

# THE ROLE OF CELEBRITIES IN ELECTIONEERING CAMPAIGN (A CASE STUDY OF 2015 GENERAL ELECTION IN NIGERIA)

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## Abstract

*This research work examines the influence of celebrities on political campaign during the 2015 general elections in Nigeria. The study relies on the assumption that celebrities all over the world are known for change, But Nigerian celebrities are only tools used by politicians to achieve their selfish political ambitions. The research work explored quantitative method to examine the opinion of the public regarding celebrities impact on the electioneering campaign during the 2015 general elections in Nigeria. Questionnaires were distributed among Nigerian electorate, mostly youths sampled at the University of Lagos campus, Akoka. The findings shows that celebrities command great respect based on their popularity .But people voted for their favourite candidates and not the celebrities choice. Thus, the work submitted that celebrities impact on political campaign is over exaggerated. Hence, the work recommends that parties should focus more on direct campaign rather than spending so much on celebrities endorsement.*

**Key words:** Celebrities, Election, Campaign, Influence.

## INTRODUCTION

Heroes and fame have existed for millennia, but the concept “celebrity” is a recent phenomenon. According to Boorstin (1961), to be a celebrity is to be well known. He further notes that a hero is a man or woman of great deeds, the hero created himself but a celebrity is created by the media. The root of celebrities dated back to Alexander the great, whose manipulation of publicity and global ambition made him the first famous person (Braudy, 1986). Today, celebrities and political arena are known to be intertwined mainly because some political actors tend to use celebrities as their instrument of campaign. A study revealed that political endorsement by celebrities has a long and rich history in world politics, especially in American. It is important to note that such trend has now been transmitted into the Nigeria political system.

In Nigeria, today an endorsement by a favorite celebrity is definitely seen as a potent tool to compel many people to vote for a political candidate. Young people do believe that celebrities are knowledgeable about politics than the average citizens. The political gladiators also share similar view that an average citizen is more likely to listen to a celebrity than a politician, academician, expert or a scientist. These explain the celebrities’ endorsements do affect the choice of political candidate and how people vote. Maurstad (2006) argued that celebrities have been known to bring money and visibility to campaigns. He further notes that their involvement can reinvigorate waning media attention and can make conservative or outdated candidate seem more popular.’

The essential role of the celebrity status ranging from actor, actress, musician and athlete can never be ignored in the contemporary political campaigns. This research work will examine the assumption that celebrities have more or little impact on voting behavior using Nigeria as a case study. Although some studies show that adults do not believe that celebrities are more knowledgeable about politics than ordinary citizen. While the youth are just so obsessed with celebrities and have a total belief in them.

Celebrities are being used as an instrument of propaganda to influence the people's choice in the voting system. Just because of the public love in those celebrities, politicians hide under their label to achieve their selfish political motive. For instance, celebrities like Ibinabo Fiberesima, Onyeka Onwenu, Rita Domnic, Dbanj, Mike Ezuronye, Ramsey Noah, Jay-Jay Okocha, KanuNwankwo, Segun Arinze and others thrown their support openly for former president Goodluck Jonathan, while celebrities like Olamide, Fathia Balogun, Wasiu Ayinde KWAM 1, Femi Adebayo, Dayo Amusa, Jide Kosoko and few others supported Buhari openly, few celebrities like BisadeOlogunde (Lagbaja), Uche Jombo, Tu-face refuse to declare openly for any of the two candidates.

The money meant for national development is allocated to celebrities for their endorsement. This in turn poses a danger to the political system. This research seeks to explain the influence of celebrities on the political process and determine their relevance during campaign in Nigeria.

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## CONCEPTUALIZING CELEBRITY

The concept 'celebrity' is a social phenomenon that has always been part of the history of the contemporary world because of the enormous influence they possess. Celebrities are remarkable people who have charismatic appeal and extra ordinary qualities. Marx Weber (1958) describe charisma as one type of social authority and define a charismatic individual as 'A certain quality of an individual that set him or her apart from ordinary and treated as endowed with supernatural, super human or at least superficially exceptional qualities' the question worth of note is that, is the appeal of a celebrities consequence of his or her innate qualities or the role of mass media.

Celebrities are people who enjoy public recognition by a large share of a certain group of people and they have distinctive characteristics such as attractiveness and trustworthiness' (Silvera and Austad 2001). They further explained that celebrities are effective endorsers because they are highly believable, likeable and pursuable. This explains that role of celebrities is a big one in the contemporary world system. It is important to note that a celebrity who is linked with positive information has a greater opportunity to reach out to a targeted audience. Boorstin (1961) 'he opine that to be celebrity is to be known for ones well knowness.' He further creates a line of dichotomy between a hero and celebrity.

With this in mind, He argues that honour and heroism were at some point recognized for what they truly were without public expression through publicity. What becomes so obvious in his view was that it is the modern mass media that has transformed fame and hero into desirable end in its own right. It is important to note that that the media is a major influence on the celebrities because in order to be known by many and talked at a distance, one needs a medium of dissemination.

In similar vein, Silvera and Austad (2001) opined that 'although modern celebrities may possess a talent that is no longer the sine-qua non of achieving celebrity status. But such status seems to be dependent on and indeed to a great extent manufactured by the mass media. To, Braudy (1988), he argued that celebrity culture is entirely hollow and situate fame as the historical construct contingent on changing media, technologies, political structures and conceptions of ideal subjectivity. Marshall (1997), disentangles the complexities of late 20th century culture by asking how the celebrities-audience relationship manifest differently in film, television and music and in turn influence political performance and power.

