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Informed Policy Engagement or Intensive Personality Disparagement in Osun 2022 Governorship Election Campaign?

Osun 2022 Governorship Election Campaign Monitoring Report

Issue 5, June 11, 2022

Introduction

By July 16th, 2022, registered voters in Osun State will elect a new governor to lead the state from November 2022, when the tenure of Alhaji Gboyega Oyetola expires[1]. Governor Oyetola was elected in 2018 to succeed Engineer Rauf Aregbesola. Since the Independent National Electoral Commission (INEC) declared the official date for electorate to be at the poll, and hinted that primary election would commence in February and end in March 2022, political parties and candidates have been campaigning, informing the electorate why they should be voted for. Though INEC approved April 2022 as the month for official campaign, our observations of various campaign platforms in the state revealed that concerned stakeholders started internal campaigns before the month. The All Progressives Congress (APC) officially inaugurated its Campaign Council in May 2022, while the People's Democratic Party (PDP) initiated its committee in April 2022[2]. There have been a number of mixed results since the incumbent governor took office in 2018, employing the state's human and material resources to generate and preserve public goods. In terms of socioeconomic growth, the governor has adamantly maintained that he fulfilled nearly all of his pledges in 2018 and that voters should re-elect him to continue working for the good of all citizens and communities[3]. His opponents, both within and outside his political party (APC), say he has accomplished little and hence should not be re-elected. Since the national electoral body lifted the ban on campaign activities, these two lines of thought have been part of the campaign. Similar to what characterized previous electoral campaigns held since 1999, political actors have started raising various concerns ahead of the July election. There are have been allegations of vote buying, use of thugs to disrupt campaign venues and harm attendees, as well as threat to life.

Although all these issues can affect the credibility of the July 16th, 2022 poll, our analysts believe that the issue of vote buying requires specific attention of concerned stakeholders,

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[1] INEC (2022). Osun State Governorship 2022 Timetable and Schedule of Activities. https://inecnigeria.org/osun-state-governorship-2022-timetable-and-schedule-of-activities/.

[2] Dada, L., (2022). Osun Guber: Senate spokesperson named DG Oyetola's campaign council. *The Sun*, May 5, 2022. https://www.sunnewsonline.com/osun-guber-senate-spokesperson-named-dg-oyetolas-campaign-council/; Ezedinuo, F. (2022). Osun 2022: PDP inaugurates campaign, anti-rigging committees. *Daily Post*, April 26, 2022. https://dailypost.ng/2022/04/26/osun-2022-pdp-inaugurates-campaign-anti-rigging-committees/.

[3] Amata, D., (2022). Osun 2022: 6 Key Socio-Economic Indicators Candidates and Electorates Should Know, available from: https://www.dataphyte.com/latest-reports/elections/osun-2022-6-key-socio-economic-indicators-candidates-and-electorates-should-know/

most importantly the electoral body and citizens. Vote buying is one of the strategies usually deployed by political actors such as candidates, their representatives, direct and indirect supporters; throughout the previous governorship elections in the state, it was employed by the stakeholders using different approaches. Events that characterised the elections of 2014 and 2018 attest to this fact. During the 2014 gubernatorial election, the two leading parties in the election, the ruling APC and the opposition PDP, engaged in the unethical electoral practice. Popular mechanisms of vote buying before and during the previous elections include pre-election hand-outs such as food and money; infrastructural projects in targeted electoral districts; as well as provision of incentives to voters/supporters to attend polling. In line with this background, this report, which is the fifth output and the firs week report of the second month of the 2022 governorship election campaign monitoring in the state, specifically considers campaign strategies employed by candidates, parties and their supporters, most importantly members of the media team of the parties and the candidates, for communicating these issues and engaging the potential electorate ahead of the July election. The strategies were examined within the context of the intended and unintended outcomes of the messages spread on social networking sites (Facebook and Twitter) and political actors' interactions with the conventional media (newspapers and presentation of party as well as candidate's agenda through radio jingles in the state). The incumbent government's policy issues or programmes were also looked at, with the idea that opposition parties should use them to engage the public by offering alternatives or discussing recognized flaws.

Our Approach

Messages posted on Facebook and Twitter by the political parties through their official pages, candidates' pages and supporters' personal accounts, radio jingles, as well as news stories were the primary sources of data for this report. Osun public information seeking about campaign issues or needs through various search engines, which are aggregated by Google Trends, also constituted a source of data for the report. In all, the data were sourced between April 6 and June 8, 2022. During the period, our analysts paid specific attention to campaign-driven messages (not general messages), especially those promoting activities of the incumbent governor, and mere social engagements of the candidates that were not related to political activities. Attacks, acclaims and defenses were

the three categories of campaign strategies our analysts looked for in each message extracted from Facebook, Twitter, radio jingles and national newspapers, and campaign speeches. Attacks were the messages that denigrated personality traits of candidates and leadership qualities and/or competences of the parties and candidates to govern the state. Attacks were also examined from the perspective of the actors, demeaning the quality of programmes, and initiatives and projects of the incumbent. Acclaims were the messages that show that the parties and the candidates were better in terms of personality traits, leadership qualities as well as competences in delivering quality public goods to the residents. Defenses were the messages that refuted negative elements pushed out by actors against other candidates and political parties. In this context, our analysts looked for traces which established that members of the opposition and the ruling camps defending what were considered as negatives and/or not true about the personality traits, leadership styles and competences of the candidates and political parties.

