chance to younger ones for employment purposes. Sometimes ago- ghost workers exists; 8 ghost workers in schools – as teachers and children (blames/hanger at politicians/govt officials – greed/lack of sense of succession planning for the youths).

(xiii) Youth rep from (Kaiama community) Poverty – Wonikpo - what can we do? Self-employment; Sankiri nana - a piece of farm. Get a Plantain Plantation to survive. Either non or very few less than 2% are farmers. Everyone wants to be Doctors; Accountants, Lawyers, Solicitors, Re address our minds/our potentials – Agriculture – farm How many of us are in self-employment? If you look at the world – the Richest People are in Businesses – not politicians or Public Servants. Value our little skills. We must value our little efforts. We must be independent (of govt). (advocating self-employment/selfhelp) also (diversity of economy)

(xiv) Youth rep from (Olobiri town community) - Security, Electricity is also a problem. Solution. Electricity is important. With electricity; poor maintainance culture, we cannot maintain our oil refinery; oil/maintena... (govt/policies & inefficiencies & Infrastructure facilities).

(xv) Youth rep from (Sampou town community) - Over there (overseas) - Like in overseas - Youths should be able to contribute/participate in govt/politics, kirigboro (farming), loan (small loan or grant scheme); small - bicycle (machine motor cycle); For us Mindset! Farming etc (lack of youth involvement/participation – isolating youth)

(xvi) Youth rep from (Okorotomu community) - If poverty (actually) will be reduced is a 2 way issue. 1st Mass Movement by People (implying mass protest by the people – taking to the street) will be reduced). Like the French Revolution. People were tired of the govt.(people got fed up with their government). So they moved as a mass movement. 2nd is Government action – Government cannot do everything. Government should bring policies to invest/or create conducive atmosphere! Politicians hijacked everything; Youths will fill forms for govt but nothing happens. 1980s Governemt had ever……. (government officials/politicians blamed)

(xvii) Youth rep from (Odi community) - Transport is very important to all. If transportation is very expensive – it impacts on every cost of things. It will help reduce. If there was good transportation services/system, it would help in reducing poverty rate. Corruption – traffic law! No traffic law enforcement. Corruption is the means that is killing us ….. corruption…(must end). (infrastructural facilities)
5.4.3.1 Concluding summary questions that has been tackled

(i) **What is poverty?** Is there poverty in Bayelsa state? Causes of poverty What could/should we do to eliminate it?

(ii) The researcher asked - **Is there poverty?** in Bayelsa state - Yes (overwhelmingly). Unanimous Yes. However, it must be noted that attention was also drawn to this: poverty has too many types (faces) eg absolute, relative, abject, extreme, chronic, rural, urban, etc. A question was also thrown at me: whether at overseas (where I live) whether there was poverty? Yes there is – but only in relative terms (ie relative poverty) as opposed to absolute poverty levels in Bayesla state as in other developing states.

(iii) **What are causes of poverty?** Here a (number factors had been identified above). According to the co-ordinator (organiser of this meeting) overall Cost comprises: N17,000 transportation; N86,000 for food/drink (refreshment/service, cleaning); Petrol N55000; 20 people.

(iv) **Cost in relation to the Strategy Conference** = N 1,000 for each and every one present, amounting to the sum N19,000 ( I paid in relation to refund to/contribution to their (participants’)transportation or so). N19, 000 is just what the researcher gave them. The researcher drove to the meeting from about a 25-30miles distance. Or it should include his own transportation and refreshment, including my drivers’ own expenses. That is just for the day.

5.4.3.2 Questions that they (participating youths) asked the researcher in return (during the course of the meeting) include:

(i) **There are many types of poverty isn’t it?** The researcher agreed, and gave several examples and told them the researcher is talking about ending absolute poverty but not relative (is more related the type of poverty incidences you find in mostly in the developed nations

(ii) **Is there poverty overseas - where you are coming from?** Yes, relative poverty does exist, but not this kind or absolute poverty. This is the most severe, extreme form of poverty, you find elsewhere. And there is no absolute, extreme, and severe, in the West. This is because they have what we called - the ‘social support system’ in which free medical care, unemployment benefit, housing benefit, every 16 plus person may have decent housing (if and/or where necessary, in the event of need), even including rental paid for in times of need/unemployment with pocket-money for survival in the week(subject to assessment on the basis of means testing).

5.5 Strategy Conference Meeting Two young people

5.5.1 **Strategy Conference meeting two** was held with the second group of young people - who are Bayelsa youth entrepreneurs. This group comprised of seven young people and 30 years. Hear their naratives.

GA (female)...According to her, she was one of the researcher’s bright NDU students; Graduate of Niger Delta University. She told the researcher that she was one the one the researcher gave A a IN PROJECT Thesis Bachelor’s degree. She finished in 2007, yet she had not gotten a single paid-job. What kind of government is that? (she asked the researcher ?). What is she supposed to do? She is now married with two children. And she wants to set up cloth retailing business (a small boutique for second clothes – like bend down boutique) but no money to start up. She has seen a property, but has not gotten the money/funds to get it
started or kick of the grant. She really needs help. The researcher asked her what about her dad and mum – and husband? she told the researcher me they do not have the money to help. The dad is even ready to borrow to help her, but no where to get the money because he is not earning enough either. Husband is not earning enough either.

BZ (male) happens to be the researcher’s own driver. BZ was a Imo State University Computer engineering student- a year three computer engineering student. He is working hard to raise the necessary funds to return back to school. Does not have someone to sponsor him, but rather self -sponsored.

IU (female)- since she left university in 2008 unable to get a job. GRADUATE (from Rivers State University of Science and technology). So, she tried self-employment. She is now third/fourth year in self-employment. In the business of preparing/providing catering social occasions/social events services such as parties – nurseries, families, schools, offices, etc., individual as well as corporate customers. No help from govt or elsewhere anywhere/neither oil companies or NDDC, not government (federal, state/local level) not banks, etc.

W (male) – again, young person W also happens to be the researcher’s former (very good student) NDU - GRADUATE (of Niger Delta University) - student of Marketing - is self-employed – but no government help whatsoever. In the business of providing computer hardware, software and ICT consultancy, document productions.

Two other graduates - wants to remain anonymous – one in engineering (male, 2009), the other marketing (female, 2008) - no jobs. Still looking for jobs.

The engineer - himself is still seeking jobs, making job applications as and when vacancy occurs. Privately he also does mechanical engineering roadside jobs for little money, etc.

E (female) - (Marketing graduate) -is trying to get self-employed - osisi (micro-finance - a group of hawkers who have no permanent or secure place of living, they sell on the street in the day and find anywhere to sleep, they do not have banks accounts, because they do not have the necessary requirements to open bank account. Her business is to get their daily sales and safe-keeps them for her customers/members of that informal group. They save their daily sales/returns with her. At the end of the month, they give/pay her a commission for safe-keeping their monies. On the other hand, she gets paid commission for her part of safe-keeping their money. On their part, at least they have a security of their business money, which they could not have the same opportunity to keep it in the bank. In addition, they need cash-flow. And at least, developing survival skills, marketing skills, etc. There is trust building amongst the informal group. She provides security and safe-guarantee of their money. She has a permanent home which is secured. They don’t have a secured or permanent home.

5.6.2 The Researcher’s own reflective notes
As we could appreciate here above is that, one can see and feel the eagerness and enthusiasm in these seemingly capable young persons in their expression and passion for job to make their own living an dmake their own contribution to society, but there are quite simply no jobs. And not only that, there are no guidance and even no formal help and support in what they are doing or trying to to help themselves. They sounded and looked helpless and hopeless.
5.6 Strategy conference meeting one with policy-makers

5.6.1 Strategy conference conference meeting 1 with Kolga opinion leaders/policy-makers.
Present: Hons VPA - Pioneer Chairman of Kolga.
Date: Saturday 23/11/13; Time 6pm.
Venue: At the residence of the Hons VPA at Ikatibiri, Kaiama, HQ Kolga.

First, the researcher stated, if he could recall, he had helped in having some interview/discussion with the researcher about four years ago. That this is is continuation/progression from that discussion: from Masters’ in Youth and Community Studies to PhD studies now.

Once again, the researcher introduced himself as Ebikinei S. Eguruze: now a PhD student in London and wanted to discuss the issues of Poverty Reduction in Baylesa, further with him. That this is now the researcher’s PhD dissertation topic.

Here at this point the ethical implications were also explained the need to ensure voluntary participations and withdraw from the discussions at any time without any recrimination.

Second, the researcher hinted him the Aim is: To end poverty in Bayelsa state from young peoples and community organisations’ perspective. The researcher came to discuss and listen to what their views/ideas are, as opposed to that of young people.

Third, the researcher thanked him for the privilege and opportunity to meet and discuss with him again, as before. He consented and/or acknowledged and then suggested the researcher should carry on and feel welcomed. Thereafter everyone present introduced themselves. Thereafter, we started discussion as follows.

The researcher also thanked him for being ever ready and helpful in matters of public concern (social issues). As this is an important social and cross cutural research aimed ultimately at improving quality of life and wellbeing of our people and communities. He confirmed he himself he is a sociologist: that he did study sociology itself at th university and do “appreciate very much everything - connected with helping to improve mankind…”

The researcher requested and/or appealed to him that he is in the best position to assist the researcher reaches out to other policymakers/opinion leaders in KOLGA. He, being one of the best policy makers/opinion leaders to approach by virtue of his position in the community as not only a former Chairman LGA Chairman, but uniquely a Pioneer Chairman. That is how he was connected. Fortunately for the researcher, he(former Chairman) immediately agreed/accepted to help without any precondition except that the researcher should put in writing - what it is all about and/or what the researcher expected him (the former Chairman) to do – in this context. He then explained that with such brief he would now make contact with one or two other opinion leaders with view to arranging a meeting to meet with them as soon as possible befre the researcher goes back to London.

The researcher, in response, assured him (the former Chairman) that the researcher had already asked the researcher’s brother brother (who was the former Pioneer Youth president, Kolga) to help organise the youth groups/community organisations to meet with them, which he has already done successfully.
In addition, once again, the researcher highlighted and/or outlined the following points that needs to be covered. KEY QUESTIONS to be tackled at the strategy conference will include: i) What is poverty? ii) Is there poverty in Bayelsa State? iii) Causes of poverty? and iv) What could/should we do to eliminate it?

What is poverty?
Hon. V.P.A. stated that poverty itself is very diverse; that he studied it as sociologists. However he agreed that there is poverty.

At this moment the researcher made it clear that the researcher is concerned with absolute poverty - that we may be able to end, as it has been done elsewhere in Europe/USA or North America so many other places. If we are serious we can end absolute poverty in our community being an oil/gas rich state.

Hon VPA - also agreed with the researcher – that there is no poverty in Bayelsa

As to the causes of poverty - he emphasised is “due to the insincerity of our people.” In addition, he was also emphatic about the “difficulty in dealing with our people.” “They do not want to change.” He bitterly complaint about “ the negativity, the negative attitude of our people towards positive change - that could help improve standard of living.” He also complaint against “very respected people like E.A. as being a stumbling barrier to progress.” Always rebelling against anything progress – E.A - who is unfortunately very highly respected by everybody in the community/in our wider society. Then how do we move forward. Every god project has been opposed by him/ and automatically all the rest people followed, as he (E.A.) does have the command of the people/can mobilise negative forces against any community developmental move. The sorry thing is - why is he not capable of turning/ translating such (his popularity) to anything progressive or positive for Kaiama, Kolga and Bayelsa?

As to solutions he proffered - include change of attitude is fundamental and/or critical to making progress in poverty reduction. Any other thing…?.

5.7 Strategy conference meeting 2 with Kolga opinion leaders/policy makers

Dr G.I; is a former Director General Directorate of Employment Rivers State, as well as of Bayelsa State Government. Now a lecturer at NDU

Date: Saturday 23/11/13; Time: 4 -5 pm.

Venue: At his residence at Ikatibiri, Kaiama, HQ KOLGA

As with the Hon VPE, the researcher repeated the introduction as follows:

First, the researcher stated, if he could recall, he had helped in having some interview/discussion with the researcher about four years ago with poverty reduction. And that this is a continuation/progression from that discussion: from Masters’ in Youth and Community Studies to PhD studies now.

Once again, the researcher introduced himself as Ebikinei S. Eguruze: now a PhD student in London and that the researcher wanted to discuss the issues of Poverty Reduction in Baylesa, further with him. That this is now the researcher’s PhD dissertation topic.

Here at this point the ethical implications were also explained the need to ensure voluntary participations and withdraw from the discussions at any time without any recrimination.
Second, the researcher hinted him the Aim is: To end poverty in Bayelsa state from young peoples and community organisations’ perspective. The researcher came to discuss and listen to what their views/ideas are, as opposed to that of young people.

Third, the researcher thanked him for the privilege and opportunity to meet and discuss with him again, as before. He consented and/or acknowledged and then suggested the researcher should carry on and feel welcomed. Thereafter everyone present introduced themselves. Thereafter we started discussion as follows.

In addition, the researcher thanked him for being ever ready and helpful in matters of public concern (social issues, particularly poverty reduction matters, most particularly unemployment matters).

In response, he confirmed he himself “had been in the forefront of tackling poverty (using the Govt instrument) for the past 30 years - fighting poverty”. And that from his “experience, and knowledge poverty is even in those developed countries and that poverty cannot be ended”.

However, to this the researcher disagreed with him: in the sense that “our kind of poverty can be ended or drastically reduced, if we are serous and sincere.” Here the researcher explained he was talking about ‘absolute poverty’, whereas in the developing countries they have what we call ‘relative poverty’ and the researcher thinks that, that is (relative poverty) is what you (Dr GI) is referring to. As a matter of fact they (developed countries) do not have absolute poverty due to the fact of their (Governments’) policies: involve social programmes such as unemployment benefits, housing benefit, free education or grant/loan support for those who are unable to afford school fees/expenses; free medical care (free healthcare), free transport for children and/elderly, the unemployed, disabled, etc. This helps to end absolute poverty.