Celebrities are people with a high public profile and come from a range of fields.. Though, the term is used mainly to refer to those coming from the entertainment industry. Since the mid-1980's, celebrities advocacy has become widespread in their involvement along with their development along with the development in social media is helping to reshape western public engagement with politics (Meyer, 1995 and Goodman, 2010). According to Harvey (2003), neo-liberalism seeks to commodify all that which has never before been treated as commodities. It is without doubt, that contemporary celebrities' status represents the commoditization of individual of identity and personality.

In similar vein, Biccum (2011) contends that celebrities are at the pinnacle of modern subjectivity and commodity culture representing the success of the individual and of meritocracy. In other words, celebrities are branded personalities and goods that are in some cases manufactured and professionally marketed. To Marshall (2006) Branding involves the clear translation of a personality into a commodity that is brokered and exchanged. To Goldman (1987), celebrities are commodity signs that is, joining together of a material entity with a signification. Strictly speaking, they are in essence doing the 'interpretative labour for capitalism'. Through, their attachment to branded goods and as brands themselves, they act to increase the exchange value of commodities.

Marshall (2006) notes that celebrities identity is a form of intellectual property that is sometime regularly updated or sustained over decades from all indication, it becomes clear that a celebrity's worth is determined by his or her ability to continually manufacture and preserve distinctiveness and garner loyalty through affectivity. Marshall (2006:636) sees the celebrity power as its capacity to embody an audience and more specifically the affective investment of an audience. He further notes that celebrities embodies the power of the audience members, audience

powers, their economic clout is represented by the celebrity and their capacity to deliver for the industry (Marshall 2006:636). Today, attaching celebrities to causes has become a business in itself, celebrities even tends to link development with ethical consumption or famous simply for being famous.

According to Goodman (2010) 'Development consumption' where the process of purchasing everyday goods becomes not just consumption perse, but an act that is enveloped in ethical or moral value that add to the empty and temporary gratification of consumption. In similar vein, Bauman (2007) argues that in a consumer society, happiness is only temporary, as consumption depends on the perpetual creation of new needs.

Chris Rojek delineates three types of celebrities; these are ascribed, achieved and attributed. To him, Ascribed celebrities are those that are famous because of the lineage that is, children whose parent were also celebrities. Achieved celebrities are those who became famous because of their talent and skills in their particular field, these are generally actors, actresses, artists and sport stars. Attributed celebrities to him, are those who become famous by attracting a lot of media attention or by being associated with multiple celebrities that is, they are people who are famous simply for being famous.

## **CONCEPTUALIZING INFLUENCE**

Influence and power are sometimes synonymously used together but point worth of note is that many scholars agreed that there is little practical difference between the two. Lasswell and Kaplan (1950) argued that power and influence means participation in making of decision and both have rational and relational attributes. They further noted that it is the threat of sanction that creates a line of dichotomy between power and influence. To Robert Dahl (1995) Influence is a relation among actors such that the wants, desires, preferences or intentions of one or more actors affect the actions or the predisposition to act, of one or more other actors.

A critical study of this definition shows that one person has an enormous influence over another within a giving scope without depending on a means of sanctions to change the other causes of action. For this course of this research work, man A exercises influence over B to the extent that A's action causes a change in B's behavior. Influence therefore entails the control over the minds of others without sanction, but the use of one's charisma qualities

## **HISTORICAL DEVELOPMENT OF CELEBRITIES IN NIGERIAN POLITICS**

It is important to note that Political endorsements have a long and rich history in American politics. Endorsements by politicians and interest groups, such as labor unions, business organizations and special interest groups date back to the early 20th Century. Celebrity endorsements have a tradition nearly as long. Historians trace the role of celebrities in politics to the 1920 presidential campaign of Warren Harding, who was endorsed by numerous film stars, including Al Jolson, Lillian Russell, Douglas Fairbanks and Mary Pickford.

Many presidential campaigns since have involved celebrities. In 1960, John F. Kennedy's received the support of "Rat Pack" members such as Sammy Davis Junior and Dean Martin(Mortman, 2004). Warren Beatty was a prominent supporter and campaign strategist for George McGovern and Ronald Reagan received support from a variety of celebrities including Frank Sinatra (Lofton, 1999). Despite many political contests where celebrity endorsements have occurred, there has been little effort to understand what effect these endorsements have on important political outcomes.

Today, there is a growing multi-disciplinary literature on the rise of celebrity culture in late modern societies and its relationship with politics. To Marshall (2006) and Furedi,(2010) Celebrities are said to have democratic currency because of their audience appeal(mostly the youth).They embody the personification of Marx Weber's charismatic individual as an alternative source of authority within society. Furedy (2010) opined that politics is being celebritized at the same time that formal authority is being stigmatized. Political authority is being outsourced to celebrities and politicians rush to obtain some of the aura of celebrities.

Celebrities have played an important and prominent role in the political realm of any nation. It is important to note that political endorsement by celebrities have a long and rich history in American politics. It is a recent phenomenon in the Nigeria politics. As politics and politician in Nigeria gain popularity, more and more people are getting involved in the packaging and the celebrities are not left out (Abraham and Iherica, 2014).

The Nigeria trend began in 2011, when all the celebrities queued behind President Jonathan to win the 2011 presidential election. It will still be recalled that during the campaign in 2011, Dbanj was said to have interviewed President Jonathan, who was then the presidential candidate of the People's Democratic Party (PDP). Also that year, the 'Francis Duru'-led group joined other celebrities at the Eagle Square where they performed and pledged support for President Jonathan, who eventually won. During the 2011 general elections also, notably celebrities and entertainers like Onyekaonwenu, Sam Okposo, Stephanie Okereke, Bob Manuel, Udokwu, Segun Arinze, Daddy Showkey, D'Banj, Wande Coal, Weird M.C and Sasha.P. They all canvassed public support for President Jonathan.