Suffice to note that emerging outcomes from the monitored activities weekly facilitated the addition of new categories of issues and needs tracked weekly. The focus of the weekly monitoring is to find informed policy engagement or intensive personality disparagement. Thus, there is a need for more metrics to properly examine campaign messages and discover levels of informed policy engagement and intensive personality disparagement. In this regard, *highly informed policy engagement* which means mentioning of a particular policy or programme, citing location of the programme or when the policy was implemented, and discussing its consequences on the targeted beneficiaries or communities, were formulated. *Moderately informed policy engagement* represents a message that contains specific policy or programme and cites the location or discusses its impacts. No message can fit this category without having at least two of the elements associated with *highly informed policy engagement* metric. *Slightly informed policy engagement* metric entails a message that has one of the three elements associated with *highly informed policy engagement* metric. For the personality assessment, we considered *highly intensive personality disparagement, moderately intensive personality disparagement, slightly intensive personality disparagement and none intensive personality disparagement*. A message falls into highly intensive personality disparagement when it has elements that establish lack of competence of a candidate,

incomplete educational qualifications, and previous history of poor management of resources either in a private or public establishment. *Moderately intensive personality disparagement* was measured with the consideration of two of the three elements of *highly intensive personality disparagement* metric, while *slightly intensive personality disparagement* denotes a message that has only one of the three elements. *None intensive personality disparagement* specifically represents an absence of all the three elements. *Threats to credible poll* is a main metric with a focus on vote buying, rigging through political thugs, rigging through collusion with electoral body, and rigging through collusion with security agencies. Representations of these sub-metrics are premised on the trends discussed earlier. Apart from the campaign strategies (attacks, acclaims and defenses), infrastructure, social programmes, workers' salary, welfare and employment, agriculture, economy, education, health, security and others were created as campaign issues or policies that the parties and their supporters need to address for the electorate to make informed decision on July 16th, 2022.

As noted previously, public information seeking on issues and/or needs was added to the data collection approaches. The focus was on economy, health, security, education, road, employment, agriculture and salary. Public interest in these issues and/or needs were gathered through volume of searches normalised by the Google Trends. This tool was able to normalise information seeking of people in Ede, Iwo, Abeere, Ife, Osogbo, Ojudo, Ilesa, Edunabon, Ila-Orangun, Ipetu-Jesa, Efon-Alaaye, Ikirun and Apomu throughout the five-week period of monitoring the campaign activities of the actors. During data collection, our analysts discovered that media teams of some political parties and candidates deliberately shared same messages across the media types we examined. This is mostly evident among the new media team of the ruling party (APC). We also discerned a similar pattern among some supporters, who have dedicated Facebook pages for their candidates. The campaign strategies and issues/or polices were reliably checked using stability and reproducibility approaches. A member of the research team coded the messages several times while another member repeated the process of coding the messages. The outcome indicated a strong level of agreement in line with what each campaign strategy and issue and/or policy represented.

Key Results

Three hundred and sixty-four relevant messages were found during the monitoring period. There were 60 messages in week one, accounting for 16.50% of all messages (n=364). In week two, it grew to 85 messages (23.04%), and 92 messages (25.30%) in week three. In week four, however, the number of relevant messages dropped to 22.30% (n=81). The reduction is amplified in week five. During the week, a total of 46 messages, representing 12.60% of the entire relevant messages (n=364) were found. This is a 3.9% decrease from the number of messages discovered in week one of the monitoring and a 9.7% decrease from the number of messages discovered in week four. The decrease, according to our analysts, could be linked to the All Progressives Congress' presidential primary election, which took place largely during the week. Observation of social media platforms, which are the sources where our analysts get substantial messages weekly, indicate that media handlers and supporters of the party posted messages that aligned with the primary election rather than the governorship election campaign.