In response, Dr GI then asked the researcher – “if so how about those people sleeping rough on the streets and/or some of whom are even begging (aggressively).”? The researcher responded - most of those are matter of choices, their personal choices. There are statutory Govt provisions for them, however, they or some refuse to take/utilise them (those Govt provisions): hostel accommodation/or low free housing/paid for by housing benefits, free food hand outs/ or social security benefits, etc., It is unlawful to sleep rough/beg anyway. In addition, some of those people have inheritances that are millions and/or thousands, which some of them do not want or rejects to use. Some of them are rebels – rebelling against their own western capitalism which they see as “exploitative” against the weak in society and third world countries.

Furthermore, the researcher requested and/or appealed to him (Dr GI) to try and assist organising the strategy conference, as he(Dr GI) is in the best position to reach out to his policymakers/opinion leaders in KOLGA. He, being one of the best policy makers/opinion leaders to approach by virtue of his position in the community: he was not only a former Permanent Secretary and/or Director General of Employment Ministry in Rivers State as well as in Bayelsa State. That is how he was well connected.

Fortunately for the researcher, he (Dr GI) immediately agreed/accepted to help without any precondition except that it is difficult to see/get him again. He then introduced me to his
brothers: one of whom was the current KOLGA Secretary and another Dublin based industrialist/owner of a Petrol Station in Nigeria (Kaiama).

Once again, the researcher highlighted and/or outlined the following points that he needed covered. KEY QUESTIONS to be tackled at the strategy conference will include: i) What is poverty? ii) Is there poverty in Bayelsa State? iii) Causes of poverty? and iv) What could/should we do to eliminate it?

What is poverty?
Dr GI did not elaborate on his question. However, he stated he has spent over thirty years fighting poverty in Niger Delta Rivers State and Bayelsa State – through the employment ministry. He also agreed that poverty itself is very diverse social phenomenon.

As to the causes of poverty - he too emphasised it is “due to the insincerity of our people.” In addition, he also emphatic about the” difficulty in dealing with our people.” They do not want to change. He too bitterly complaint about the negativity, the negative attitude of our people towards positive change - that could help improve standard of living. He also complaint against very respected people like EA as being a stumbling barrier to progress. Always rebelling against anything progress – E.A. - who is unfortunately very highly respected by everybody in the community/in our wider society. Then how do we move forward. He Dr GI also stated he himself had challenged E.A can on a number of occasion – what he is doing (or has done) anything to progress further the town and Kaiama, despite his massive popularity. Rather he is only there to oppose every good project. Unfortunately, he has been opposing progress and automatically all the rest people followed, as he (E.A) does have the command of the people/can mobilise negative forces against any community developmental move. The sorry thing is – “why is it that he(E.A.) not capable of turning such his popularity to anything progress for Kaiama, Kolga and Bayelsa?

As to solutions he proffered and/or suggested was that “sincerity and change of attitude is fundamental and/or critical to making progress in poverty reduction.”

5.8 Strategy conference meeting 3
Strategy conference meeting with Kolga opinion leaders/policy-maker
Date: Saturday 28/12/13 Time: 6pm - 8pm
Venue: Odi at the residence of - Hon. K.I. (Rtd Naval Commander/Former Kolga Chairman)
Present - Hon. K.I. and Hon. V.P.A. – both were former KOLGA Chairmen

5.7.1. Introduction
First, we introduced ourselves: he (Hon K.I.) immediately recalled something unique: he reminded me of our taking same flight in sometime September/October 1980 Alitalia flight - when we passed a night at Italy, we were all going abroad : He asked me - were you the person? Or your brother? Indeed, it was myself

Thereafter, Hon V.P.A. explained that the researchers is trying to seek help in organising a meeting with KOLGA OPINION LEADERS. He approached me and so only trying to help arrange a meeting for him, and that is why we are here.

Third, the researcher now introduced myself as Ebikinei S. Eguruze: a PhD student in London and wanted to discuss the issues of Poverty Reduction in Bayelsa. That this my PhD dissertation topic.
Fifth, the researcher hinted him the Aim is: To end poverty in Bayelsa state from young peoples and community organisations’ perspective. The researcher came to discuss and listen to what their views/ideas are, as opposed to that of young people.

Sixth, the researcher thanked him for the privilege and opportunity to meet and discuss with him again, as before. He consented and/or acknowledged and then suggested the researcher should carry on and feel welcomed. Thereafter everyone present introduced themselves. Thereafter, we started discussion as follows.

In addition, once again, the researcher highlighted and/or outlined the following points that needs to be covered. KEY QUESTIONS to be tackled at the strategy conference will include: i) What is poverty? ii) Is there poverty in Bayelsa State? iii) Causes of poverty? and iv) What could/should we do to eliminate it?

(i) To the question - Is there poverty? Hon K.I. - Agreed – “Yes there is poverty”.

(ii) To the question - Can we end poverty? However, he disagreed whether it can be ended. See for example, he argued that – “But ending it may be just an academically easy matter, as it may appear to sound. On the ground with our kind of attitude I don’t think it will happen in our time. This is because of/due to corruption is so endemic that those that have do not want to give up, get out. So there is element of greed. Too greedy, our people. This makes it difficult. And that it can be very difficult task to end poverty.”

(iii) Causes of poverty
- “Corruption; few people wants to dominate the economy (they must let go), they must change this their attitude of greediness”;
- “Govt - is trying to patronise only family members”

(iv) Proffering solutions
- People must give up corruption and greediness
- Those few people who wants to dominate our economy must learn to let go (they must try and change that attitude)
- Govt - must not try and patronise only family members
- We must try and climb gradually
- Living according to means
- People acquiring positions without experience (due to Godfatherism)
- God fatherism

He suggested - to call a KOLGA Elders Forum
Mr A (Chairman)(Sabageria community); Dr Udi (Secretary)(Odi community), Mr. I. I. (Sampou community), EXCO members

Since the researcher is in academics – he (Hon K.I.) suggested the researcher should/must meet people like our professors: such as Prof Izonfu, Prof J.C. Buseri (former VC fo NDU), and Aganaba; Gesi Asamaowei (Businessman) (Pro-Chancellor of UniPort; Prof P.P Isoun Pro-chancellor - NDU;Prof Kimse Koko (Prof Chancellor of Uyo). Prior to that I already had meeting with Hon V.P.A. at his residence, Kaima

He agreed that - Yes - there is poverty – but very many types – which one are we talking about here? The researcher then clarified – saying – it is about absolute, not relative. Thereafter, he then, repeated that – “insincerity of our people – is the main cause” etc
(v) The researcher’s personal reflection
The basic lesson is that of our “cultural attitude” “insincerity” which has deeply build wrong values systems. The endemic attitude of corruption and greed (based on false beliefs and/or perception of life and wealth) appears to be the biggest rooted problem/challenge we have in our society. The lack of trust…

(vi) Reminder Note:
Each of these meeting had involved separate expenses: transportation (covering the researcher’s and the driver), refreshment including food drink, telephone, etc.

5.8. Strategy conference meeting 4
Strategy conference meeting another Bayelsa Opinion leader/policy-maker - the Director of Child Development at the Ministry of Women’s Affairs, Yenagoa, Bayelsa State. Mrs O.

Date: Monday 13/01/14  Time: 1pm - 1.30pm
Venue: At the office of the - the Director of Child Development at the Ministry of Women’s Affairs, Yenagoa, Bayelsa State.

Present: The researcher and Mrs O. (at her office);

5.8.1 Introduction
Once again, the researcher introduced himself as Ebikinei S. Eguruze: as a PhD student in London and that the researcher wanted to discuss the issues of Poverty Reduction in Bayelsa with her. That this is the researcher’s PhD dissertation topic.

Here at this point the ethical implications were also explained the need to ensure voluntary participations and withdraw from the discussions at any time without any recrimination.

Second, the researcher hinted him the Aim is: To end poverty in Bayelsa state from young peoples and community organisations’ perspective. The researcher came to discuss and listen to what their views/ideas are, as opposed to that of young people.

Third, the researcher thanked her for the privilege and opportunity to meet and discuss with her. She consented and/or acknowledged and then suggested the researcher should carry on and feel welcomed. Thereafter, we started discussion as follows.

(ii) To the questions - Q1 Is there poverty in Bayelsa state? Yes; she said

(iii) To the questions - Q2/ Causes/ Reasons
- “Laziness; if you go to our villages. If you to the bush, it is now the Ibos and Calabar people cutting palm/manufacturing palm wine drink, which used to be our traditional occupation. Go to the market Ibo women are there selling; go to the waterside. For Ijaw woman, being a cleaner (at the offices) she feels satisfied.
- Early marriage – our women may get married early to their husbands are unable to take (proper) care of them or their children
- Too many children: any men and woman who had more than is necessary creates a problem - for society. You can feed them; you can provide quality living”

(iv) To the questions - Q3 Solution
- Women awareness campaign
There are so many things women can do to learn/to become useful to themselves, their children and society
Elderly king of Kolga & Chairman says there very elderly

5.9 Strategy conference meeting 5
Strategy conference meeting 5 with Kolga Opinion leader/policy-maker with Chief E.P.O (who is also the assistant secretary of the Kaiama Council of Chiefs, HQ, Kolga, Baylesa, Nigeria.

Date: Sun 19/19/01/14     Time: 3pm - 4.30pm
Venue: At his residence at Kaiama
Present: Myself and Chief E.P.O

Unfortunately, the minutes of this meeting presumed missing as the researcher was unable to locate original drafts.

(i ) Reflection
However, from the researcher’s re-collection, the chief’s comments and warm reception had been very supportive of the overall aim and objective of the research underpinning the research. He re-affirmed that there was widespread poverty and it is due to man made causes, and the causes of which he attributes to corruption and greed.

5.10 Strategy conference meeting 6
Strategy conference meeting with a Ogbia Opinion leader /policy makers – Prof. H.A.I. who is also an academia - the current V.C. of N.D.U.
Date: Monday 30/09/13   Time 11am.
Venue: At the office of the V.C.

When the VC asked me what am the researcher is investigating in the researcher’s PhD study? In response - the researcher I said- it is about the incidence of poverty. And immediately in return the V.C. commented but “there is no poverty in Bayelsa.” And so the discussion of poverty just stopped rather abruptly.

However, it may be pertinent here to include that, the V.C. had been very supportive of the strategy conference. In fact, he generously responded to the researcher’s letter/application for his consent/financial/logistical support from the university to cover for expenses (such as transport and accommodation) which were approved, without hesitation (see appendix for a copy of researcher’s application to the V.C. and Dean of the faculty of management sciences, NDU) (appendix 12)

5.11 Strategy conference meeting 7 & 8
Strategy conference meeting 7 with Kolga Opinion leader/policy-maker. Dr Ud is the founder leader and national president of the Advocacy group for patriotism development. (And as earlier stated, Dr Ud is also the secretary of the Kolga Elders Forum).

Date: Sat 03/05/14  1st meeting     Time: 9 am
Venue: At Dr Ud’s residence at Odi, Kolga, Bayelsa State.
Date: MON 05/05/14   2nd meeting
Venue: At his office at Office/HQ for Advocacy for Patriotism Development
After the researcher introduces the himself and the aim/purpose of the mission to Dr Ud, himself in turn did introduce himself. And then he went on and on without stopping. In fact, he wanted to tel. the researcher who he was and what he is doing to change peoples (Bayelsans/Nigerian “value system” - which in his view is the main problem and the key route to ending poverty. That is his approach to ending poverty, which is something very close to heart of this current research.

In fact, he agreed there poverty. The main reason he thinks is “our misplaced value systems that is causing poverty”, which “ has led to corruption of our leaders”. And that “this has overaken our cultural thinking,” ‘How to “get rich quick’ without having to work hard for it”.

He believes “both side of the society – leaderships and followers”. He said “over the past 50 years - both sides (leadership and followers) have been involved in value orientation (outfit) that is (or has been) negative”.

And that “we needed (re-)Assessment – social, political, economic, etc debriefing, born again, and re-training. It is the negative value orientation that will need to change – which eventually will lead to end of corruption, mismanagement of values.” Those misappropriation of values - the (over)emphasis on self as opposed to society!

“Youth mind orientation – at the moment – is not appropriate for work/service - current MINDSET!”

The scenario without service! Within short! (to become a millionaire) Unemployment!

Then Dr Ud stepped in and continued his lecture and/or narrative - more or less and on and on again…

He immediately claimed that unemployment, (fits in well - under his organisation’s value system campaign) - How many of them (young people) are employed? How many of young people who are made unemployed? It is the Military and Violence. Value mis-orientation on the (part of the) leaders. Here the researcher did quite get what he was trying to say.

As for proffering solutions, Dr Ud went on and suggested: ROOTs ! Values re-orientation First and foremost will get the value orientation right. Then leadership orientation. See Obama, Hitler, Lybia (Gaddafi), Rawlings, etc. If you you’ve one leader that is less corrupt – i.e value orientated - poverty will end, according to him.

Summary – Finding a leader that will make the difference! That leader will now help to re-draw the value orientation
A Programme of Action i) of value orientation, chiefs, church leaders, spiritual leaders, World Bank – Re-orientation Programme! If well unemployed – the leaders, people orientation in stages and stages – people see outcome. They have to be monitored. That is the value orientation programme.

5.11.1 Dr Ud’s Criticism on young people
“ Our young people are disorientated, they are not ready to work –only - I’m loyal and I’m loyal – mentality – they said they are smart. This type of disorientation will have their programme. So also the market women, communities, will have their programmes”! This means that the researcher needs to design a special programme for their campaign of poverty elimination.

Furthermore, Dr Ud continued: “ government (cannot be excluded) - if you don’t involve government it won’t work”. This is dishonesty – influencing principle – inflating contract prices, etc. This dis-orientation that has affected our mentality – then, young man who came out of the university – have been given commissioner without re-orientation. The root of corruption - is from slavery mentality. That is the lasting impact of slavery of the consequences of slavery.