There was another category of the campaign known as 'I believe in Jonathan' which featured top Nigerian actors including Desmond Eliot, Ejike Asiegbu, Ngozi Nwosu, Clem Ohameze, Femi Brainard, Mercy Aigbe among others. Also in lagos majority of the celebrities endorsed Babatunde fashola of the action congress of Nigeria (now APC). Celebrities such as p-square, 2face Idibia, Banky W, Wizkid, 9ice and others performed at the Teslim Balogun stadium in a concert tagged 'my city rocks'

In the same year, Kelly Hansome released a song titled 'say yes to Amechi' in support of the then rivers state governor (Rotimi Amaechi ). It is imperative to note that before 2011 elections, celebrities' endorsement has little or no meaning to Nigerian populace (Orioha 2015). But since 2011, celebrities are seen as rare personality with aura of greatness and capability to ignite excitement in their fans. This is so obvious during live concert as crowds have been known to frenzy with fans screaming, shouting, and some even shedding tears.

During the 2011 elections, a campaign endorsement video featuring Genevieve Nnaji, Ini Edo, Olu Jacob, Monalisa Chinda, Desmond Eliot and Stephanie okereke went online to endorse President Jonathan, though it was later removed. At the end of 2011 elections, it became clear that the celebrities drew public attention not because they trusted the candidate they were campaigning for but because they believed that they could lure unsuspecting Nigerian to vote for whoever they want. Uhwo (2015), Nigerian celebrities are tools in the hand of politicians that is why they could be used as campaign machinery and make promises that are detrimental to the citizens.



Celebrities all over the world are known to work towards change and not for money. The Nigerian celebrities totally deviate from this. Ada and Ihejirika (2015) noted that ‘in the last general election, we saw everything and how they are fighting for the money given to them by politicians to campaign for them’. It is without doubt that the celebrities act as an instrument of manipulating the masses choices of political candidate by the politician. In similar vein, Uhuo (2015) opines that for those who are role model one would have expected that any support given to any politician would be based or predicated on issues and achievement, when majority of the people can testify to this, as justification for the endorsement of such candidate for a public office.

The obvious point today concerning celebrities in politics is that celebrities and politician offers each other something that they individually lack. For instance, elected officials have credibility but are not often light and admire. But celebrities are not credible but a lot of respect is attached to their name. Politician associate with celebrities and cultivate the celebrities status thereby pulling the crowd and gaining more vote.

Celebrities in the contemporary world have the power to stimulate the opinion and emotion of the average electorate. The link between entertainment and politics today are inextricably intertwined because celebrities play the role of idol to the youth. To the extent that when they see celebrities coming out for political event, it makes a different perspective, a different people into politics and even brings people who were probably not paying attention to political processes to be interested.

## **THE 2015 ELECTIONS AS A CASE STUDY**

The 2015 general election was more viral than the 2011 general election in all aspect. Collins (2015) noted that the role of entertainer influencing the decision of their fans in favour or against a cause has always been exploited fully by political and candidate in Nigeria. It is important to note that the role of celebrities in this year’s election is much more than just supporting a political party or candidate but most of them inspired to be law makers at state or federal levels. Interesting, the election campaigns that year have unarguably been one of the most pulsating and captivating in the recent history of Nigeria. Especially in the current democratic dispensation which began when former military head of state, Abdusallam Abubakar handed power to the democratic elected president olusegun obasanjo on may 29<sup>th</sup> 1999.

In respect to the 2015 presidential election between president Jonathan and Muhammadu Buhari, many celebrities staunchly advocated for the candidate of their choices and use their celebrities status to influence the public through public campaigns, theme songs, rallies, social media and messages, although, some prominent celebrities decided to stay neutral. Celebrities that publicly supported the then president Jonathan include; Ibinabo Fiberesima, Segun Arinze, Kcee, Rita Dominic, Mike Ezuronye, Zeb Ejiro, Daddy Showkey, and so on, for instance celebrity like Onyenka Onyewu supported Jonathan through her recorded song titled 'Run, Goodluck, Run' in 2011, Oritsefemi EkelMajemite also recorded a campaign song titled 'Great Jonathan' and performed at event held at Tafawa Balewa square on Thursday Jan. 28<sup>th</sup> 2015 as well as Duncan Mighty's recorded song titled 'Good luck Jonathan'

Many attributed their support for Jonathan to a grant of three billion naira (N3b) to Nollywood as far back as 2011 (Collins, 2015) rapper Naeto .C. declared his support publicly and performed a version of his hit song '10 over 10' for the presidential declaration ceremony held at the Eagle Square, Abuja on Nov. 11<sup>th</sup> 2014. The main opposition party then, the APC also enjoyed a tremendous amount of goodwill and popularity from celebrities. Celebrities like: King Wasiu Ayinde (Kwam1), Olamide, 9ice, Ice Prince, Desmond Elliot, Mercy Aigbe, Fathia Balogun, etcetera. For instance popular rapper and entertainer Olamide took his campaign and endorsement of the APC to another level as the celebrity recorded two singles to endorse Muhammadu Buhari and his running mate Prof. Yemi Osinbajo. The first song titled 'APC Ese' (thank you) and the second one titled 'The Change We Want' while some have been very active and vocal in their support for candidates and parties of their choice in another campaign song titled 'Obabe'.

Several faces in the Nigerian entertainment industry including Desmond Elliot who emerged as the candidate to represent Surulere constituency in the Lagos state house of assembly also campaigned vigorously for APC. M.I Abaga, Banky W, Yemi Alade, Flavor and many others also campaigned for APC candidates.