Four hundred and four (404) traces of the campaign strategies were discovered from the 364 messages. Acclaims strategy (207=51.23%) was employed more than attacks strategy (168=41.58%) and defenses strategy (29=7.17%). Week-by-week analysis of the strategies suggests asymmetrical deployment of the strategies by the actors. For instance, acclaims strategy was predominantly deployed in weeks three and two. In week one, the strategy was less employed by the actors while it grew in week two through week three and dipped in week four and week five. Defenses strategy was mostly used in week two while its adoption had same percentage level of deployment in weeks one and three. In week four, this strategy was insufficiently used by the actors when it was compared to its deployment in weeks one and three, as well as week four (see Exhibit 1). It was not appropriated at all by the actors in week five. This aligns with the earlier observation that actors, especially those in the ruling party (APC) focused on disseminating information about the party's presidential primary election. Non-use of the strategy could also be linked with the fact that actors did not engage in activities that require its deployment.

Exhibit 1: Campaign strategies by week[4]
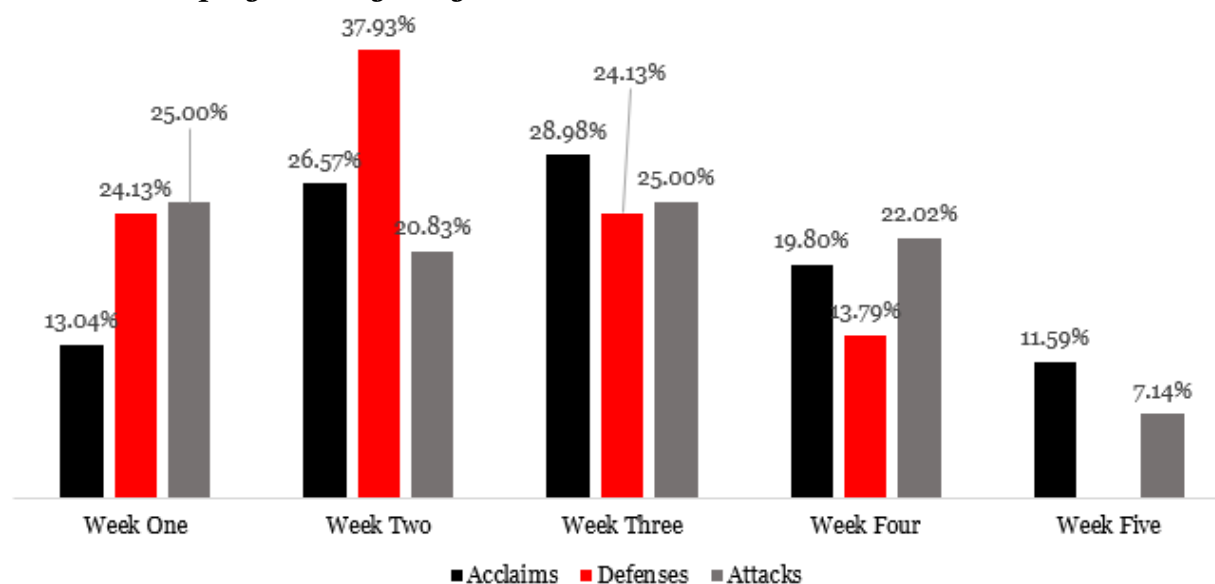
Source: Positive Agenda Nigeria, 2022

Campaign issues and/or policies engagement

Analysis reveals that under "other category metric", actors' attention was on issues and/or needs not relevant to the campaign objectives. Throughout the five-week period, personality issues of the candidates, competence or lack of it of the candidates, assassination attempts or threats to life, vote buying among others were significantly discussed at the expense of informing potential voters the need to vote candidates based on their abilities and capabilities to address existing practical problems on health, education, security, agriculture, economy, social programmes, infrastructure, workers' salary, welfare and employment (see Exhibit 2). The prominence of these issues in the discourse was undulating during the period (see Exhibit 2).

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[4] **Key:** Acclaims=207; Defenses =29; Attacks=168