5.11.2 Dr Ud’s Solution to poverty
For Dr Ud, a lasting solution would be - “a complete re-orientation of the value system (mindset). Disorientation of what you’re doing. It is a long term - planning and process-leaders, youth”.

(i) How do you end poverty?
In responding to the - question - how do you end poverty? asked by the – researcher himself. Dr Ud continued … “when no one is ready to work? The right re-orientation of the mindset (value) should be something that has been created over long term . Religious factor, the mentality factor, personal factor, social factor, etc. These things come so indebted. This re-orientation …….. (is critical and/or imperative).

We (specifically) need mind-set orientation – our mind. Involves a set of programme Here we have to bring programme of value-system, changing mind set. Government, market women, perm secs, youths, church organisation, etc. “A programme of re-orientation can be used.”

(ii) A form of outreaching
Dr Ud continued – it is a form of outreaching - you must start with leaders - who don’t listen, youth and…. Dr Ud also feel current leaders do not listen. Reflecting on the past leaders: see Buhari and Idiagbon’s - “War on Indiscipline” (WAI), and “ Abacha’s Rule with Fear and Terror”(RWFT), etc. The chiefs will get loan money - they will divert the loan, etc and nothing happens. No body cares; un-touchable. They are classic examples of how deeply enrooted our value system is, according To Dr Ud.

(iii) Word of advice to the researcher
Your PhD document shouldn’t end up in the bins …..like that of “WAI” and “RWFT” . A Programme of Action ! must be drawn up! If you do not come up with a programme of Action - it won’t work! And Kilgali - This government - is making too mind wise…. Lets’ try and get a donor to support the Programme of Action and Implement it. Implementation of it – work in collaboration. Through this form of sample programme of Action – with a selected (randomly) selected few – it will begin to tested, monitored.
Your Dissertation – must be supported with some Implementation - the poverty will end!
If one cleans up the mindset positive, value-orientation will occur. Corruption is the disorientation of the right value for things

Dr Ud’s other interesting project - is The Ijaws & the Development of the Niger Delta. A Repetour of the Lost Hevrew Tribe (Dani (Excited Isrealies)

5.12 Summary of Dr Ud’s Analysis
Finally, Dr Ud summarised his work at the Advocy for patriotism development in Nigeria as follows:
Patriotism - service - commitment
Attachments based on love thy neighbour as thy self.
How patriotic are you? police, immigration, etc /
Negative disorientation more - believe in services, dedication,
Because everybody is loyal to a service, police of the road is he working for the people? ; the road service.
Re-orientation of the mind
To have real value orientation – to have service
Right orientation – to work – committed
Commitment

Young people and community and policy maker - Strategy Conference. Try and get something of value to attach to – Donor Sponsors!

How patriotic are you – police? Immigration? The road safety? Youths? How patriotic is the service. Should be value orientated!
Value – oriented mind!
Negative value orientation is the root of corruption. Negative orientation of the mind set is the root of the corruption.
Youths – what is the value – orientation – eg what is corruption?

5.13 Summary of Strategy Conference Findings
Thus far, the study revealed through the ‘table of perspectives’ below that

5.13.1 From YOUNG PEOPLE (and community organisations’) perspectives: 1st Meeting.
Young peoples’ perceived causes of poverty and their suggestions for ending poverty
1st Meeting
• All participants agreed there is (widespread) poverty - this is unanimous
• Corruption and insincerity of leaders
• Job creation – politicisation of everything by govt. officials and oil/gas companies.
• Job creation, need operational skills/self-employment, farming; misplaced priorities bad leaderships
• Job creation, govt and oil/gas companies giving jobs to non-indigenes/rich people; need factories
• Free education, jobs, skills acquisition, self-employment, unemployment benefit payment
• Jobs, skills, lack of effort by govt/oil/gas cos; politicians ignoring us (youths) people; they do not listen to us (youths); they only listen to the elders; corruption and lack of participation
• Politicians ignore us youths in jobs and in political offices; blame govt officials and politicians; no empowerment
• No recreational facilities for sports; not all youths is good in education, govt abandoned sports; need to diversity economy; lecturers don’t give practical; only theories; wrong policies and bad leadership
• Politicians/govt stealing all the money; not investing it
• Improve skills, empower youths; govt/community leaders/elders stealing money; projects needed; rethinking needed
• Government is trying too. How about us youths – CAN DO ATTITUDE needed, self-employment; but still blames govt/policies
• Church/politics (political businesses) are the only prosperous/kidnapping; govt should look into holistic approach; govt/oil &gas cos fault/conspiracy
• Greediness, 60 plus are still working with 2/3 jobs; no retirement; lack of succession planning govt/politicians fault
• Self-employment; think of what we can do? Farming/agriculture, not all can be doctors, lawyers; diversity in economy needed
• Lack of infrastructure; no electricity; no maintenance; poor govt
• Skills for self-employment; farming/agriculture; isolating youths; lack of participation; unlike overseas countries
• Revolution by mass movement/govt. should invest/bring jobs; tired of govt. corruption/telling lies; insincerity
• Infrastructure; no transportation system; transport is too expensive
• Govt/bad leadership; corruption

5.13.2 From YOUNG PEOPLE (and community organisations’) perspectives

2nd Meeting:
Young peoples’ perceived causes of poverty and their suggestions for ending poverty
2nd Meeting

• Finished since 2007 graduated (in Marketing) but no job: what kind of givt is that; she wants to set up a small business of retailing clothes (fashion shop), but no money and no support whatsoever from govt. Not worked since 2007.
• Driver is studying computer; doing driving job (chauffer) to pay self. No help whatsoever.
• Another graduate (in HRM) since 2008 but no job; unable to find job; So got herself self-employed; doing cakes for all occasions. Yet no help o from govt.
• Another marketing graduate 2007 graduate still no job. So got self-employed - providing marketing (PR) and computer consultancy services. No help from govt whatsoever
• Another graduate – 2009 graduate of management - no job, so got herself self-employed providing micro-finance services – micro-financial services to roadside hawkers (retailing all sorts of consumer/industrial goods along the highways. Those small scale retailers have no homes and addresses and could not afford to open bank accounts. So they needed someone they trust (this is based on mutual trust) to safe keep their daily sales. On their part they secured their monies/sales, while she (the micro-financial provider safe-keeps them and bets paid by fee/charges. She has secured-address, gained trust/respect of these hawkers.
5.13.3 From POLICY MAKERS perspectives 1st Meeting
Policy makers’ perceived causes of poverty and their suggestions for ending poverty
- There was no unanimous decision with the policy makers. There was divided opinion. However, majority still believe there was poverty in Bayelsa
- Poverty is diverse. There is poverty in Bayelsa.
- Inherent insincerity of our people; Inherent negative attitudes /negative forces towards any positive social change; towards anything progressive; constructive;
- Change of mind-set attitude needed to end poverty
- Poverty cannot be ended. Poverty is also in overseas countries (Western developed countries). That there is poverty everywhere; That he spent about 30 years fighting poverty, unemployment, etc
- Yes, there is poverty. However, hardly can it be ended. It is difficult. Its textbook theory. In practice it is difficult. This is due to corruption/greed.
- Few people want to dominate economy/(policies). They must try and let go.
- Govt. wants to patronise only family members.
- Laziness; too many children; and early marriage of women (arranged marriages).

5.13.4 Recommendations
- Change is necessary; attitudes/mindset
- Give up corruption, greed, insecurity
- Govt must not try to patronise family members
- Stop God fatherism
- Living according to means/(social levels)
- Diversity economy
- Learn to grow gradually
- Grants for bus/start-ups/agric/farm
- Micro-finance
- Unemployment benefit
- Encourage youth participation
- Build factories/industrial estates
- Improve infrastructure
- Women awareness campaign

5.13.5 From POLICY MAKERS perspectives 2nd Meeting
Policy makers’ perceived causes of poverty and their suggestions for ending poverty
- There was no unanimous decision with the policy makers. There was divided opinion. However, majority still believe there was poverty in Bayelsa
- Poverty is diverse. There is poverty in Bayelsa.
- Inherent insincerity of our people; Inherent negative attitudes /negative forces towards any positive social change; towards anything progressive; constructive;
- Change of mind-set attitude needed to end poverty
- Poverty cannot be ended. Poverty is also in overseas countries (Western developed countries). That there is poverty everywhere; That he spent about 30 years fighting poverty, unemployment, etc
- Yes, there is poverty. However, hardly can it be ended. It is difficult. Its textbook theory. In practice it is difficult. This is due to corruption/greed.
- Few people want to dominate economy/(policies). They must try and let go.
- Govt. wants to patronise only family members.
- Laziness; too many children; and early marriage of women (arranged marriages).

5.13.6 Recommendations
- Change is necessary; attitudes/mindset
- Give up corruption, greed, insecurity
- Govt must not try to patronise family members
- Grants for bus/start-ups/agric/farm
- Micro-finance
- Unemployment benefit
5.13.7 From POLICY MAKERS perspectives 3rd Meeting

Policy makers’ perceived causes of poverty and their suggestions for ending poverty

- There was no unanimous decision with the policy makers. There was divided opinion. However, majority still believe there was poverty in Bayelsa.
- Poverty is diverse. There is poverty in Bayelsa.
- Inherent insincerity of our people; Inherent negative attitudes /negative forces towards any positive social change; towards anything progressive; constructive;
- Change of mind-set attitude needed to each poverty
- Poverty cannot be ended. Poverty is also in overseas countries (Western developed countries). That there is poverty everywhere; That he spent about 30 years fighting poverty, unemployment, etc
- Yes, there is poverty. However, hardly can it be ended. It is difficult. Its textbook theory. In practice it is difficult. This is due to corruption/greed.
- Few people want to dominate economy/(policies). They must try and let go.
- Govt. wants to patronise only family members.
- Laziness; too many children; and early marriage of women (arranged marriages).
- Corruption of the mind-set – wrong value system; disorientation,
- Wrong value system, wrong mind-set- disorientation
- Resulted in lack of service, laziness, attitude of I’m loyal, lack of service
- Mismanagement, dishonesty, takes loan/divert to something else, leadership

5.13.8 Recommendations

- Change is necessary; attitudes/mindset
- Give up corruption,greed, insecurity
- Govt must not try to patronise family members
- Stop God fatherism
- Living according to means/(social levels)
- Diversity economy
- Learn to grow gradually
- Re-orientation of the mindset (value system)
- Remove I/m loyal mentality/slavery mentality
- Humility, honesty and service
- Patriotism

Grants for bus/start-ups/agric/farm
Micro-finance
Unemployment benefit
Encourage youth participation
Build factories/industrial estates
Improve infrastructure
Women awareness campaign
Instil culture of service before b4
Benefit, commitment to work,
Re-orientation of the mind-set
Disorientation of the wrong value

5.14 Overview of the 3rd Data Collection Activity in Bayelsa State, Nigeria

Left UK 27th night London Heathrow for Frankfurt Germany Airport 28th September . Arrived Nigeria Arrived Nigeria approx. 29th night
Met with Head of Department (HOD) Business Administration Dr C.I. Emeti; subsequently with Dean of Faculty Prof Ikein (Management Sciences); and subsequently with the V.C. Prof. Igoni. Presented myself. - Several subsequent meetings followed.

**Attended Department Board meeting** - minutes (see appendix). I was introduced to the Meeting as PhD student in London and that his supervisor had asked him to organise a strategy conference – in which he (supervisor will be coming to attend to supervise me), before PhD could be completed. This requested for Strategy Conference was unanimously adopted at this department board meeting. It was agreed to take this to the forthcoming Faculty Board, as it requires faculty support.

**Attended meeting with the VC and HOD** - twice (a) introduced me to the VC as a staff of the Department who is on study leave (PhD student), as well as the Strategy Conference. VC approved it in principle and then directed that we should apply (providing details) through the HOD and Dean for support. Following this, the VC then subsequently approved in writing. Over 15 lecturers attended.

**Attended FACULTY Board meeting** – minutes could be obtained through the Faculty officers where necessary. As agreed at the department board meeting, Strategy Conference was formally introduced to the Faculty board meeting. This meeting was attended by over 40 lecturers. It was also announced that prior to now the V.C. has been contacted and the V.C. had already approved it to be supported by the Faculty.

Again, the researcher was introduced to the Meeting as PhD student in London by the Dr C.I. Emeti (HOD Business Admin). That his (Mr Eguruze’s) supervisor (Professor Malcolm Bennison) had asked him to organise a strategy conference - in which he (supervisor will be coming to attend to supervise him), before PhD could be completed. This requested for Strategy Conference had already been unanimously adopted at this department board meeting. It was agreed we (Business Admins) takes this to the forthcoming Faculty Board (which is this very meeting), as it (the Strategy Conference) requires faculty support. It was also announced that prior to now the V.C. has been contacted and the V.C. had already approved it to be supported by the Faculty. Subsequently, the faculty board meeting now unanimously adopted likewise. Furthermore, the Dean had asked for this to be widely publicised as possible. At the meeting a tentative date was to be fixed for the Strategy Conference, but the accident that Professor Malcolm had had been announced and therefore no date could have been fixed until further notice from Professor Malcolm Bennison.