A few Nigerian entertainment figures have chosen to remain neutral and just to observers in all the drama. These neutral individuals include the following; Bisade Ologunde (Lagbaja), Kunle Afolayan, Wizkid, Timaya, Tu-face, Vector, Davido, Uche Jumbo. For instance, Kunle Afolayan in a chat with NET said 'I am definitely going to vote in February because I believe it

is my right and civic duty' 2face Idibia started that 'I urge all Nigerians to use this opportunity well and go outside to vote for whosoever they believe is the right candidate'

## **THEORETICAL FRAMEWORK**

### **ELITE THEORY**

The theory gained a wider recognition in the academia towards the end of the 19<sup>th</sup> century and early 20<sup>th</sup> century through the works of Robert Mitchel (1911), Vilfredo Pareto (1935) and Gaetano Mosca (1939). It is important to note that since the publication of these works, the role of elites and their activities have widely been recognized and discussed in the social science literature. The theory argues that every society is ruled by the minority of the population. Pareto (1935) identified two major types of elites viz:

- Governing elites and
- Non-governing elites

He also advanced the idea that a whole elite can be replaced by a new one and how one can circulate from being elite to non-elite. For Mosca (1939) 'elite are organized minority and that the masses are an unorganized majority'. He further states that elites possessed intellectual, moral and material superiority that is highly extreme and influential. Pareto (1935) further identified three characteristics of elite in the society, namely;

- Consciousness
- Coherence
- Conspiracy

To him, these three distinct characteristics set them apart from the un-organized majority. These groups of people called elite are the societal agents through which broader forces such as political campaigns and religion issues are filtered to the masses. To Ihonvbere, (2009), elite not only control and dominate the commanding heights of the economy, exercise legal monopoly over the means of coercion, dominates the structures and institutions of politics and economy.

To Achebe (1983) the elite sees ‘Governance as a means to an end and have the tendency to pious material and wooliness and self centered pedestrianism’. Analyzing Pareto’s classification, the celebrities formed part or constitute the non-governing elite. As a result of wrongdoings on the part of the governing elites, they tend to operate indirectly for political mobilization and capitalize on the use of celebrities to achieve their selfish ends.

It is important to note that celebrities are part of a discursive network of governance composed of elites incorporated by the state to shape and promote its agenda among public disinterested in conventional politics. Governing elites tends to use them because of their acceptability which may sometimes convince the masses because of their obsession with celebrities. They dine together and even to the extent of compensating them for governmental offices. A good example was the appointment of Richard Mofe Damijo in Delta state and one of Abolore Akande(9ice) as part of the Oyo state Cabinet.

Although, monetary attachment may be involved. But the obvious point is that Celebrities of contemporary world tends to more identified with the governing elite than the poor masses because of their power of fame special qualities and the ability to influence the course of actions of some people in the society. It is imperative to note that, celebrities aptly correlate with Pareto’s description of non governing elite in the society.

## **2.5.2 CHARISMATIC THEORY OF AUTHORITY**

The concept of Charismatic form of Authority was firstly used by Marx Weber in his typologies of Authority. He used the concept “Charisma” alongside Traditional and Legal Rational as a source of Authority in the society. Although, his use of the term ‘charisma’ was not always clear or consistent, Weber’s main focus was on the emergence of exceptional, radical leaders in times of crisis. Weber believed that such charismatic could attract an affective community of supporters, largely unconcerned with rational economic affairs.

However, he thought that it would be difficult to sustain such support as it would require the constant achievement of ‘miracles’, and it was unlikely that such personalised rule could be ‘routinised’ or stabilised – though he did briefly discuss possibilities for continuity, including forms of ‘clan’ and ‘institutional’ charisma. Subsequently, the term ‘charisma’ entered the

professional vocabulary of many historians and social scientists, though few have sought to delineate a precise conceptualisation or theory of charisma.

Like leadership in general, charismatic Authority has varied meanings in different cultural and temporal settings. Setting aside normative judgments about whether a leader is good or bad, just or not, and moral or immoral, one might say that there is something about certain leaders that make them unique and exceptional. This “something” has been the subject of serious intellectual debates and Max Weber paved much of the way in terms of identifying this special something as “charisma.”

His theories laid important groundwork for a proper understanding of charismatic leadership. Charisma in this context is value-free, however. Weber was more concerned with whether leaders “proved their charisma in the eyes of their adherents” than value judgments. He notes that charisma is “often most evident in the religious realm,” but not exclusively found there. Charisma “knows no formal and regulated appointment or dismissal, no career, advancement, or salary, no supervisory or appeals body, no local or purely technical jurisdiction, and no permanent institutions in the manner of bureaucratic agencies”. Furthermore, charisma is a “highly individual quality”. Robert Tucker adds that in Weber’s usage, “the possessor of charismatic authority, who may be a religious, political, military, or other kind of leader, is in essence a saviour leader or one perceived as such” (Tucker,1977:388).

Tucker (1977) explains that a leader “who comes forward in a distressful situation and presents himself or herself in a convincing way to the sufferers as one who can lead them out of their distress by virtue of special personal characteristics or formula for salvation may arouse their intense loyalty and enthusiastic willingness to take the path the leader is pointing out”. Furthermore, “charismatic leadership carries potential hazards as well as benefits” depending on the time, place, and what means and ends are involved (Tucker,1977:388). This is because for Weber, the charismatic leader goes against tradition, generates new things, and changes points of reference or frameworks, but can also be subversive, irratio

nal, and unstable. In addition, there is a focus on the present moment. Charismatic leadership therefore carries within itself its own demise for it cannot last forever. There are eventually problems with the routinization and succession of charisma.