Exhibit 2: Campaign and/or Policy Issues by week[5]
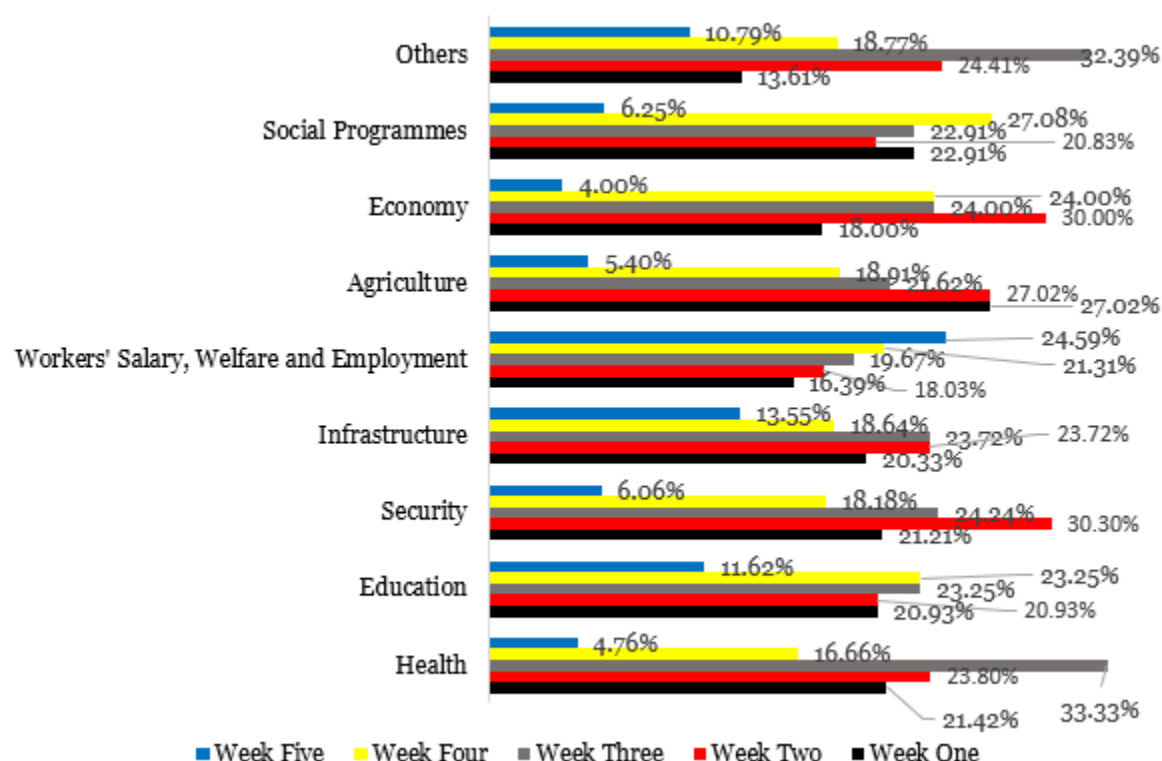
Source: Positive Agenda Nigeria, 2022

Similar to the data presented in Exhibit 2, data in Exhibit 3 reveal the volume of information Osun residents sought about the campaign issues/and or needs. In week one, the public's interest in knowing the conditions of roads in Osun State accounted for more than 50% of the volume of searches for the week. In comparison to the actors' level of discussion on infrastructure, this suggests a significant gap between the actors and the general public (see Exhibit 2). In week two, the primary topics and/or needs that occupied the public mind were employment, security, and health, while the actors discussed security, economy and "others" (unrelated policy or programme issues). This demonstrates yet again an obvious mismatch between what the public wanted to know and what the players conveyed, particularly through social media and newspapers. Health, salary and the economy were the three topics on which the public requested information in week three. In the same week, the actors slightly engaged the public on

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[5] **Key:** Health42, Education=43, Security=33, Infrastructure=59, Workers' salary, welfare and employment=61, Agriculture=37, Economy=50, Social Programmes=48, Others=213

health compared to the discussion of concerns and/or needs that were unrelated to the campaign issues. In week four, the public wanted information on two crucial areas: agriculture and education, while actors discussed social programmes, workers' welfare, salary and employment. Workers' welfare, salary and employment, and infrastructure were the topics of discourse on the media types used by the actors. Considering relative percentage of interest the public had in road through their searches, it could be said that the actors' discussion of infrastructure as the second dominant topic resonates with the public interest. Meanwhile, discussion of workers' welfare, salary and employment did not align with the second dominant topic of interest to the public (see Exhibit 3).

Exhibit 3: Issues and/or needs searched by Osun Public based on weeks[6]

	Economy	Health	Security	Education	Road	Employment	Agriculture	Salary
Week One	40.47%	28.78%	39.07%	41.83%	51.80%	50.00%	31.23%	41.27%
Week Two	19.84%	21.67%	35.02%	16.83%	21.28%	50.00%	21.25%	15.87%
Week Three	19.84%	27.89%	0.00%	14.27%	0.00%	0.00%	15.48%	26.98%
Week Four	0.00%	8.95%	0.00%	13.11%	0.00%	0.00%	13.12%	0.00%
Week Five	19.84%	12.71%	25.91%	13.94%	26.92%	0.00%	18.89%	15.87%

Source: Positive Agenda Nigeria, 2022

Across media types (Facebook, Twitter, radio jingles, campaign speech, and newspapers), analysis reveals that the identified campaign issues/polices were discussed on Twitter, in the newspapers and in the radio jingles more than during campaign rallies. Actors mostly deployed Twitter for discussing issues/needs that were not directly related with governance. This is also observed on Facebook and in the newspapers. While social media (Facebook and Twitter) were employed for discussing unrelated issues and/or needs, analysis shows that radio jingles were less used for this. Jingles were mostly employed for communicating what have been and will be done in the areas of agriculture, security, economy, infrastructure, workers' welfare, salary and employment.