In addition, following the VC’s approval - further meetings were also held with - **Head of Public Relations Officers (PRO) - Mr Alagoa.** Accordingly I had also applied to the PRO - who approved support and already put the Strategy Information - on the NDU Bulletin - December/January Issue. He also promised to support the Conference as usual with - PA system and presentation materials projector flip chart

Furthermore, following the VC’s approval- further meetings and subsequently application was made to the **Transport Manager (Mr Douye Ubarugu)** - for support with transport to and from the Airport and during the course of the Strategy Conference.
## APPENDIX 8
### CODING QUALITATIVE DATA CODING

CODING FROM THE MINUTES OF THE QUALITATIVE (RESEARCH) DATA

<table>
<thead>
<tr>
<th>CODING LABELS</th>
<th>COMMON THEMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>01  No-jobs</td>
<td>Unemployment/</td>
</tr>
<tr>
<td></td>
<td>No means of earning</td>
</tr>
<tr>
<td>02  Free education</td>
<td>No means of knowing/learning</td>
</tr>
<tr>
<td></td>
<td>Access to free quality education</td>
</tr>
<tr>
<td>03  Infrastructural facilities</td>
<td>Infrastructure</td>
</tr>
<tr>
<td></td>
<td>No drinkable water, irregular electricity/light</td>
</tr>
<tr>
<td></td>
<td>No transportation system, bad roads, no social</td>
</tr>
<tr>
<td></td>
<td>And physical amenities(recreational facilities)</td>
</tr>
<tr>
<td>04  Job opportunities</td>
<td></td>
</tr>
<tr>
<td>05  Skills acquisitions</td>
<td></td>
</tr>
<tr>
<td>06  Oil producing State</td>
<td>Naturally rich/resources</td>
</tr>
<tr>
<td>07  Electricity</td>
<td></td>
</tr>
<tr>
<td>08  Transportation</td>
<td></td>
</tr>
<tr>
<td>09  Farming</td>
<td>Agriculture</td>
</tr>
<tr>
<td>10  Government corruption</td>
<td>Unethical</td>
</tr>
</tbody>
</table>
11 No accountability and no consequence                          Corruption

Lack of accountability, transparency, unethical               Better performance

12 Oil companies are government puppets

13 Government and oil companies are conspiring

14 Helplessness/hopeless                                      Enabling environment

                                Exclusion

15 Potential tourism

16 What the problem is with the people running the affairs

17 Government should provide jobs                            social exclusion

18 No education

19 Bayelsa not a poor State                                   Rich in natural resources

20 Poverty is bad                                              Despair

21 It is very bad thing

22 Basic amenities

23 No scholarships

24 Yet you can’t afford school fees

25 Empower people                                            Empowerment

26 Conduct unannounced visits

27 Select good people to run government

28 Loan credits, grants, spend money                         Support/enabling

29 Set up projects in local areas

30 No employment opportunities

31 Rich in agriculture, culture, tourism                     Incompetent leadership/

                                Diversify economy

32 Population don’t have money
33 Wonikpo “What about us, what can we do”  Can do attitude/Self help
34 Politicians hijacked everything: youth will fill
Forms for government but nothing happens  Greed/no support/enabling
Environment
35 Greediness: some have three jobs; 60 years old
Of supposed to retire still working
36 ‘Kirigboro’ Re-visiting farming- traditional means  Boosting agricultural
Of survival; Still today no change to a large capabilities & Capacity
Extent; pro-agro policies pro poor policies
37 Micro financial support; Help for small businesses  Micro finance
With grants  Interest free loans
38 No money to treat sickness; Free healthcare;  Access to free
Good health and well being  quality healthcare
39 Abandonment of agriculture; fish farming; canoe
Carving, palm wine tapping, etc used to be  Traditional social
Traditional way of life/livelihood  social responsibilities
40 Agro-way-of-life abandoned for pubic jobs  Broken down cultures
41 Not involving young people & Community
Organizations  Participation
42 Loss of self worth; self esteem; self actualization
And low morale, low self esteem; low self belief  Psychological effect
43 Eating 3x/2x daily; spending money of less than
N300 naira /$1 daily conflicts with most literatures  Contradictions/paradoxes
Paper poverty v cultural/religious belief or values
Value systems mismatch or does not fit
<table>
<thead>
<tr>
<th>Page</th>
<th>Text Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>44</td>
<td>Lack of trusts, lack of confidence; cynicisms or Pessimism</td>
</tr>
<tr>
<td>45</td>
<td>Change of direction necessary; pre-conditions The way forward/lessons</td>
</tr>
<tr>
<td></td>
<td>Previous interventions schemes From previous schemes</td>
</tr>
<tr>
<td>46</td>
<td>Social media, email text face book, twitter, internet, Methods of communication</td>
</tr>
<tr>
<td></td>
<td>Workshops, trade fairs, negotiate, litigation, protest, Government/ policy makers</td>
</tr>
<tr>
<td></td>
<td>communication, persuasion, etc.</td>
</tr>
<tr>
<td>47</td>
<td>Reminding govt/policy makers more often; identify</td>
</tr>
<tr>
<td></td>
<td>where young people are living/located; target help; Segmentation, effective</td>
</tr>
<tr>
<td></td>
<td>Locate in where its accessible o them targeting /positioning</td>
</tr>
<tr>
<td>48</td>
<td>In effectiveness &amp; previous poverty interventions schemes Effective leadership/ Organizational change</td>
</tr>
<tr>
<td>49</td>
<td>Active involvement of young people and community Inclusivity/ Continuity</td>
</tr>
<tr>
<td></td>
<td>Organizations; inclusive approach; continuously</td>
</tr>
<tr>
<td>50</td>
<td>Collaborate working together with all stakeholders Collaborative working Together</td>
</tr>
<tr>
<td>51</td>
<td>Good governance, bad governance, ineffective leadership Poor governance /strategic</td>
</tr>
<tr>
<td></td>
<td>Leadership</td>
</tr>
<tr>
<td>52</td>
<td>Contributory responsibility; malfeasance; negligence; A solution to all of these</td>
</tr>
<tr>
<td></td>
<td>Failures may be detrimental paradoxes might be the</td>
</tr>
<tr>
<td></td>
<td>Application of the current SMT model</td>
</tr>
</tbody>
</table>
As regards compliance the researcher was given a formal ethical approval by Cardiff MET (see ethical approval ref no. 2012/10/015/01). In addition, the researcher consulted the British Sociological Association through the internet and their General Statement of Ethical Practice (March 2004), and they are consistent with the Cardiff Met’s guidelines as well. These offered specific guidelines on the main issues such as: respect for participant’s values and rights, informed consent, safety, confidentiality, privacy, personal benefit and risk of harm, all of which the researcher already noted (in the ethical form). In the context of this research, covering letter was also attached to the questionnaires in which the researcher assured participants about compliance in relation to ethical aspects (copy of which is at attached at the appendix).
Dear Stanley,

I am pleased to confirm that your RDP was approved by CMet on 11/09/14. Please keep a copy of this email for your records. Kind regards, Bronwen

Kind regards, Bronwen

Reply, Reply all or Forward | More
COMMUNICATION BETWEEN RESEARCHER PROF PETER ABELL AND PROF
ELRI JONES WITH REGARDS TO THE MPhil/PhD TRANSFER EVENT

Flag this message
RE: Amended draft chapters 1-3

"P.Abell@lse.ac.uk" <P.Abell@lse.ac.uk>
To: stanley.eguruze@btinternet.com

Stanley, I apologise once again for my memory of your list of questions, I was at fault. In fact the decision yesterday did not revolve around this issue so my lapse had no practical implications. In my defence It was sometime since I read your draft with the questions appended at the end and I only received your latest version the evening before your interview giving me no time to refresh my memory. I also had no recollection of explicitly sanctioning your empirical work though I think it is only Malcolm's endorsement you need in this respect. I personally do think you should pilot your questions before plunging in to a full scale survey. Regards p

2) Me Dear Prof Illeri Jones Thank you for the PhD transfer interview and the opportunity that arose therein for me to work on. In response, I have taken two days to reflect on it and now (today) started working towards restructuring my chapters 1-2, as you instructed and/or direc

To ejones@cardiffmet.ac.uk
14 Feb 2013
Reply, Reply all or Forward | More

Jones, Eleri I am so glad you are now approaching this so positively I am glad you are sorted with Peter Abell - he is a good guy I think you should be pleased that you will learn now how to write the thesis more effectively and will therefore have an easier path to th To Me  CC Bernadette Warner
14 Feb 2013

I am so glad you are now approaching this so positively
I am glad you are sorted with Peter Abell - he is a good guy
I think you should be pleased that you will learn now how to write the thesis more effectively and will therefore have an easier path to the endpoint having developed your writing skills. All best wishes Eleri

From: Stanely Ebikinei Eguruze <seguruze@yahoo.co.uk>
Date: Thu, 14 Feb 2013 11:45:29 +0000
To: Eleri Jones <ejones@cardiffmet.ac.uk>
Cc: Bernadette Warner <bernadette.warner@lsclondon.co.uk>
Subject: questionnaires

Dear Prof Illeri Jones

Thank you for the PhD transfer interview and the opportunity that arose therein for me to work on.

In response, I have taken two days to reflect on it and now (today) started working towards restructuring my chapters 1-2, as you instructed and/or directed.

In regard to the apparent 'denial' by my D.O.S (Prof Peter Abell) about my questionnaires or so, I began to feel a bit better when I received e-mail from him yesterday in which he repeated his profound apology to me, once again. Please see copy attached.

One again thank you for your rather encouraging decision but was no doubt devastating. At same time, it was a good learning experience for me. I am really willing to learn from it, as I do passionately believe in this innovative poverty reduction model that I am trying to construct, which I believe has the potential to break new grounds, never done before.

Kind regards
Stanley Ebikinei Eguruze

From 1st November 2011 UWIC changed its title to Cardiff Metropolitan University. From the 6th December 2011, as part of this change, all email addresses which included @uwic.ac.uk have changed to @cardiffmet.ac.uk. All emails sent from Cardiff Metropolitan University will now be sent from the new @cardiffmet.ac.uk address. Please could you ensure that all of your contact records and databases are updated to reflect this change. Further information can be found on the website here.

Ar Dachwedd y 1af 2011 newidiodd UWIC ei henw i Brifysgol Fetropolitan Caerdydd. O Ragfyr 6ed, fel rhan o'r newid yma, bydd pob cyfeiriad e-bost sy'n cynnwys @uwic.ac.uk yn newid i @cardiffmet.ac.uk. Bydd yr holl ebyst a ddanfonir o Brifysgol Fetropolitan Caerdydd yn cael eu danfon o'r cyfeiriad @cardiffmet.ac.uk newydd. Gwnewch yn siwr eich bod yn diweddaru eich cofnodion cysyllt a'ch cronfeydd data i adlewyrchu hyn. Gellir cael rhagor o wybodaeth ar y wefan yma.
APPENDIX 12
SUPERVISOR HOSPITALISATION NOTICE

Dear Stanley,
I will be going to the fracture clinic on the 13th December. I expect to be updated on the progress of my fractures - I hope they will allow me to use crutches and therefore improve my mobility.

I have been thinking about the next steps in your PhD. Where we are at the moment is to have identified the views of young people and community associations concerning the issues affecting poverty among young people in the Bayelsa region.

This is my list of the issues drawn from chapters 5 and 6 of your draft thesis.

Access to education
  - Free education – governmental/regional policy considerations
  - Scholarship/ Bursaries – where will the money come from. What part could multinational organisations play in this.
  - Type and Level of Education. What type of education at each level, primary, secondary, tertiary, vocational.
  - Technology – What part can Internet or mobile phone apps play in bringing this to the villages.
  - Links between education on the level of poverty.

Job Creation Opportunities
  - Apprenticeships – sponsored by local firms supported by regional funds.
  - Entrepreneurship development programmes –
  - The economy of high wages.
  - Transition to adulthood programmes

Social Infrastructure
  - Part to be played by voluntary organisations – churches e.g
  - Part played by philanthropists , ie. The Secret Millionaire programme in the UK
  - Sport and music grants for equipment.
  - Basic courses for hygiene, gardening, crop production, household repairs etc.

Participation in Decision Making
  - Encouragement of voluntary society participation
  - Outreach programmes to young people.

Activities to build character
  - Outward Bound
  - Duke of Ediniburgh Award type schemes.

Government and Leadership
  - Improving transparency – by what means can this be increased.
Role of NGO’s
Increasing Accountability
What methods can be used to do this?

Formalising the input from young people
Developing the metrics of young people’s poverty

APPENDIX 13

ARTICLES AND/OR POTENTIAL PUBLICATIONS FROM THIS THESIS: as work-in-progress awaiting publication in due course

Articles from Seminar Presentations

1. Researcher’s 1st PhD Paper/Presenation An overview of: Tackling Poverty in Bayelsa State, from young people and community organisations’ perspective, using social marketing techniques. Researcher’s 1st PhD Presentation based on researcher’s Research Degree Proposal (Presented on 12th March 2012) at LSCLondon (associate college of Cardiff Metropolitan University), Wales, UK

2. Researcher’s 2nd PhD Seminar Paper/ Presentation Social Marketing Technique (SMT): based on my PhD Conceptual Framework: A Model for Tackling Poverty in Bayelsa State from young people and community organisations perspective, and swaying policy makers. Researcher’s 2nd PhD Seminar Presentation. Presented on 13th February 2013 at LSCLondon (associate college of Cardiff Metropolitan University), Wales, UK

3. Conference Paper/Presentation Tackling Poverty from young people and community organisations’ perspectives in Bayeksa State of Nigeria, using Social Marketing Techniques(SMT). This was the main Conference paper presented by the researcher. A review of literature on Social Marketing: What is Social Marketing in the context of Tackling Poverty? This was the main conference paper presentation presented by myself 6 May 2014, at the, Faculty of Management Sciences, Niger Delta University, Wilberforce Island, Bayelsa State, Nigeria.

Conference - that was held on 06 May 2014 at the Faculty of Management Sciences, Niger Delta University, Wilberforce Island, Bayelsa State, Nigeria. (Unfortunately, due to an accident, Prof Malcolm Bennison, couldn’t attend. So, his paper was presented for and on behalf of Prof Malcolm Bennison by The Dean of the Faculty of Management Sciences.)

5. The Strategy Conference: A Tool For Promoting Unity of View and Action (an Updated and Exanpded Version). A qualitative interview, using a discussive group approach. Another article that is coming out of the above (strategy conference paper by Prof Malcolm Bennison and myself at the Faculty of Management Sciences, Niger Delta University, Wilberforce Island, Bayelsa State, Nigeria). It gave incorporated the methodology aspects to it.

6. Strategy Conference in Action (I & II): with Bayelsa State young people and community organisatons held between September 2013- January 2014 in respect of the strategy conferene I) and on May 2014, in respect of strategyconference II) - all activities took place in Nigeria.