Here, charisma is defined “as a certain quality of an individual personality by virtue of which he is considered extraordinary and treated as endowed with supernatural, superhuman, or exceptional powers or qualities” (Schweitzer, 1974:151). According to Martin Spencer, Weber’s concept of charisma has been used in at least three senses: “(a) the supernatural ‘gift’ of the leader, (b) charisma as a sacred or revered essence deposited in objects or persons, (c) charisma as the attractiveness of a personality” (Spencer, 1973:352).

This exceptional quality is found in a specific individual person. The origin of charisma is somewhat elusive, Although where the “gift” comes from is debatable. Is it genetic, learned, or acquired by some other process? Weber claims that the gift can come from some divine being or certain physical and mental states induced by drugs or disease. He does not go into detail about the origins of charisma, presumably because what matters most for him is that charisma exists in the eyes of leaders and their followers, hence his statement that charisma must be used in a value-free sense. From all indication, what becomes so clear remains the fact charismatic authority is inherently unstable, It is precarious, depending, as it does, upon continued success.

Consequently, it is relatively short-lived. Modern Sporting Hero, Musicians, Artists, Actors and Actresses exemplifies this aspect of Charisma, because if he fails time after time, his followers deserts him. he can lead his followers up or down his chosen path; not until his followers choose not to follow him. The Nigerian Celebrities exemplifies these qualities often gotten through the media. Because of their fan base, Politicians seeks to hide under this mass support towards the celebrities to achieve their own selfish Political interest. Because of

their famous nature, where ever they go, they tends to gain the masses attention and this is a major instrument needed by the Politicians.

In essence, Affiliation with the Celebrities by the Politicians mainly because of Charisma qualities based on popularity and media attention remains a good point in analysing voters' behaviour during Electioneering process.

What becomes clear about Nigeria celebrities was the view that they were mostly concerned with their 'stomach infrastructure' and not for the betterment of the society. Orioha (2015) noted that 'it is obvious that Nigerian celebrities are now tools in the hands of politicians who are struggling for vote'. He further stated that many of them are smiling to the bank following their share of the largesse given to them by various candidate and their parties. Endorsing politicians without any concrete reason why such support is given in none other than that money has changed hands (Uhuo 2015).

Musicians turned columnist Pascal Uche Ejikeme (etcetera) took a radical stance against celebrities' endorsement by labeling artists and actors who lobbied and campaigned for candidate as political prostitute'.

In conclusion, the chapter traces the historical development of celebrities' endorsement of candidates in Nigeria politics from the 2011 general elections. The chapters espouse the celebrities personalities used in the electioneering campaign process and how they were manipulated by politicians to achieve selfish ends. The chapter concluded that celebrities in Nigeria society are not so concerned about a change in the Nigeria state rather an increase in their personal pulse since they processed that aura of fame, politicians hide under them to achieve their selfish political ambitions.

## **RESEARCH METHODOLOGY**

The survey research design method was used to carry out the study.

It helped to obtain information about variables and it afforded the researchers the opportunity to obtain general assessment of options, attitudes or feelings of respondents about a particular problem.

The method employed by the researcher was helpful in extracting the necessary information for the study.

### **Sources of data shall consisted of**

Primary source of data which consisted of information gathered from questions answered by the respondents that were administered through questionnaires to give responses in relation to the research topic.

The secondary source however extracted relevant information gathered in various available literature materials that are closely related to the topic of research. The relevant information were extracted from journals, textbooks, newspapers and relevant speech papers that effectively discussed issues relating to the Influence of Celebrities on Political Campaigns in Nigeria. Other sources of information were based on the researcher's personal knowledge and information accumulated over the years.

The questionnaire is an instrument which is quantitative in orientation mostly used under the survey design, such that it consisted of well-structured questions.

However, the respondents were given the freedom of responding well to the questions without the undue influence of anybody including the researcher.

They supplied the answers by themselves and made it possible for the simple random sampling method to work as all the respondents had equal chance of being selected.

The questionnaire consists of close ended questions.

The close ended questions gives the respondents the opportunity to select from list of options such as 'Yes', 'No', 'agreed', 'disagreed, neutral etc.

The questionnaire was divided into two different sections namely:

**Section One:** consists of the socio-economic and Demographic characteristics of the respondents.

**Section two:** consists of the knowledge, idea, and attitude of the respondents towards the Influence of Celebrities on Political Campaign in Nigeria.

The population of this study will be drawn from students of University Of Lagos.

Since, it is not practically possible to get information from all the persons or items comprising the population, research procedure therefore requires a sample representation of the population as a means for gathering data.

To Osemwota (1996), sampling may be defined as a scientific method of obtaining data from a given universe or population. (Osemwota,1996:125) the sample size will be made up of one



hundred Respondents (Students) drawn from the University Of Lagos and National Open University.

The sampling techniques with which to select the respondents was the simple random sampling technique, which are done in a way that respondent are selected in such a way to be a representative of the population of study.

The main data gathering instrument is the questionnaire on the Influence of Celebrities on Political Campaigns in Nigeria.

The questions on the questionnaire were very simple, to facilitate better understanding by the respondents with little or no assistance by the researcher.

The technique of analysis used in this study is the chi-square ( $\chi^2$ ). The chi square test shows the probability of the observed cross tabulated distribution of two variables resulting from purely chance factors.

A high value of the size of two by two ( $2 \times 2$ ) table mainly portrays that relationship observed in a random sample are representative of those which would have been observed if the entire population had been studied.

The chi-square ( $\chi^2$ ) statistical analysis was used because it is always useful in testing hypothesis. The null hypothesis ( $H_0$ ) indicates a zero relationship between the dependent and independent variable, while the research hypothesis ( $H_1$ ) shows that there exists a relationship between the independent and dependent variables.