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[6] Volume of issues and/or needs search (Economy=504, Health=1463, Security=494, Education=1212, Road=639, Employment=200, Agriculture=762, Salary=630)

Exhibit 4: Campaign and/or Policy Issues by Media Types[7]
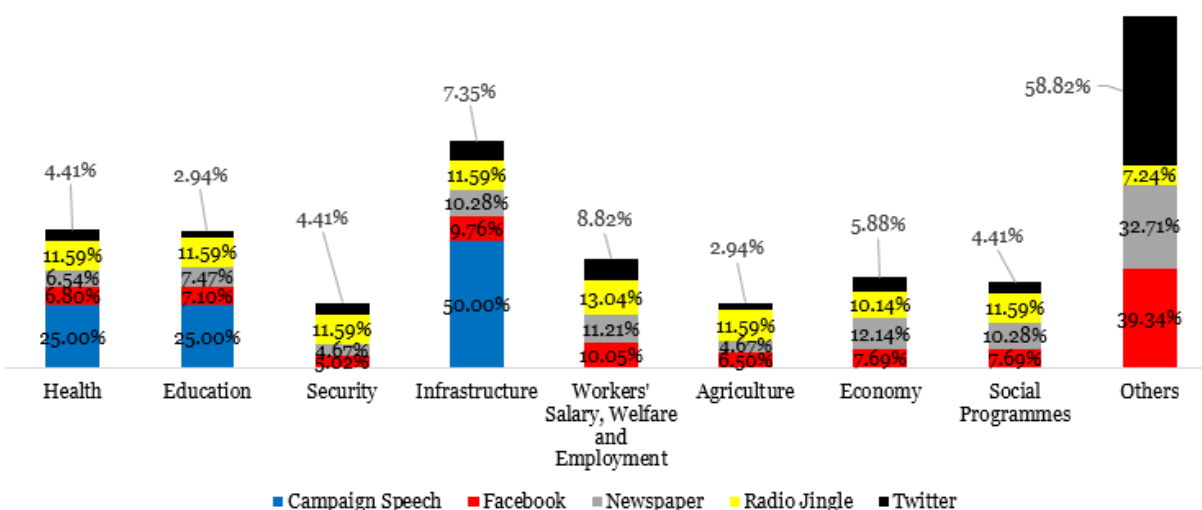
Source: Positive Agenda Nigeria, 2022

Again, it seems that actors exploited the reduced regulation of Facebook for significant deployment of attacks as a campaign strategy. This medium was used more than newspapers, Twitter and radio jingles for attacking personalities, policies or activities. Over 62% of 156 traces of attacks as a strategy discovered for the four weeks were found on pages of political parties' supporters and groups. Defenses were equally used on the medium significantly, more than attacks. In the newspapers, our analysts found defenses more than acclaims and attacks strategies. This seems to be in order given the expected gatekeeping power of the media producers which stresses the needs for ensuring publication of messages that are not derogatory and with tendency to cause chaos. Like newspapers, analysis indicates significant deployment of defenses on Twitter while it was less used in radio jingles and during campaign rallies (see Exhibit 5).

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[7] ***Key:*** Campaign Speech=4, Facebook=338, Newspaper=107, Radio Jingle=69, Twitter=68

Exhibit 5: Campaign Strategies across Media Types[8]
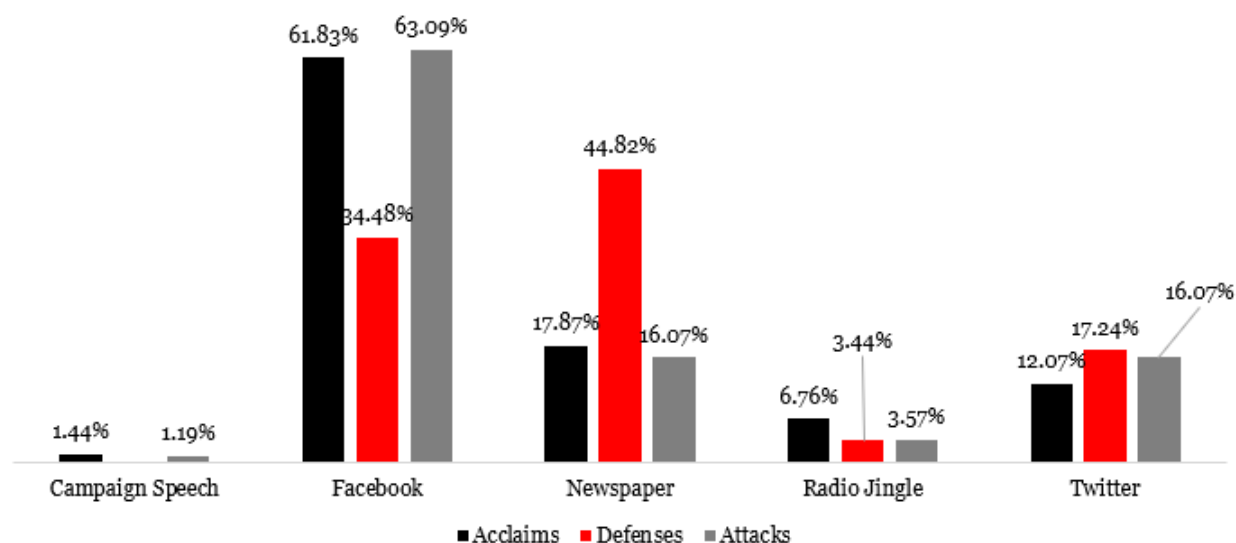
Source: Positive Agenda Nigeria, 2022