7. Strategy Conference in Action (I & II): with Bayelsa State policy makers held between September 2013- January 2014 in respect of the strategy conferene I) on May 2014, in respect of strategy conference II) - all activities held in Nigeria.

8. A Journal of Youth and Community Development has been registered by the researcher here in London, UK. The aim/purpose of it is to stimulate academic discussions. The Journal dedicated to promoting and encouraging human capital development by encouraging PhD students (like myself) and lecturers to advance knowledge of writing academic papers. This creates opportunity for new learners to practice the art of academic writing, which otherwise appeared very competitive and puts most PhD learners in disadvantageous position. **Subject to the cooperation of Researcher’s Supervisory Team**, as the Journal is scheduled to be launched: i) at LscLondon sometime this year, and ii) at the Niger Delta University in Bayelsa State, Nigeria) after my submission of my final PhD thesis, as I would like them (my supervisory team) to be part of the Advisory Governing Board.)
9. **A book publication** - is also in line – only waiting to be published, as this thesis will be converted to a book, as soon as it is being submitted and/defended successfully. So, again I would need the cooperation of my supervisory team in respect of this (book publication planned).


13 **Published journal article**- **Social Marketing Technique:** Methodology framework for poverty intervention in Bayelsa State of Nigeria. Niger Delta Research Digest (NDRD) 9(2), December 2015, 81-139

15. Desk reject American Journal of marketing – Social Marketing technique - Strategic Approach. To be amended and re-submitted in progress. 2015

16. **Published Conference paper** Social marketing techniques: offers new paradigms on overcoming extreme poverty in Bayelsa State of Nigeria, paper presented at the 2nd Sudanese diaspora conference(Sudanese Diaspora)/World Association for Sustainable Development(WASD), Brighton, University of Sussex, June 11-12, 2015.
APPENDIX 14
STEPS NEEDED TO IMPLEMENT THE STRATEGIY
CONFERENCE

The steps needed to implement the Strategy Conference are:-

1. **We choose** what we believe are the important issues identified by both parties involved. (That is from the above list again we choose only those issues which have been demonstrated as high priority from the research.)
2. **We choose a significant number of respondents from the representatives of the Community organisations and from the young people that were involved in answering the questionnaires.** (Your experience will be vital in selecting the respondents. I would suggest 4-6 from each side.)
3. Each topic chosen in step 1 above will be discussed with the chosen respondents in step 2. (I would envisage a semi-structured interview approach using a designated list of questions.)
4. The results of each interview are written up in a paper summarising the views of the respondents for each issue identified in step 1.
5. These papers are circulated to each of the respondents interviewed and a meeting is held with each one to get their reactions to the summaries.
6. The views of the respondents to each of the summarised papers is collected at further meetings. The potential for social marketing techniques to help in the implementation of the issues will be discussed.
7. Papers summarising the potential action points for each issue are prepared as the agenda for the strategy conference.
8. The criteria for attendance at the strategy conference should be determined. The respondents chosen at step 2 will be members of the conference, but others with influence over the resulting actions should be invited to attend.
9. The strategy conference will debate each issue and agreed actions will be sought.

These actions and how social marketing may be used to implement them will be the final conclusion of the research.

Can you go through the above issues in red type and let me have your views on which we should concentrate on?

Regards

Malcolm
APPENDIX 2.1

SUMMARY OF STRATEGY CONFERENCE PROCESS

1 Choose important issues               1.   Issues
2 Choose significant no of representatives 2.   Representatives
3 Each topic discussed (re step 1)       3.   Discussion
4 Interview results summarised into papers 4.   Summarise
5 Circulate papers                      5.   Circulate
6 SMT potentialities discussed          6.   SMT-potentialities
7 Agenda set out                        7.   Agenda
8 Attendance selected based on criteria 8.   Attendance
10. Post strategy conference: Reduced Poverty 10. Reduced/improved Poverty-levels

ISSUES
REPRESENTATIVES
DISCUSSION
SUMMARISE
CIRCULATE
SMT- POTENTIALITIES
AGENDA
ATTENDANCE-CRITERIA
ACTION (ORGANISE STRATEGY CONFERENCE
POST CONFERENCE
POST CONFERENCE - IMPACT (eg increase or decrease in overty?)
APPENDIX 15

SAMPLE THANK YOU LETTER TO PARTICIPANTS

Dear ……………………….

Thank You For Your Participation

I am delighted to write to thank you for your invaluable support by taking part in the recent data collection process of my PhD degree research effort. Your support and contribution has been highly appreciated.

I hope to inform of developments in due course from after the completion of the PhD thesis.

Kind regards

Stanley Ebikinei Eguruze
PhD Researcher
LSCLondon (an associate college of Metropolitan University)
APPENDIX …16 NDU CONFERENCE PROGRAMME

NIGER DELTA UNIVERSITY
FACULTY OF MANAGEMENT SCIENCES; DEPT. OF BUS. ADMINISTRATION
in association with LSC(in associate college of Cardiff Metropolitan University)

STRATEGY CONFERENCE

THE PROGRAMME

9.00 - 9.30am Preliminary Welcome by V.C Prof. Igoni or Dean Prof Ikein
9.30 - 10.15 Dr Malcolm Bennison - Overview of the Strategy Conference
10.15 - 10.45 KeyNote Paper1 Direct Job Creation; PhD learner (E. S. Eguruze)
10.45 - 11.15 Paper 2 Preparation of Potential Employees; by……
11.15 - 11.45 Paper 3 Direct Financial Support; by …. 
12.00 - 1.00pm Break Food Drink

Break out seminar

1.15 -2.15 3 break out groups
2.15 -3.00 Report back
3.00 -3.30 Coffee break
3.30 - 4.30 The Way Forward - by Dr Malcolm Bennison and S.E. Eguruze
APPENDIX 17 THE MAIN THEME: STRATEGY CONFERENCE

SUB THEMES:

Direct Job Creation; Increasing Job Support
- Duty Free zone
- Self Employment - Support Policies
- Job Sharing Initiatives
- Working from home

Preparation of Talented Employees
- Employment fairs
- Work Placement
- Mentoring
- Baylesa Overseas Opportunities

Direct Financial Support
- Employment Vouchers
- Job Seekers Allowance
- Business Loan Guarantees

MINUTES OF STRATEGY CONFERENCE
Venue: Faculty of Management Service, Faculty Board Meeting Hall
Date: Monday 6th May 2014
Attendance: 29 (see copy of list attached)
APPENDIX (SEE 17)   THE MAIN THEME: STRATEGY CONFERENCE

SUB THEMES:

Direct Job Creation; Increasing Job Support
- Duty Free zone
- Self Employment - Support Policies
- Job Sharing Initiatives
- Working from home

Preparation of Potential Employees
- Employment fairs
- Work Placement
- Mentoring
- Baylesa Overseas Opportunities

Direct Financial Support
- Employment Vouchers
- Job Seekers Allowance
- Business Loan Guarantees
PRESS RELEASE
FOR IMMEDIATE RELEASE

To: The P.R.O
From: Dr T. Ogriki, Acting Dean, Faculty of Management Sciences; Niger Delta University, Wilberforce Island, Bayelsa State
Date: Thursday, 22 May 2014

Re: Ebikinei Stanley Eguruze (PhD student); Strategy Conference

Dear Mr …. Alagoa

Thank you for your publication on ….. January 2014 that was circulated around the world, including the LSC-London (an associate college of Cardiff Metropolitan University) which was greatly appreciated by our my supervisory team over here in the UK.

As stated in your press release (quoted above), I am delighted to write to inform you that, the Faculty of Management Sciences (NDU) had successfully organized the Strategy Conference on Tuesday 6th May, as scheduled.

In briefing Professor Malcolm Bennison, the supervisor to Ebikinei S. Eguruze (PhD student) Dr T. Ogriki wrote expressed their satisfaction that they were delighted (the student, Mr. E.S. Eguruze) scored 65% B Grade for his performance in the Seminar on the topic Tackling Poverty from Young People and Community Organisations’ perspective in Swaying Policy Makers in Bayelsa State of Nigeria, using Social Marketing techniques.

Although Prof Malcolm Bennison could not attend the conference as earlier planned due to circumstances beyond his control, the Faculty made our some constructive input in Mr E.S. Eguruze’s PhD work, by creating a conducive atmosphere for frank debate. In addition, Professor Malcolm Bennison’s paper - Overview of the Strategy Conference was presented by the Acting Dean on behalf of the Dean. The Questions and Answer element had also been very useful during the course of the conference.

We hope you find this release and enclosures useful.

Kind regards

Ebikinei S. Eguruze
Professor Malcolm Bennison  
London School of Commerce (An Associate College of Cardiff Metropolitan University)  
Chauser House  
White Hart Yard  
London SE1  
United Kingdom

Dear Prof Malcolm Bennison

Re: Ebikinei Stanley Eguruze (PhD student)  
Strategy Conference

Thank you for your email letter of apology to us through Mr E.S. Eguruze (Your PhD Supervisee and our colleague) in respect of the above matter.

I am pleased to write to confirm that the strategy conference has been held and he scored 65% B Grade for his performance in the Seminar – on the topic Tackling Poverty from Young People and Community Organisations’ perspective in Swaying Policy Makers in Bayelsa State of Nigeria, using Social Marketing techniques.

We wish to inform you that we have also made our input in his work, while your paper - Overview of the Strategy Conference was presented by the Acting Dean on behalf of the Dean.

Kind regard.

Dr Tonye Ogriki  
Acting Dean
APPENDIX … 20

NGER DELTA UNIVERSITY (NDU)

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION

in association with

LONDON SCHOOL OF COMMERCE (LSC) - AN ASSOCIATE COLLEGE OF
CARDIFF METROPOLITAN UNIVERSITY (CARDIFF MET)

ORGANISES

STRATEGY CONFERENCE

Date: TUESDAY 6TH MAY 2014

REVISED PROGRAMME

9.00 - 9.30am Receiving of Participants by the Dean or H.o.D.

9.30 - 10.15 Overview of the Strategy Conference by Prof. Malcolm Bennison (LSC- Cardiff Metropolitan University) - Represented by the Acting Dean, Dr T. Ogriki

10.15 - 10.45 The Main Conference Paper by E.S. Eguruze (PhD Student) on Tackling Poverty from Young People and Community Organisations’ Perspectives in Swaying Policy Makers in Bayelsa State of Nigeria, using Social Marketing Techniques (SMT)

10.45 - 1.00 Other Presentations on Preparations of Potential Employees,

Direct Financial Support by Faculty Lecturers

1.00 - 2.00 Lunch Break

2.00 - 2.00 Other presentations on Direct Job Creation, Preparation of Potential Employees, and Direct Financial Support by Faculty Lecturers

2.00 -3.00 Closing Remark by The Dean of Faculty Prof. A.A. Ikein

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OUTLINE OF STRATEGY CONFERENCE

THEME


AIM
To enable diverse-opinions, divided opinions or disagreeing stakeholders reach mutual consensus on ending poverty

SIGNIFICANCE
(i) It is the last phase of my PhD Conceptual Framework (PhD Dissertation). (ii) It is therefore condition precedent to my obtaining the PhD in Marketing.

WHO MAY ATTEND
All Stakeholders: academia, policy makers, youth leaders, community leaders, Multinational Oil/Gas Companies operating in the Niger Delta Area, Ministry of the Niger Delta Area, NDDC, Representatives of the Joint Security Forces, UNESCO (Nigeria), Representatives of existing Poverty, Reduction Initiatives, etc

VENUE Taking place at NDU: Department of Business Administration; Faculty of Management Sciences.

EXPECTED OUTCOME
(i) Upon successful completion of the Strategy Conference, I should be invited for the Viva (to defend my PhD) and subsequently be awarded PhD in Marketing - ie hopefully within next 6 months. (ii) All paper contributions received will be edited and published (within the next 6 month) in the International Journal of Youths and Community Development (JYCD), which is a UK-based publication (subject to payment of a tentative fee meant to cover printing/administrative costs).

CALL FOR PAPERS
It is therefore suggested that a call for papers be encouraged.

SUGGESTIONS
I am open to suggestions Sirs. I would therefore be most grateful if you would kindly approve the above.

Yours faithfully

Ebikinei S. Eguruze
MA (Marketing, University of Greenwich London(UK); Bsc (Marketing, USA); Diploma (Chartered Institute of Marketing (CIM); PGD/Marketing - Association of Business Executives (ABE(UK); PGD (Marketing -Marketing & Management Sales Association( MAMSA(UK); MA(Youths & Community Studies, Brunel University, London, UK); LLB(Hons) Law,University of East London, UK)

Lecturer II
Department of Business Administration
STRATEGY CONFERENCE

THEME

AIM
To enable diverse-opinions, divided opinions or disagreeing stakeholders reach mutual consensus on ending poverty

DATE
.......................... December 2013  or  ..................... January 2014

VENUE
Department of Business Administration; Faculty of Management Sciences, Niger Delta University, Wilberforce Island, Amassoma, Bayelsa State

GUEST SPEAKERS
Dr Malcolm Bennison London College of Commerce (LSCLondon) (is an associate college of Cardiff Metropolitan University, Wales, UK)
Dr Cletus I. Emeti - The HOD, Department of Business Administration, NDU

KEY-NOTE SPEAKER
Ebikinei S. Eguruze a PhD student at Cardiff Metropolitan University (Lsc London); being supervised by Dr Malcolm Bennision (LSCLondon) and Director of Studies (DoS) Prof. Bruce Lloyd (London South Bank University)

GUESTS OF HONOUR
Prof Humphrey Ogoni  Ag Vice Chancellor; Niger Delta University, Niger Delta University
Prof ..... Emein, Dean Faculty of Management Sciences, Niger Delta University
........
Dr Bassey Okon The HOD, Department of Mass Communication, Rivers State University of Science and Technology (RSUST)
DRAFT OUTLINE OF STRATEGY CONFERENCE

THEME

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Lecturer II
Department of Business Administration
Background
Not many may agree with the phenomenon that poverty exists in Bayelsa state in spite of the huge sums derived from oil/gas exploration/exploitation over the past 50 odd years.