In this research, the data was also analyzed through the use of percentile method.

The purpose of using percentile is to simplify the problems of comparison and helps to show qualitative characteristics in numerical form.

The chi-square has two computational formula

**Chi-Square Formula:**  $\chi^2 = \sum \frac{(O-E)^2}{E}$

Where, O = observed value

E = expected value

**Degree of Freedom**

The degree of freedom which is represented by  $df = (r-1)(c-1)$

Where  $r$  = number of rows and

$c$  = number of columns

The level of significance is 0.05(alpha level).

$$2. \chi^2 = \frac{\sum (FO - Fe)^2}{Fe}$$

$$I = 1 Fe$$

Where  $F_0$  = Observed frequencies

$F_e$  = expected frequencies

However, the second formula is what is used in this study and to determine the rejection or acceptance of hypothesis, the researchers used table E: critical values of chi-square (Ogbeide, 1997:324) to determine the level of significance.

This was done to cut down the risk of type one error of rejecting hypothesis when we should have accepted it or vice-versa.

If the calculated chi-square ( $\chi^2$ ) is greater than the critical chi-square (from the table), then it means that, the observed frequency differs from the expected frequency, these enables for a critical assessment of the level of significance between the variables.

## DATA PRESENTATION AND ANALYSIS

### Presentation and Analysis of Respondents Bio-data

**Table 4.1.1** Distribution of respondents by sex

Sex	Frequency	Percent
Male	60	60.0
Female	40	40.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

**Source:** field survey, 2020

Table 1 above displays the distribution of respondents by sex. The table shows that the 60 (60%) of the respondents are male, while 40(40%) are female. This shows that majority of the respondents are females.

**Table 4.1.2: Distribution of respondents by marital status**

Marital status	Frequency	Percent
Married	35	35.0
Single	60	60.0
Separated	5	5.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

**Source: field survey, 2020**

Table 4.2 above indicates the distribution of respondents by marital status. The table reveals that 35 (35.0%) of the total respondents are married, 60 (60.0%) are Single, while the remaining 5 (5%) are separated. This shows that majority of the respondents were married.

**Table 4.1.3: Distribution of respondents by age**

Age	Frequency	Percent
Below 20yrs	25	25.0
20 – 30 yrs	34	34.0
31 – 45yrs	37	37.0
46 and above	4	4.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

**Source: field survey, 2020**

Table 4.3 above indicates the distribution of respondents by age. The table reveals that 25(25.0%) of the respondents are below 20 years, 34 (34.0%) are 20 – 30 years, 37 (37.0%) are within the range 31 – 45 years while 4(4.0%) of the respondents are 46 and above.

**Table 4.1.4: Distribution of respondents by occupation**

Occupation	Frequency	Percent
Worker	20	20.0
Student	60	60.0
Student/worker	12	12.0
Others	8	8.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

**Source: field survey, 2020**

Table 4.4 above shows the distribution of respondents by occupation. The table shows that 20 (20.0%) of the total respondents are workers, 60 (60.0%) are students, 12(12.0%) are professional while the remaining 8 (8.0%) are involved in other occupations. This shows the majority of the respondents are workers.

## 4.2 Presentation and Analysis of Data According to Research Questions

**Table 4.2.5: Distribution of respondents by whether celebrities in Nigeria are product of social media.**

celebrities in Nigeria are product of social media.	Frequency	Percent
Strongly Agree	40	40.0
Agree	10	10.0

Neutral	28	28.0
Disagree	15	15.0
Strongly Disagree	7	7.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

**Source: field survey, 2020**

Table 4.5 above shows that 40 (40.0%) respondents strongly disagreed; 10 (10.0%) respondents agreed; 28 (28.0%) respondents agreed; 15 (15.0%) respondents disagreed; 12 (12.0%) strongly disagreed with the statement. This shows that majority of the respondents sees celebrities in Nigeria a product of social media.

**Table 4.2.6: Distribution of respondents by whether celebrities in Nigeria are product of talents.**

<b>celebrities in Nigeria are product of talents</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	33	33.0
Agree	12	12.0
Neutral	30	30.0
Disagree	15	15.0
Strongly Disagree	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

**Source: field survey, 2020**

Table 4.6 table shows that 33 (33.0%) respondents strong agreed; 12 (12.0%) agreed; 30 (30.0%) respondents were neutral; 15 (15.0%) respondents disagreed; 10 (10.0%) respondents strongly disagreed. The analysis shows that majority of the respondents believed that Nigerian celebrities are product of talent.

**Table 4.2.7: Distribution of respondents by whether celebrities endorsement advert on Radio influenced electorate choice of candidates**

<b>Celebrities endorsement adverts on Radio influenced electorate choice of candidates.</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	80	80.0
Agree	5	5.0
Disagree	9	9.0
Strongly Disagree	6	6.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

**Source: field survey, 2020**

The table 4.7 reveals that 80 (80.0%) respondents strongly agreed; 5 (5.0%) respondents agreed; 9 (9.0%) respondents disagreed; 6 (6.0%) respondents strongly disagreed. The analysis shows that celebrities endorsement on Radio influenced electorate choice of candidates.

**Table 4.2.8: Distribution of respondents by whether celebrities endorsement advert on Television influenced electorate choice of candidates.**

<b>celebrities endorsement advert on Television influence electorate choice of candidates</b>	<b>Frequency</b>	<b>Percent</b>
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Strongly Agree	85	85.0
Agree	5	5.0
Neutral	0	0.0
Disagree	6	6.0
Strongly disagree	4	4.0
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: field survey, 2020**

Table 4.8 above reveals that 85 (85.0%) respondents strongly agreed; 5 (5.0%) respondents agreed; 4 (4.0%) respondents disagreed; 6 (6.0%) respondents strongly disagreed. This shows that majority of the respondents sees television as a major means of celebrities influence on their choice of candidates .