The All Progressives Congress was better than the People's Democratic Party and the Labour Party combined (see Exhibit 6) when supporters and candidates that engaged the public using the campaign issues and/or policies was used as a yardstick. Throughout the four weeks of monitoring, the ruling party (APC) engaged the public on health, workers' welfare, salary and employment, social programmes, and infrastructure more than other indicators set for this report. These areas and others that were examined were not mainly the focus of the messages disseminated by media handlers and supporters of the opposition party (PDP) during the four weeks. The media team and supporters only deployed their resources towards discussing unrelated issues and/or needs such as attacking Governor Gboyega Oyetola, pointing out internal conflicts within the ruling party, and analysing the chances of the party winning the general elections. Out of the 15 political parties for the governorship election, our four-week of monitoring reveals Labour Party and Accord as two political parties that came close to the APC and PDP in terms of engaging the public on what they would do if voted on July 16, 2022. Relatively, Labour Party engaged the public by discussing issues and/or needs on economy, threats to life and injustice done by the ruling party against its candidate (Honourable Lasun

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[8] **Key:** Attacks=168, Acclaims=207, Defenses=29

Yusuf), and agriculture. Accord only engaged the public under the "other category", education and security.

Exhibit 6: *Campaign and/or Policy Issues by Political Parties[9]*

	Health	Education	Security	Infrastructure	Workers' Salary, Welfare and Employment	Agriculture	Economy	Social Programmes	Others
APC	73.80%	65.11%	60.60%	69.49%	73.77%	56.75%	58.00%	70.83%	44.60%
APM	0.00%	0.00%	0.00%	0.00%	1.63%	2.70%	2.00%	2.08%	0.46%
PDP	21.42%	25.58%	30.30%	25.43%	21.31%	29.72%	26.00%	22.91%	38.02%
Labour Party	2.38%	2.32%	3.03%	1.69%	0.00%	5.40%	8.00%	2.08%	6.10%
Accord	2.38%	6.97%	6.06%	3.38%	3.27%	2.70%	4.00%	2.08%	8.45%
ADP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.46%
ZLP	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%	2.00%	0.00%	0.46%
PRP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.46%
AAC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.46%
YPP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.46%

Source: Positive Agenda Nigeria, 2022

Data analysis also shows that acclaims and attacks were closely used by the actors. A total of 682 traces of the strategies were found across the campaign issues. From this figure, 31.96% were associated with attacks, while 58.35% and 9.67% resonated with our definitions of acclaims and defenses. Further analysis establishes that attacks were predominantly employed while actors discussed *others category* (see earlier definition of others for more components of the category). Acclaims were also deployed significantly; defenses were mostly employed when infrastructure, economy, education, security and health (see Exhibit 7) were discussed. In this regard, our analysts found members and supporters of the All Progressives Congress as the main users of the strategy. It was mainly used to correct perceived negativities communicated by members and supporters of the People's Democratic Party.

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[9]**Key:** Health=42, Education=43, Security=33, Infrastructure=59, Workers' salary, welfare and employment=61, Agriculture=37, Economy=50, Social Programmes=48, Others=213