However, empirical data from the perspectives of young people and community organisations suggests that young people and community organisations are not getting their fair share of their natural resources in terms of access to social infrastructure and/or basic services, compared to what the political elites, top government officials (policy makers) are obtaining. This has led us to the ironical status quo where: less than 5% of the Bayelsan population is controlling and even-wasting over 95% of the resources and vice versa 95% of the population therefore remain-poor while, 5% endowed excessive-wealth.

Unfortunately, such fallacy had lead Bayelsa to a state of social-divide between: inequality, deprivation, money-wasters v beggars, the haves vs have nots. Consequently, the gap between the rich and poor kept widening. Young people and community organisations and the policy-makers often blame each other as being too greedy or wasteful and/or lazy, deviance behaviour, uncontrollable. This had led to several hostilities, between security agents and youth groups, inter-community conflicts, inter-youth conflicts, kidnappings in exchange for ransom payment, which have really not helped the situation on long term basis.

The question is how can Bayelsa best tackle the phenomenon of poverty? from young people and community organisation’s perspectives? And an alternative questions is how could policy maker be best persuaded to help end poverty?

In responding to these questions, we get to another fallacy, which is, the issue of the several limited interventions
measures involving billions of dollars that had been spent over these years. Yet basic infrastructural needs: equal access and equal opportunities to free-quality education at all levels obtainable anywhere in the world, healthcare, decent housing, decent transportation, leisure and recreational facilities, are still out of reach to most young people and community organisations.

Existing social infrastructures/public services are in disappointingly and disgracefully in poor state, as well as high unemployment amongst young people, particularly the phenomenon of graduate unemployment is quite disturbing.

The degree of the human capital development needs of Bayelsan young people and community organisations is in such large appalling state that all stakeholders would need to be brought on-board to work-together in collaborative-efforts.

The extent to which level of poverty has so deeply enrooted in Bayelsa that: poor social public services, high youth unemployment, decaying social infrastructure, community agitations, degrading environment, despite the massive intervention by different administrations, yet without success, meant that, it may now be necessary to review existing strategies and/or methods to tackle poverty.

In responding to this end, alternative strategies may need to be explored from young people and community organisations’ perspectives, using social marketing models. It is against this backdrop this strategy conference is being organised

**Aim:**
To ensure diverse opinions, conflicting views or disagreeing stakeholders reach mutual consensus on how to end poverty from young people and community organisations’ perspectives.

**Who to attend**
All stakeholders: policy makers, academia, youth leaders, community leaders, multinational oil/gas companies, etc

**Venue**
Department of Business Administration, Faculty of Management sciences, Niger Delta Universities (NDU)

**Date:** subject to be fixed
APPENDIX …23 CONTINUED …..

DRAFT INFORMATION LEAFLET RELATING TO THE OUTLINE OF THE STRATEGY CONFERENCE


AIM: To enable diverse-opinions, divided opinions or disagreeing stakeholders reach mutual consensus on ending poverty

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MA(Youths & Community Studies,Brunel University, London,UK); LLB(Hons) Law,University of East London, UK)
STRATEGY CONFERENCE

THEME

Tackling Poverty in Bayelsa state from young people and community organisations’ perspective, using social marketing models

SUB THEMES
Access to education; job creation opportunities, social infrastructure, participation in decision making, activities to build character, governance/leadership, Increasing accountability, economic growth, healthcare, public transportation, etc

Calling for papers:
Papers should be orientated towards the theme and/or sub themes as suggested above.
APPENDIX .... 24 PILOT STUDY

A pilot study was undertaken here at LSC London in which 13 questionnaires were administered and participants responded, prior to the main study and the aim of which was to test out the quality of the questionnaires and to sensitize the significance of the target audience (target sample). The benefit of this was that the outcome (result of the pilot study) in fact helped improved quality, as the questionnaires instruments were subsequently amended in response to participants’ comments that had been raised during the course of the pilot.

REPORT ON PILOT SURVEY AT LSC LONDON
(an associate college of the Cardiff Metropolitan University)

1. Authorisation of the Pilot Study

This was held Thursday at Hannibal House (HH, ROOM 22) on Thursday 22 March 2012, courtesy of Dr Malcolm Bennison at one of his (Dr Malcolm Bennison’s Statistical Research Method’s) regular class sessions. This was carried out on approval by Dr Bernstein Warner, the PhD Programme Administrator.

Prior to now, it had already been approved by my entire Supervisory team (Director of Studies (DoS) Professor Peter Abell and Supervisor (Dr Malcolm Benistein)).

2. Aim of the Pilot Study

Ultimately, the pilot study was aimed at testing out the quality of the questionnaire. Associated to this was to avoid a researcher’s bias: a very important element in carrying out research of this standard to ensure maximum reliability and therefore validity.

2.1 Were these aims met?
To a large extent extend yes: it helped in identifying weaknesses in the questions. Accordingly, questionnaires were amended after the pilot. This was responding to the comments that the participants made during the course of the pilot survey (field research) in the statistics session.

3. Whose Idea it was?
The Pilot survey was initially suggested by my DoS (Professor Peter Abell) when I had met with him at his LSC office on Thursday 26th January 2012 (4pm). This was our 3rd Supervisory meeting session. He then suggested that I should prepare to design the questionnaire and visit Nigeria for the conduct of the pilot study: it would help sensitize the
demography of the target audience. But when I raised the issues of costs/complaint about the likely cost involved, he the agreed Ok, and further suggested that I could use a credible agent in Nigeria to do the pilot questionnaire on behalf of me. He also advised to seek consent of my supervisor, whether there might be disagreements of opinions.

Thereafter, when I subsequently met with my Supervisor (Dr Malcolm Bennison) on Monday 20 February 2012, he fortunately, also gladly accepted/adopted the whole idea of the Pilot study during the course of our supervisory sessions. He now suggested that “when the questionnaire design is completed, he may try it on som classes as experiment.

And subsequently on our follow up supervisory meetings on Wednesday 21 March 2012., Dr Malcolm Bennison immediately offered me the opportunity and at same time, did invite me to attend his next class tomorrow (which happens to be the next day) for testing out my questionnaires with the few Nigerian students in his Methods Statistics Class in RM 22 HH, who might be interested/persuaded to participate in this testing out survey exercise in preparation towards filed work. From there on he (Dr Malcolm Bennison) actually was instrumental in seeing it through: guided me from beginning to end. This was well appreciated.

Although, initially I was very reluctant, but later I had enjoyed the whole ideas, including the practical steps that were involved: all the aspects of actually conducting it from design of the questionnaires to the field research itself in the class room. It offered a fantastic learning opportunity leading up to the real research.

4. How many (Students) participated 13 students

5. One the day; in the classroom Thursday 22/03/12
Dr Malcolm Bennison was teaching when I arrived. I did say sorry for the interruption. I stayed the whole class period, and after his teaching, I was now asked to go ahead with the survey exercise.

I was so excited and I did not want to come late and/or miss that opportunity. Another reason for coming that early was, I did not to be seen as an ineffective researcher or send out a sign of un-seriousness. However, Dr Malcolm was of the opinion that, I could have come a little bit later than I did. This is because, he (Dr Malcolm asked - Stanley why did you come this early?

6. Ethical issue
(ii) Before the Pilot study was allowed to start, Dr Bernstein Warner, had to invite both Dr Malcolm Bennison and myself to her office (at HH) to make absolutely certain that it (the pilot study) must have had the necessary requisite ethical approval from Cardiff. In other words, must have been appropriately validated and/or adequately consented to by Cardiff Met.

Before it was allowed to proceed only when she Both Dr Malcolm Bennison and myself had to re-assure her that, it (the pilot study) was in fact, not a full research and therefore that it does not need prior formal approval. This is because (i) it is only a pilot survey, and (ii) it does not involve under age (under 18 yearsolds).
(ii) Before I started: When I came into the class, Dr Malcolm introduced me to the class. After the class session, when Dr Malcolm Bennison finished his teaching, he again introduced the subject before handing over the class to me in order for me to conduct the research.

Before I started, I did re-introduced myself as well as the subject matter: that it was only Pilot study (i.e. part of the PhD study requirement towards the degree of PhD).

I then asked that it was only a voluntary exercise, and that there was no force or pressure. That it may take only about 20-30 minutes or complete the whole process. As was expected most of the members of the class (study population of the study) left the classroom, and was more or less left with the largely Black students from African Caribbean, but exclusively (the target or sample population).

I also inform participants not to mention names.
APPENDIX …25

CALL FOR PAPERS  RE: STRATEGY CONFERENCE

CALL FOR PAPERS:         SUBJECT THEMES & TOPICS:
Marketing, Social Marketing, , Social Change, Economic Growth, Innovation & Creativity,
Human Capital Development Management, Community Budgeting, Community
Development, Accounting & Finance, Entrepreneurship, Youth & Community
Organisations, Non-Government Organisations, Foreign Direct Investments (FDIs). Youth
Employment, Employment, Free-education-for-all-at-all-levels, Decent-low-cost-housing,
Public-transport system/road network, Recreational facilities, Strategic Leadership, Strategic
Management,
PAPER FORMAT
The 6th APA edition is to be used for both citation and referencing.
Length of Paper: Manuscripts must not exceed 15 pages (A4) including references and to be typed double spaced.
Font: Times New Roman – 12 in MS Word
DEADLINE
Deadline for Submission of Abstract: ……………
Deadline for Submission of papers: ……….; papers would peer reviewed
PUBLICATION
All papers submitted will be edited/peer reviewed and published in the UK-Based
International Journal of Youths and community Development Ltd; Vol 1, Issue1 hopefully before March 2014 or latest by June 2014.
CONFERENCE REGISTRATION/FEES
Entry is free: sponsored by the Department of Business Administration, Faculty of
Management Sciences, Niger Delta University
Printing Costs will be covered by charging minimal amount of N15, 000 per paper.

FURTHER INFORMATION
Ebikinei S. Eguruze 081 444 333 43 seguruze@yahoo.co.uk
# APPENDIX 26

## PULL-PUSH PROMOTIONAL MODEL

(Based on the push-pull strategy)

### PULL-PUSH PROMOTIONAL PLAN

On the basis of the findings, a sample promotional plan is suggested.

**Theme:**

Wish to improve your quality of life? Want make a difference to poor living-conditions? Join the SMT-Team and get-liberated from Poverty. You may use your cellphone (mobilephones) technolgy to text, twit, facebook, email your targeted policy maker, to **persuade them to change ways, values, and corruption-behaviours**, to change their policies to help end poverty.

**Methods of joining** …. you may either join by:

- **i)** Walking into any of our SMT model retailing (shop) outlets and speak to our ever ready, ever willing, and friendly team of recepctions, at the address below…or
- **ii)** Telephone us on …or: **Email us on** …or… **organise seminars, conferences, awards,**
- **iii)** Facebook……… or **Twit us on** …or… **workshops, exhibitions, roadshows, etc**
- **iv)** Text us on ……..or, **You Tube us** … etc. You may **pre-Book** and come and see us…

### Promotional objectives

<table>
<thead>
<tr>
<th><strong>Short term</strong> (immediate to 6 months)</th>
</tr>
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<tbody>
<tr>
<td>Our short term (or immediate objective) is to reach out to our captive 300 young people (or 0.01% of the sample) that constitute our sample-size, who participated in the questionnaires, discussion groups, interviews and attended the strategy conferences.</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th><strong>Medium term</strong> (6-12months)</th>
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<td>Our medium term objectives is to reach out to the sample of this study, which is about 300,000 young people in Bayelsa State which constitutes about 30% of the population</td>
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<th><strong>Long term objectives</strong> (1 year – 5 years +)</th>
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<td>Our long term target will be to reach out to the entire Bayelsa State population of 900,000 young people, community organisations, and subsequently, the entire of Bayelsa State of about 1.700,000 citizens.</td>
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### Promotional strategies

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<th><strong>Pull strategy</strong></th>
<th>To market the SMT model brand-product</th>
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<td><strong>Pull strategy</strong></td>
<td>is pertinent to consumer products. You tend to pull customers to you, to your shops, to attend your retailing units to purchase your brand instead of your competitors’ brand-products. Pull because (your brand-products) are targeted at mass consumers (plenty of customers). Do not need training (so sales persons not necessary), also no need to demontrate special features. They are not technical, therefore easy to use, involving cheaper unit-prices, etc. Consumer goods are easily pushed to the customers through distribution channels: in the context of the SMT, distributors/retailers at the regional levels (LGAs HQs) and subsequently throught the various retailing outlets around the villages/towns in each and every LGAs in Bayelsa State.</td>
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| **Push strategy** | In contrast, with the **push strategy**, you hire sales people. Then push your industrial-products to your industrial-customers. Push is relevant to industrial products. These are usually technical, expensive, so heavy budgetary decision making required, and so involves long decision making chain. Thus, the buying process is longer, often involving: gate-keepers, influencers, buyers, deciders, etc., all of whom are involved in the purchanse decision-making process. So, the purchasing or buying process takes longer due to the heavy costs/budget/longer chain involved. Not only purchasing price is expensive, it involves probably some technical training or demonstration of how to use and sustain maintenance. |

**BUDGET – FOR THE PROMOTIONAL PLAN – WILL NEED TO BE PREPARED.**

We also offer free, private and confidential advice and support, where necessary. You will need to **pre-BOOK**, if your require this service. Customers or beneficiaries will need to complete an application form.
**PULL-PUSH PROMOTIONAL MODEL PLAN**

On the basis of the findings, a sample pull-push promotional model plan is suggested.

**Theme:**
Wish to improve your quality of life? Want make a difference to poor living-conditions? Join the SMT-Team and get-liberated from Poverty. You may use your cellphone (mobilephones) technology to text, twit, facebook, email your targeted policy maker, to persuade them to change ways, values, and corrupt-behaviours, to change their policies to help end poverty.