IJSER

**Table 4.2.9: Distribution of respondents by whether social media celebrities advert was more used than more used than every means of adverts**

<b>Social media celebrities advert was more used than every other means of adverts</b>	<b>Frequency</b>	<b>Percent</b>

Strongly Agree	70	70.0
Agree	10	10.0
Neutral	2	2.0
Disagree	10	10.0
Strongly disagree	8	8.0
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: field survey, 2020**

Table 4.9 above reveals that 70 (70.0%) respondents strongly agreed; 10 (10.0%) respondents agreed; 2(2.0%) were neutral; 10 (10.0%) respondents disagreed; 8 (8.0%) respondents strongly disagreed. This analysis shows that social media celebrities advert was used more than every other means of adverts.

IJSER

**Table 4.2.10: Distribution of respondents by whether celebrities have a significant power in the electioneering process in Nigeria.**

<b>Celebrities have a significant power in the electioneering process in Nigeria</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	11	11.0



Agree	6	6.0
Neutral	30	30.0
Disagree	30	30.0
Strongly disagree	17	17.0
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: field survey, 2020**

Table 4.10 above indicates that 11(11.0%) respondents strongly agreed; 6 (6.0%) respondents agreed; 30 (30.0%) were neutral; 30 (30.0%) respondents disagreed; 17 (17.0%) respondents strongly disagreed.

#### **4.2.11: Distribution of respondents on whether political advert campaign by celebrities are more convincing than other method of campaign.**

<b>Political advert campaign by celebrities are more convincing than other method of campaign</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	65	65.0
Agree	10	10.0
Neutral	5	5.0
Disagree	15	15.0
Strongly disagree	5	5.0
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: field survey, 2020**

Table 4.11 above indicates that 65 (65.0%) respondents strongly agreed; 10 (10.0%) respondents agreed; 5(5.0%) were neutral; 15 (15.0%) respondents disagreed; 5 (5.0%) respondents strongly

disagreed. This shows majority of the respondents sees political advert campaign by celebrities as more convincing than other method of campaign.

**Table 4.2.12: Distribution of respondents by whether political campaign by celebrities gave prominence to a particular candidate**

<b>Political campaign by celebrities gave prominence to a particular candidate</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	85	85.0
Agree	2	2.0
Neutral	3	3.0
Disagree	7	7.0
Strongly disagree	3	3.0
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: field survey, 2020**

Table 4.12 above reveals that 85 (85.0%) respondents strongly agreed; 2 (2.0%) respondents agreed; 3(3.0%) were neutral; 7 (7.0%) respondents disagreed; 3(3.0%) respondents strongly disagreed.

**Table 4.2.13: Distribution of respondents by whether all political campaign medium by celebrities determined my voting decisions**

<b>All Political campaign medium by celebrities determined my voting decisions.</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	20	20.0
Agree	7	7.0
Neutral	5	5.0
Disagree	56	56.0
Strongly disagree	12	12.0
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: field survey, 2020**

Table 4.13 above shows that 20 (20.0%) respondents strongly agreed; 7 (7.0%) respondents agreed; 5(5.0%) were neutral; 56(56.0%) respondents disagreed; 12 (12.0%) respondents strongly disagreed. This shows that majority of the respondents disagreed to belief that celebrities campaign determined their voting decisions.

**Table 4.2.14: Distribution of respondents by whether celebrities have influence on political electioneering outcomes**

<b>Celebrities have influence on political electioneering outcomes</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	20	20.0
Agree	5	5.0
Neutral	28	28.0
Disagree	30	30.0
Strongly disagree	17	17.0
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: field survey, 2020**

Table 4.14 above indicates that 20 (20.0%) respondents strongly agreed; 5 (5.0%) respondents agreed; 28(28.0%) were neutral; 30(30.0%) respondents disagreed; 17 (17.0%) respondents strongly disagreed. This shows that majority do not see celebrities as having influence on electioneering outcomes.

**Table 4.2.15: Distribution of respondents by whether celebrities endorsement can promote more political participation in the political process in Nigeria**

<b>Celebrities endorsement can promote more political participation in the Nigeria political process.</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	80	80.0
Agree	5	5.0
Neutral	2	2.0
Disagree	8	8.0
Strongly disagree	5	5.0
<b>Total</b>	<b>100</b>	<b>100</b>

**Source: field survey, 2020**

Table 4.15 above indicates that 80 (80.0%) respondents strongly agreed; 5 (5.0%) respondents agreed; 2(2.0%) were neutral; 8 (8.0%) respondents disagreed; 5 (5.0%) respondents strongly disagreed. This shows that majority of the respondents believed that celebrities endorsement can promote more political participation in the Nigerian political process.

## **TEST OF HYPOTHESES**

Hypothesis testing is a fundamental activity in the statistical decision making process.

A hypothesis is a probabilistic statement about relationships or associations between two or more variables (Ogbeide, 1997:181).

It is important to note that hypothesis cannot be achieved by simply observing a phenomena and collecting facts, but by providing hypothesis and tentative answer to problems of research and thereby subjecting them to empirical test.

This is the section of the work, where hypotheses formulated were tested to determine the relationship and strength between two variables. In achieving this purpose, Chi-square statistical method was used.