Exhibit 7: Campaign Strategies across Campaign and/or Policy Issues[10]
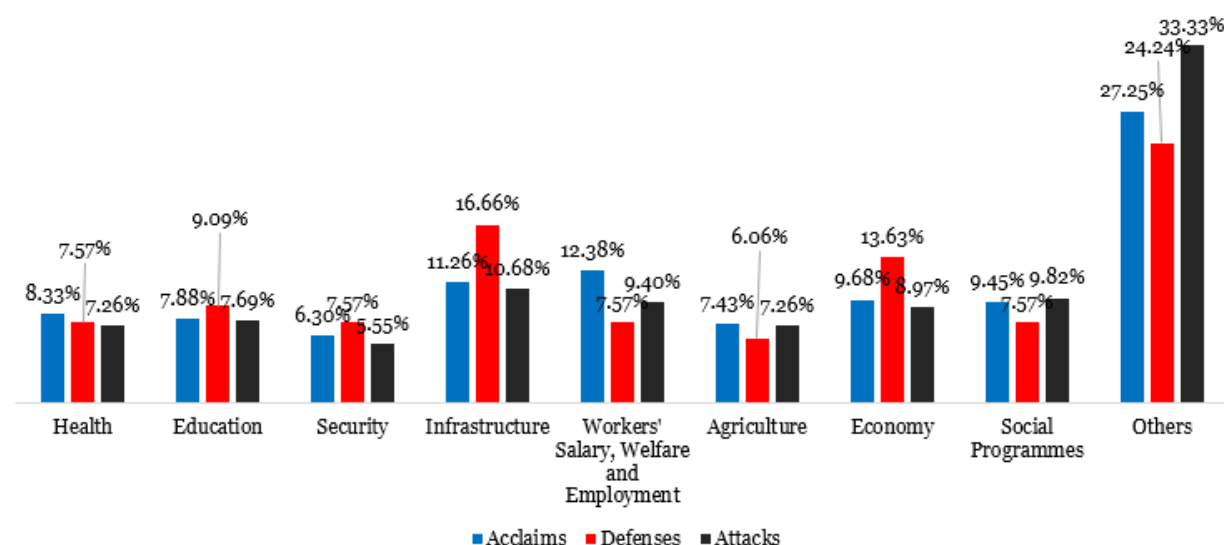
Source: Positive Agenda Nigeria, 2022

We were equally interested in knowing which of the political parties employed the strategies significantly in the last four weeks. Further analysis indicates that the People's Democratic Party attacked more than acclaimed and defended, while the Labour Party and Accord only acclaimed. Over 75% of defenses found were basically deployed by the All Progressives Congress' members and supporters (see Exhibit 8).

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[10] **Key:** Acclaims= 444, Defenses=66, Attacks=234

Exhibit 8: Campaign Strategies across Political Parties[11]
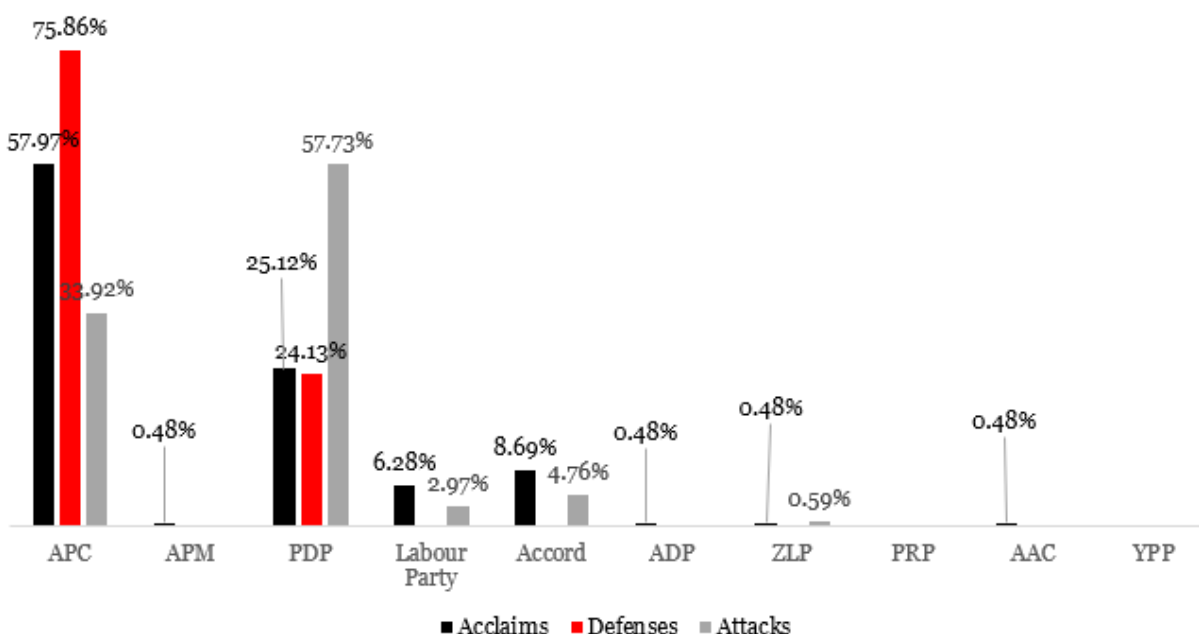
Source: Positive Agenda Nigeria, 2022

From all the previous analyses, it is obvious that the actors are deploying the campaign strategies differently. The ruling party prefers defenses and acclaims to attacks while the opposition party, especially the People's Democratic Party, largely deploys attacks as a strategy. This position led our analysts to further examine the number of times all the parties have deployed the strategies in the last four weeks. Looking at the data presented in Exhibit 9, attacks as a strategy has been used more than 21 times and 3 times for discussing issues and needs within *others as a category* (see earlier definition) and workers' welfare, salary and employment more than other campaign issues and/or policies. On defenses as a strategy, it appeared that the ruling party has used it more than 9 times in correcting the negativities communicated about its infrastructural development programme as well as economy (6.1 times) and agricultural initiatives (3.3 times). Comparing frequency of using acclaims strategy with attacks strategy, analysis reveals little difference between the level of using acclaims strategy while discussing

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[11] **Key:** Attacks=168, Acclaims=207, Defenses=29

issues and/or needs within workers' welfare, salary, and employment by the actors (see Exhibit 9).