**Methods of joining … you may either join by:**
- Walking into any of our SMT model retailing (shop) outlets and speak to our very ready, ever willing, and friendly team of receptions, at the address below: … or
- Telephone or Email us on … or organise seminars, conferences, awards,
- Facebook or Twit us on … or workshops, exhibitions, roadshows, displays adv.
- Text … or, Go-viral (word-of-mouth). You may pre-Book to see us …

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APPENDIX 27
SMT MODEL OF COMMUNICATING WITH POLICY-MAKERS
(Based on YPs & COs Conceptions)

SMT Model of ways of communicating to government your wish to get their help in ending poverty.  (Based on YP & Co's perceptions)

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<th>Disagree</th>
<th>Strongly Disagree</th>
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<tr>
<td>Organising road shows</td>
<td>50</td>
<td>84</td>
<td>35</td>
<td>12</td>
</tr>
<tr>
<td>Posters</td>
<td>45</td>
<td>87</td>
<td>30</td>
<td>9</td>
</tr>
<tr>
<td>Acting drama shows</td>
<td>43</td>
<td>106</td>
<td>26</td>
<td>5</td>
</tr>
<tr>
<td>Organising road shows</td>
<td>50</td>
<td>84</td>
<td>35</td>
<td>12</td>
</tr>
<tr>
<td>Posters</td>
<td>45</td>
<td>87</td>
<td>30</td>
<td>9</td>
</tr>
<tr>
<td>Acting drama shows</td>
<td>43</td>
<td>106</td>
<td>26</td>
<td>5</td>
</tr>
<tr>
<td>Organising road shows</td>
<td>50</td>
<td>84</td>
<td>35</td>
<td>12</td>
</tr>
<tr>
<td>Posters</td>
<td>45</td>
<td>87</td>
<td>30</td>
<td>9</td>
</tr>
<tr>
<td>Acting drama shows</td>
<td>43</td>
<td>106</td>
<td>26</td>
<td>5</td>
</tr>
<tr>
<td>Organising road shows</td>
<td>50</td>
<td>84</td>
<td>35</td>
<td>12</td>
</tr>
<tr>
<td>C's</td>
<td>45</td>
<td>87</td>
<td>30</td>
<td>9</td>
</tr>
</tbody>
</table>
APPENDIX…28  SMT MODEL OF OVERCOMING POVERTY
(Based on perceptions of YP/COs)

Overcoming poverty requires policy-maker: to re-set their priorities and/or set their goals higher than the current emphasis on economic growth and creating job-opportunities, people need real jobs, not just opportunities, as below:

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Strongly disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Re-set priorities</td>
<td>71</td>
<td>104</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Set-higher goals</td>
<td>98</td>
<td>72</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>End discrimination</td>
<td>103</td>
<td>73</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Targeted help</td>
<td>55</td>
<td>100</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Protection</td>
<td>73</td>
<td>96</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Create real jobs</td>
<td>141</td>
<td>45</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Create job opportunities</td>
<td>133</td>
<td>52</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>
## APPENDIX ...29.

**SMT MODEL OF ASKING SOMETHING FROM POLICY MAKERS**
(Based on perceptions of YP & COs) – based on the question –

When you want to ask something from policy-makers in order to meet your wish to get their help in ending poverty?

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Strongly disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>By fighting</td>
<td>2</td>
<td>3</td>
<td>112</td>
<td>64</td>
</tr>
<tr>
<td>By legal action</td>
<td>55</td>
<td>80</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>By persuasion</td>
<td>59</td>
<td>84</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>By negotiation</td>
<td>96</td>
<td>74</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>Buy them special gifts</td>
<td>5</td>
<td>14</td>
<td>88</td>
<td>74</td>
</tr>
<tr>
<td>By protesting</td>
<td>48</td>
<td>66</td>
<td>22</td>
<td>44</td>
</tr>
</tbody>
</table>
Table 2 Provides a summary of social marketing applications in selected social contexts

<table>
<thead>
<tr>
<th>Scholars</th>
<th>Contributions</th>
<th>Evaluating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wiebe (1951)</td>
<td>“Why can’t you sell brotherhood and rational thinking like you sell soap”?</td>
<td>InfluenCe</td>
</tr>
<tr>
<td>Kotler &amp; Zaltman (1971) in response to (Wiebe, 1951)</td>
<td>See social marketing as (i) an approach to planned-social-change” (ii) as a “design, implementation and control of programmes calculated to influence the acceptability of social-ideas and involving considerations of product planning, communications and marketing research...” “Planning and implementing of programme designed to bring about social-change using concepts from commercial marketing”</td>
<td>Pioneering</td>
</tr>
<tr>
<td>Social Marketing Institute (2007)</td>
<td>“the application of commercial marketing techniques to the analysis, planning, executing, and evaluation of programs designed to influence voluntary behaviour of target audiences in order to improve their personal welfare and of society.”</td>
<td></td>
</tr>
<tr>
<td>Andreasen (2002)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andreasen (2006; Cugerlman, 2010)</td>
<td>Social marketing is capable of impacting “psychological and physiological” changes and</td>
<td></td>
</tr>
<tr>
<td>Author(s)</td>
<td>Reference(s)</td>
<td>Information</td>
</tr>
<tr>
<td>-----------</td>
<td>--------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Stead, et al., 2007</td>
<td></td>
<td>up-stream policy change”</td>
</tr>
<tr>
<td>Kotler, Roberto &amp; Lee, 1989; 2000</td>
<td></td>
<td>“Effective change agent” as well as a “social change campaign”. It has been successfully applied by organized groups (change agent) to persuade others (the targets adopters) “to accept, modify or abandon certain ideas, attitudes, practices, values or behaviours”.</td>
</tr>
<tr>
<td>Lefebvre &amp; Flora, 1988; CDC, 2012</td>
<td></td>
<td>“Social marketing is known to have been used in promoting mass public healthcare issues: aimed at disease-prevention, achieved through their eight-stages social marketing model: i) a consumer orientation to realize organizational social goals, ii) an emphasis on the voluntary exchange of goods and services between providers and consumers, iii) research in audience analysis and segmentation strategies, iv) the use of formative research in product and message design and the pretesting of the materials, v) an analysis of distribution (or communication) channels, vi), use of the marketing mix - utilizing and blending product price, place and promotion characteristics in intervention planning and implementation, vii) a process tracking system with integrative and control functions, viii) a management process that involves problem analysis, planning, implementation and feedback. This seemed a significant addition and/or extension) to existing body of knowledge.</td>
</tr>
<tr>
<td>Dahl (2011)</td>
<td></td>
<td>Meanwhile, social marketing had been an important persuasive tool for family-planning</td>
</tr>
<tr>
<td>Source</td>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>-------------</td>
<td></td>
</tr>
<tr>
<td>Kotler &amp; Levy (1969)</td>
<td>Elsewhere it has even been extended to non-business organisations, ideas and persons to cause-related objectives; even has been adapted</td>
<td></td>
</tr>
<tr>
<td>Varadarajan &amp; Menon (1988)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walsh (1994)</td>
<td>Or extended to the public-sector</td>
<td></td>
</tr>
<tr>
<td>Eguruze (1996)</td>
<td>Or in the marketing of non-governmental organisations (NGOs)</td>
<td></td>
</tr>
<tr>
<td>Eguruze (2014)</td>
<td>A study of what young people and community organisations see as their support needs in Bayelsa State of Nigeria in Tackling Poverty</td>
<td></td>
</tr>
<tr>
<td>Cugerlman, 2010; Varvoc, 2004</td>
<td>New Zealand, Government led social marketing campaigns had been effective in persuading its citizenry to change their behaviour in a number of ways: encouraging people to reduce alcohol drinking, form healthier eating-habits, form a safer sex habits, encouraging children to read more, and even in promoting the benefits of protecting buildings from devastating impact of earth quake</td>
<td></td>
</tr>
<tr>
<td>CDC, 1999; 2004</td>
<td>Syphilis Awareness Campaigns in 8 US cities found that using social marketing approach: involving techniques such as targets segmentation, concept testing of materials, and formative evaluation, significantly helped</td>
<td></td>
</tr>
<tr>
<td>Author</td>
<td>Year</td>
<td>Title</td>
</tr>
<tr>
<td>------------------</td>
<td>---------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Eguruze, S.E.</td>
<td>(1996)</td>
<td>The Marketing of Federation of Ijaw/Communities (FEDICOM) - an NGO</td>
</tr>
<tr>
<td>Eguruze, S.E.</td>
<td>(1991)</td>
<td>I am proud to be Ijaw: The marketing of Ijaw</td>
</tr>
<tr>
<td>Eguruze, S.E.</td>
<td>(2011)</td>
<td>A Study of What young people and Community organizations see as their support needs in Bayelsa State of Nigeria in “Tackling Poverty” - Tackling Poverty”</td>
</tr>
<tr>
<td>Kotler et al.,</td>
<td>(2013)</td>
<td>Social marketing is aimed at influencing behaviour of individuals for their well-being and that of society, using marketing concepts and tools</td>
</tr>
</tbody>
</table>
APPENDIX ... 31

Table 1 How can Bayelsa state end poverty through employment opportunities?

Table 1. Bayelsa state Integrated Job Creation Programme aimed at reducing poverty

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 JOBS/SKILLS Need Assessment</td>
<td>Compile &amp; produce jobs/skills Handbook</td>
<td>YP/Cos: Potential Employers</td>
<td>Govt/sponsorhip by private Oil/gas Cos/ TETFUND</td>
<td>It should be an On-going programme</td>
<td>Open to the public</td>
</tr>
<tr>
<td>1.1 Work placement</td>
<td>Anywhere</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or sponsorship by private Oil/gas Cos</td>
<td>4-8 weeks</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>2 Mentoring</td>
<td>ALL Schools, include Colleges/Universiti.</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or Sponsorship by CosOil/gas</td>
<td>4-8 weeks</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>3 Enterprise week</td>
<td>Bayelsa</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or Sponsorship</td>
<td>week</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>4 Employment Fair</td>
<td>Anywhere</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or sponsorship by private Cos;Oil/gas Cos, NDDC, TETFUND,etc</td>
<td>One-day</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>3.1 Graduate Employment Fair</td>
<td>(Job Fair)</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or sponsorship by private Cos;Oil/gas Cos, NDDC, TETFUND,etc</td>
<td>One-day or Week</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>5 Capacity building</td>
<td>Cos</td>
<td>Cos/YP: SMEs</td>
<td>Govt and/or sponsorship by private Cos;Oil/gas Cos, NDDC, TETFUND,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Scholarship</td>
<td>Anywhere in the world</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, TETFUND, etc</td>
<td>According to need; as per need/based on assessment</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>---------------</td>
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<td>-------------</td>
<td>------------------------------------------------------------------</td>
<td>-------------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>7 Tax holidays</td>
<td>Bayelsa state</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, TETFUND, etc</td>
<td>1-5 years be reviewed</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>8 Conferences/seminar Workshop/exhibition</td>
<td>Anywhere in the world</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, TETFUND, etc</td>
<td>One-day or week</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>9 Export-Guarantee Scheme</td>
<td>Anywhere Overseas only</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, TETFUND, etc</td>
<td>According to need/ based on assessment.</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>10 Training schemes: workforce or employee development, systems development and organizational development</td>
<td>Anywhere</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, TETFUND, etc</td>
<td>According to need/as per need based on assessment</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>11 Bayelsa Overseas Trade grant-scheme</td>
<td>Overseas only</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, TETFUND, etc</td>
<td>According to need/as per need based on assessment</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>12 Guarantee small loans-scheme</td>
<td>Bayelsa state</td>
<td>YP/Cos: SMEs</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, TETFUND, etc</td>
<td>According to need/as per need based on assessment</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>13 Industrial estates</td>
<td>Bayelsa and LGAs</td>
<td>YP/COS SMEs</td>
<td>Govt and/or sponsorship</td>
<td>According to need/as</td>
<td>By public application</td>
</tr>
<tr>
<td>14 Employment Fair</td>
<td>All Schools/Colleges/Universities</td>
<td>YP/Cos and SMEs</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, Universities/Chamber of Commerce, NDDC, TETFUND, etc</td>
<td>According to need/as per need based on assessment</td>
<td>By public application process; not personal</td>
</tr>
<tr>
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<td>-----------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>15 Work experience</td>
<td>Anywhere</td>
<td>YP/Cos SMEs</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, Universities/chambers, TETFUND, etc</td>
<td>According to need/as per need based on assessment</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>16 Bayelsa Overseas Trade Grant programmer</td>
<td>Anywhere</td>
<td>Entrepreneurs/ SMEs</td>
<td>By Collaboration</td>
<td>Identify opportunities/threats</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>17 Marketing Support/research and development/promotional support</td>
<td>Anywhere</td>
<td>YP/COS:S</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos/NDDC, TETFUND, etc</td>
<td>According to need/as per need based on assessment</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>18 Duty free zone</td>
<td>Bayelsa</td>
<td>Everyone</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos; Chamber of Commerce</td>
<td>According to need/as per need based on assessment</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>19. Allow Part-time working</td>
<td>Bayelsa</td>
<td>Everyone</td>
<td>Govt and/or sponsorship by private Cos; Oil/gas Cos; Chamber of Commerce, etc. Other International/regional Organisation</td>
<td>According to need/as per need based on assessment</td>
<td>By public application process; not personal</td>
</tr>
<tr>
<td>20. Allow Two jobs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21. Allow Both Couples earnings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22. Flexible working hours or working from home</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
24. Allow, permit or encourage apparent Overstaffing etc; these should be seen as effective means of social integration (Japanese model) Social Justice; seen as he right of the people to have work as matter of must. This may be against those who believe in efficiency or inefficiency debate or labour market participation or social exclusion as opposing argumen etc. Levitas – social exclusion or Durkheim social and economic exclusion or social integration/solidarity. They believe that social integration or social viability depends upon building a society based on social inclusion as opposed to the vicious circle of social exclusion and division.

24. Even the recognition of unpaid or voluntary work
25. Recognition of the role housewives as an important source of work/pay.