**Chi-Square Formula:**  $\chi^2 = \sum \frac{(O-E)^2}{E}$

Where O = observed value

E = expected value

### **Degree of Freedom**

The degree of freedom which is represented by  $df = (r-1)(c-1)$

Where r= number of rows and

c= number of columns

The level of significance is 0.05(alpha level)

### **Decision Rule**

The decision rule is based on the rules that if the p value is less than 0.05, there is a significant relationship. But if the p value is higher than 0.05, there is no relationship.

### 4.3.1 Hypothesis One

Celebrities do not play a vital role in the Nigerian democratic process.

Celebrities do not play a vital role in the Nigerian democratic process	Observed N	Expected N	Residual
Strongly Agree	31	20.0	0.0
Agree	28	20.0	-15.0
Neutral	19	20.0	-10.0
Disagree	15	20.0	20.0
Strongly Disagree	7	20.0	5.0
Total	100		
<b>X<sup>2</sup>: 86.360; df: 4; P-value: 0.000</b>			

Source: field survey, 2020

From the above table, it was observed that the returned p-value  $0.000 > 0.05$ , and the criterion level of significance with a chi-square test is 86.360. Thus, observation from the test shows that celebrities do not play a vital role in Nigeria.

#### 4.3.2 Hypothesis two: Celebrities do not influence the political campaign and the electioneering process in Nigeria.

Celebrities do not influence the political campaign and the electioneering process in Nigeria.	Observed N	Expected N	Residual
Strongly Agree	30	20.0	10.0
Agree	28	20.0	8.0
Neutral	20	20.0	0.0
Disagree	12	20.0	-8.0
Strongly Disagree	10	20.0	-10.0
Total	100		
<b>X<sup>2</sup>: 46.300;                      df: 4;                      P-value: 0.000</b>			

Source: field survey, 2020

From the above table, it was observed that the returned p-value  $0.000 < 0.05$ , the criterion level of significance with a chi-square test of 46.300, thus, celebrities do influence the political campaign and electioneering process in Nigeria.



**4.3.3 Hypothesis three:** Celebrities do have a significant influence on the political electioneering outcomes and political process.

Celebrities do have a significant influence on the political electioneering outcomes and political process.	Observed N	Expected N	Residual
Strongly Agree	15	20.0	-5.0
Agree	5	20.0	-15
Neutral	20	20.0	0.0
Disagree	34	20.0	14.0
Strongly Disagree	26	20.0	6.0
Total	100		
<b>X<sup>2</sup>: 42.300; df: 4; P-value: 0.000</b>			

Source: field survey, 2020

From the above table, it was observed that the returned p-value  $0.000 < 0.05$ , the criterion level of significance with a chi-square test of 42.300, thus, celebrities do not have significant influence on the political electioneering outcomes and political process in Nigeria.

## **Discussion of Findings**

The research work discovered that celebrities command obedience ,especially among youth in different countries of the world

It is also important to note that, the research work also discovered that celebrities possess the aura of leadership, that makes them command some important role in the political process and this makes politicians to run to them for support and acceptance by the electorate and the general public. Although, celebrities can promote mass participation in the political process, but does not have power on the outcomes of electioneering process.

## **SUMMARY**

This study examines celebrities endorsement in Nigerian political system especially in electioneering process and the impact on the voting behaviour of the citizens. The study explores Elite and Charismatic theories of authority. The research work sees the role of celebrities as big one in the contemporary world system.Hence,the celebrities are categorised as part of non-governing elite whose fame created by the media is used to influence the poor masses because of the likeness in them.

The development of celebrities in Nigerian politics can be traced to the 2011 general elections particularly the presidential election,when the former president Jonathan was endorsed by almost all Nigerian celebrities which culminated in the 2015 elections.Although,celebrities all over the world are known for ‘change’, Nigerian celebrities are only tools used by politicians to achieve their selfish political agenda. More appropriately, to quote Etcetera (2015),Nigerian celebrities are ‘Political prostitutes’.thus, they are mostly concerned with their ‘Stomach infrastructure’ and not for the betterment of the society.

The quantitative research work examines the opinion of the public regarding celebrities impact on the electioneering campaign in Nigeria. The findings showed that the celebrities command great respect based on their popularity. But, this research shows that people voted for their favourite candidates and not the celebrities choice.

## **CONCLUSION**

Political parties need to redefine and rediscover their vision, focus and project in order to gain mass support. Celebrities impact in political campaign in Nigeria is over-exaggerated as shown in this modest research. Thus, celebrities should seek how to project their respective industry to Nigerians and the world in an home-grown way, a way which is in line with the Nigerian culture and what the society permits. Their support to politicians should not be on the basis of a plate of porridge but on the conviction for the sake of the development of the society.

The Nigerian society needs celebrities who are role models and not desperate wealth seekers without vision and focus.

## **RECOMMENDATION**

For celebrities to maintain their fame and popularity in respect of the Nigerian society as pointed out in the 2015 election, the following must be adhered to:

- Government giving donation or endorsement fees to celebrities is a great impediment to the development of the state. Rather, opportunity should be given to young, intelligent personalities who possess educational, technological and political experience other than low- educational personalities just because of their fame.

- Celebrities impact on political campaign is over-exaggerated as shown in this research. Parties should focus more on direct campaigns. Huge spending on celebrities endorsement should be used in providing better infrastructures such as good roads,electricity,pipe-borne water etc. to the Nigerian people.
- Celebrities should be discouraged from campaigning for politicians seeking for political offices except those backed up by previous achievement.Thus,politicians would be judged by the public devoid of any sentimentality or celebrities attachment.
- Celebrities should realise that they also belong to the political entity called Nigeria.Thus,they should be ‘Instrument of Change’ Rather than just tools in the hands of politicians.They should desist from what Joseph Bayart called ‘ Politics of the Belly’, the overall public interest should be uppermost in their minds.

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