26. Bayelsa Jobs newsletter
2.6 Bayelsa Jobs Newsletter

<table>
<thead>
<tr>
<th>Bayelsa</th>
<th>Cusrtodian of family life should be more valued</th>
<th>Their responsibil</th>
<th>They add value to the economy by their unique role</th>
<th>Gill Dixon, Chris Johnson, Sue Leigh &amp; Nicky Turnbull</th>
<th>Feminist Perspectives and Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobseekrs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

27Employment Vouchers

| All Schools/Colleges/Universities | YP/Cos and SMEs | Govt and/or sponsorship by private | According to need/as per need based | By public application process; not |
| 28 | Job seekers allowances | All job seekers in Bayelsa | YP/Cos SMEs | Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, Universities/ chambers, TETFUND, etc | According to need/as per need based on assessment | By public application process; not personal |
| 29 | BUSINESS LOAN GUARANTEE SUPPORT SCHEME (BLOGSS) | All Schools/ Colleges/ Universities – who enter the job seekers’ club in Bayelsa | YP/Cos and SMEs | Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, Universities/ chambers, TETFUND, etc | According to need/as per need based on assessment; collaborative funding | By public application process; not personal |
| 30 | BUSINESS EXPANSION SUPPORT SCHEME (BESS) | All job seekers in Bayelsa | YP/Cos SMEs | Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, Universities/ chambers, TETFUND, etc | According to need/as per need based on assessment; collaborative funding | By public application process; not personal |
| 31 | SMEs BUSINESS CONSULTANCY SUPPORT SCHEME (SMEB-CONSULTANCY) | All Schools/ Colleges/ Universities – who enter the job seekers’ club in Bayelsa | YP/Cos and SMEs | Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, Universities/ chambers, TETFUND, etc | According to need/as per need based on assessment; collaborative funding | By public application process; not personal |
| 32 | Regional-Enterprise-Grants This is cash grants given-to-small-man manufacturing& | All-job seekers in Bayelsa and Niger | YP/Cos SMEs | Govt and/or sponsorship by private Cos; Oil/gas Cos, NDDC, Universities/ | According to need/as per need based on assessment; collaborative funding | By public application process; not personal |
services businesses (with under 25 employees) which are prepared to undertake new investment in areas designated as ‘development areas’ under UK-Reg. Policy

33 Repatriate all $380bn stolen oil money; (Chairmen, EFCC, Punch, Saturday 28/05/11)

34 Developing a Community Organisations’ Empowerment Network - as an agency (consultancy organization working in collaboration with the government to assist capacity building of Bayelsa Community Organisations to develop infrastructure and capacity)

Crowdfunding

<table>
<thead>
<tr>
<th>Delta area</th>
<th>chambers, TETFUND, etc</th>
<th>Collaborative funding</th>
</tr>
</thead>
</table>

| Here table 1. Bayelsa state integrated job creation programme aimed at ending/reducing poverty. |


Allow Part-time working; two jobs; both Couples earnings; flexible working hours or working from home; permit or encourage apparent overstaffing etc. These wide range of options should be seen as effective means of social integration (Japanese model) Social Justice; seen as he right of the people to have work as matter of must. Althoug, this may be
against those who believe in efficiency or inefficiency debate or labour market participation or social exclusion as opposing argument etc. Levitas - social exclusion or Durkheim social and economic exclusion or social integration/solidarity. They believe that social integration or social viability depends upon building a society based on social inclusion as opposed to the vicious circle of social exclusion and division. Even the mere recognition of unpaid or voluntary work should be seen positive step forward. Recognition of the role housewives as an important source of work/pay. In fact, if housewives are going to be paid, as a paid up, then it will have free-up quite a few other job opportunities. Sources: Lockwood, J. (1996); Pass, C., Lowes, B., Pendleton, A., and Chadwick, L. (1991) Gibb, A.A. (1996); Drucker, P.F. (1989; Smith 1776; Ricardo, 1772; Keynes, 1932; Drucker, P.F (1997); (Chairmen, EFCC, Punch, Saturday 28/05/11; Durkheim, Levitas; Beveridge report, 1942
APPENDIX .... 32

QUANTITATIVE RESEARCH

PARTICIPANTS IN RESPECT OF THE QUANTITATIVE RESEARCH

1 The Niger Delta University (NDU), Wilberforce Island, Amassoma
2 The Open University (Yenagoa)
3 Imo State University (satellite campus) in Bayelsa State
4 Government Secondary School Kaiama
5 Government Girls Secondary Kaiama
6 Federal Government College, Odi
7 Government Secondary School Odi
8 Government Secondary School
9 Opokuma. Government Secondary School Sababgeria
10 Federal Government University at Otuege-Ogba
11 Bayelsa State College of Education (Okpoama-Brass)
12 Federal Polytechnic (Ekowe, Southern Ijaw)

(All of which are based in Bayelsa State).
QUALITATIVE RESEARCH
PARTICIPANTS IN RESPECT OF THE QUALITATIVE RESEARCH

POLICY MAKERS WHO PARTICIPATED
1. The former Director General of the Directorate of Employment, Bayelsa State as well as Rivers State
2. The former Chairman of KOLGA/(Rtd naval Commander
3. The Director of Child Development at the Ministry of Women’s Affair
4. The Head of Public Relations Office (PRO), NDU
5. The Transport Manager, NDU
6. Head of Department; Department of Business Administraion, NDU
7. The Dean; Faculty of Management Sciences, NDU
8. The Faculty Boead Meeting, Faculty of Management Sciences, NDU
9. The V.C. NDU
10. The President of the Kolga Elders’ Forum
11. The National President of the Adnvocay Gorup for Patriotism Development
12. An Ogbia LGA Opnion leader
13. The Secretary, Kaiama Council ft Chiefs
14. The Pioneer Chairman Kolga

YOUNG PEOPLE AND COMMUNITY ORGANISATIONS

<table>
<thead>
<tr>
<th>NO</th>
<th>YOUNG PEOPLE</th>
<th>COMMUNITY ORGANISATIONS</th>
<th>TELEPHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Youth rep1</td>
<td>Community 1</td>
<td>08000000000</td>
</tr>
<tr>
<td>2</td>
<td>Youth rep2</td>
<td>Community 2</td>
<td>08000000000</td>
</tr>
<tr>
<td>3</td>
<td>Youth rep3</td>
<td>Community 3</td>
<td>00070000000</td>
</tr>
<tr>
<td>4</td>
<td>Youth rep4</td>
<td>Community 4</td>
<td>08000000000</td>
</tr>
<tr>
<td>5</td>
<td>Youth rep5</td>
<td>Community 5</td>
<td>07000000000</td>
</tr>
<tr>
<td>6</td>
<td>Youth rep6</td>
<td>Community 6</td>
<td>00080000000</td>
</tr>
<tr>
<td>7</td>
<td>Youth rep 7</td>
<td>Community 7</td>
<td>07000600000</td>
</tr>
<tr>
<td>8</td>
<td>Youth rep 8</td>
<td>Community 8</td>
<td>00700000000</td>
</tr>
<tr>
<td>9</td>
<td>Youth rep 9</td>
<td>Community 9</td>
<td>00080000000</td>
</tr>
</tbody>
</table>
10 Youth rep 10  Community 10  08000000000
11 Youth rep 11  Community 11  08000000000
12 Youth rep 12  Community 12  07000000000
13 Youth rep 13  Community 13  07030000000
14 Youth rep 14  Community 14  08000000000
15 Youth rep 15  Community 15  00700000000
16 Youth rep 16  Community 16  080000000006
17 Youth rep 17  Community 17  08000000000
18 Youth rep 18  Community 18  08888880000

19. Former Youth President – of the Overall Pioneer Group (OPG) assisted in coordinating this meeting. He was their ex-leader; the Pioneer President.

A group of young entrepreneurs (self employed) young people following graduation and no jobs/unemployed. These groups of unemployed undergraduates

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Female marketing graduate  - Boutique owner</td>
</tr>
<tr>
<td>21/22</td>
<td>Two Males engineering graduates – unemployed</td>
</tr>
<tr>
<td>23</td>
<td>Male  Marketing graduate  - Internet services and IT products</td>
</tr>
<tr>
<td>24</td>
<td>Female  - Management graduate - cake making and catering for special occasions</td>
</tr>
<tr>
<td>25</td>
<td>Male  - Micro finance - (Osisi) provider</td>
</tr>
<tr>
<td>26</td>
<td>Female  - undergraduate working a driver  - and studying</td>
</tr>
</tbody>
</table>
APPENDIX 34 Poverty Concept Mapping (Poverty Tree Fig.)

Poverty
- $1 per day
- $2 per day
- $2.00

Unemployment
- Living wage
- Social deprivation
- Relative poverty

Urban
- In work
- Access to Health
- Food

Rural
- Tenants
- Land

Women
- Illiteracy
- Inequality

Absolute
- Homeless

Chronic
- Persistent
- Extreme

Acute
- Desperate
- Hunger
- Women

Poverty
- Chronic
- Absolute
- Relative

Poverty $1 per day
- Inequality
- Illiteracy
- Homelessness

Unemployment
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Women
- Acute
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APPENDIX.....35

Chris Agyris (Immaturity-Maturity Theory)

Professor Argyris was a contemporary of Likerts. His initial interests, while at Yale University were in the relationship between people’s needs and the needs of the organization. He suggested that the reason for so many employees apathy was not so much because of laziness, but rather because people were being like children. This led to what he called -

Immaturity- Maturity Theory suggests that the human personality develops from immaturity to maturity in a continuum, in which a number of key changes take place over a year. These changes are stated below as follows:

<table>
<thead>
<tr>
<th>IMMATUREITY</th>
<th>MATURITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Passive</td>
<td>Activity</td>
</tr>
<tr>
<td>2. Dependence</td>
<td>Relative Independence</td>
</tr>
<tr>
<td>3. Behave in few ways</td>
<td>Behave in many ways</td>
</tr>
<tr>
<td>4. Erratic Shallow interest</td>
<td>Deeper interest</td>
</tr>
<tr>
<td>5. Short time perspective</td>
<td>Longtime perspective</td>
</tr>
<tr>
<td>6. Subordinate position</td>
<td>Equal superior position</td>
</tr>
<tr>
<td>7. Lack of awareness of self</td>
<td>Awareness and control of self</td>
</tr>
</tbody>
</table>
Maslow’s Hierarchy Of Needs

Maslow’s studies into human motivation led him to propose a theory of needs based on a hierarchical model with basic needs at the bottom and higher needs at the top, as in fig. below. This theory made a considerable influence on developments in management theory during the 1950s it is due partly to the simplicity of the model and partly to the identification of higher level needs. The starting point of Maslow’s hierarchy theory, first published in 1954 is that most people are motivated by the desire to satisfy pacific groups of needs. These needs are as follows.

![Hierarchy of Needs Diagram]

**Fig Hierarchy of Needs**

The second, and most central, point of Maslow’s theory is that people tend to satisfy their needs systematically, stating with the basic physiological needs and their moving up the hierarchy.

Until a particular group (of needs) is satisfied, a person’s behaviour will be dominated by them. Thus, a hungry person is not going to be motivated by consideration of safety or affection for example until after his hunger has been satisfied. Maslows (1961) later modified this argument by stating that there was an exception to the rule in respect of self-actualization needs. For this group of needs it seems that satisfaction of a need gives rise to further needs for realizing one’s potential. Criticism of Maslows is that systematic movement up the hierarchy does not seem to be a consistent form of behaviour for many people.
The Sure P is one of the latest Federal Government’s Projects to tackle poverty. It is set up by the Federal Government of Nigeria aimed particularly at the unemployed graduates, hence the title ‘graduate internship programme’. By targeting the problem of youth unemployment, specifically, graduate unemployment, government hopes to achieve its aim of reducing poverty nationwide. It was established October 2012 as a social safety net for new university graduates to offer starting point in the job market and future career building. This strategy is achieved by empowering and re-trains them in new skills towards employment or self-employment.

The full meaning is - Subsidy Reinvestment and Empowerment Programme ‘Sure P. The programme is aimed at tackling the problem of youth unemployment. Its under the portfolio of the Dr. Ngoz Okonjo-Iweala Co-ordinating Minister of the Economy.

The Role of Community Banks in Economic Development: A Nigerian Case Study.

According to the abstract, (Ayadi, 2008), the bank was established by Decree 46 of 1992. This kick started the National Board for Community Banks. This board had been authorised to issue licenses to applicants to operate as Community Banks. The main aims of Community Banks include: i) promote rural development through provision of banking and financial services; ii) enhance rural productive activities; and iii) improve economic status of small-scale producers in rural and urban areas.

APPENDIX ..... 39  MODEL FRANCHISING PLAN

Model Franchising contract proposal (relating to franchising, licencing and multi-channel strategies at the SMT)

This model Franchising contract is a sample for use as an example only. It is designed for the purpose of illustrative intentions. THIS AGREEMENT is made ……day of……………………201(…) between ………the registered office of which is (located at)….. …………………(hereafter called “the Franchisor”) of the first part and of …….. …(hereafter called “the Franchisee”) of the second part.

WHEREAS:
A. The Franchisor has spent time money and effort in obtaining and developing knowledge of and expertise (“the Know-How”) in …(SMT)……… hereinafter called “The Services”.
B. The Franchisor wishes to expand the Provision of the Services, and is willing to grant to the Franchisee the rights set out herein.
C. The Franchisee desires the right during the continuance of this Agreement to provide the Services from the premises specified in Schedule One hereto (“the Premises”) under the Marks (detailed in Schedule Two), as directed in the operation manual (“the Manual”).
D. The business of providing and marketing the Services is hereafter called “the Business”.
E. The equipment from time to time required by the Franchisee for use in the Business is hereafter called “the Equipment”.

NOW IT IS AGREED AS FOLLOWS:-


Signed for and on behalf:
Of Franchisor by …………………Position …………………signature …………………
And Witnessed by………………….Address …………………signature …………………
Of Franchisee by………………….Position………………signature …………………
And Witnessed by ……………….Addresss …………………signature …………………