Exhibit 9: Number of times parties deployed campaign strategies across campaign issues/policies during the three weeks

	Acclaims	Defenses	Attacks
Health	0.5	0.2	0.3
Education	1.9	0.4	0.7
Security	0.8	0.8	1.1
Infrastructure	4.8	8.9	0.9
Workers' Welfare and Employment	12.6	1.7	8.1
Agriculture	0.0	3.2	1.9
Economy	1.7	7.2	0.4
Social programmes	1.1	0.7	3.3
Others	3.0	0.0	24.7

Source: Positive Agenda Nigeria, 2022

While the previous analyses have revealed the nature and patterns of campaign strategies across issues and/or needs, media types as well as the extent to which the strategies have been employed by the actors, data in Exhibit 11 establish our overall expectation on the actors using the campaign strategies. According to the data, there was no clear disparity between the use of acclaims and attacks strategies while defenses was deployed than acclaims and attacks strategies.

Policy Engagement or Personality Disparagement

We discovered that the ruling party is better on informed policy engagement and less intensive in disparaging the personality of the opponents. The leading opposition party (PDP) slightly engaged the policies or programmes of the current administration while it moderately disparaged the personality of the ruling party's candidate and the party itself (see Exhibit 12 and 14). A further analysis of the levels of policy engagement across campaign issues and/or policies shows mixed results for *others as a category*. Parties and their supporters slightly and highly engaged potential electorate when discussing infrastructure, economy, workers' welfare, salary and employment, and health, they highly engaged the public (see Exhibit 13).

Exhibit 12: Levels of policy engagement by party[12]
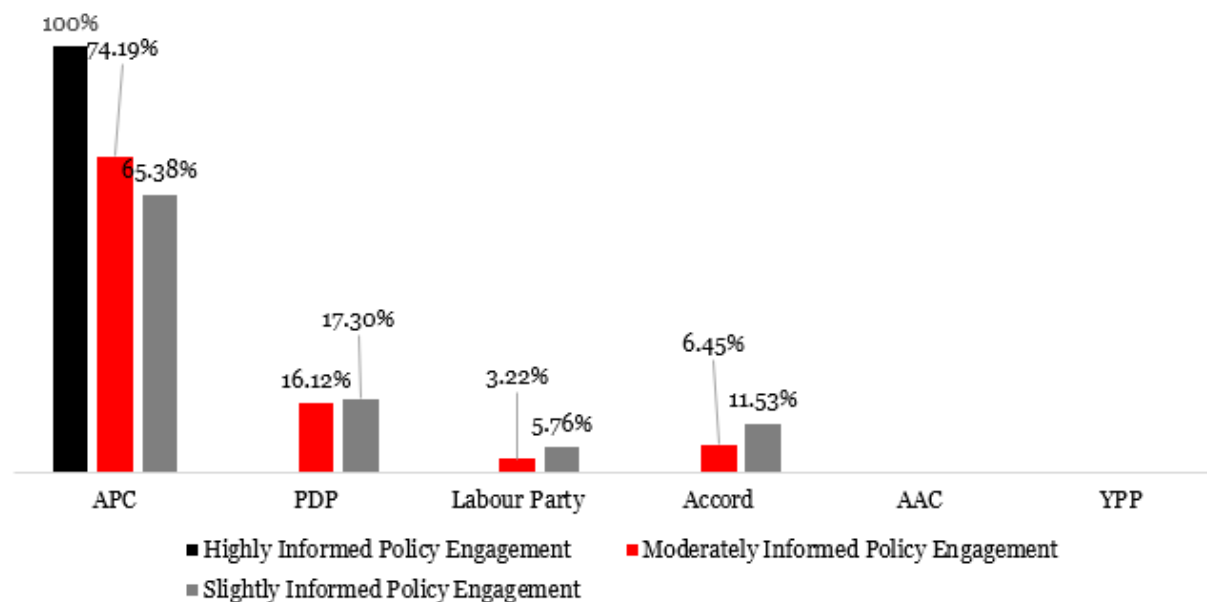
Exhibit 13: Levels of policy engagement by campaign issues and/or policies[13]

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[12] **Key:** Highly Informed Policy Engagement=10, Moderately Informed Policy Engagement=31, Slightly Informed Policy Engagement=52

[13] **Key:** Highly Informed Policy Engagement=31, Moderately Informed Policy Engagement=101, Slightly Informed Policy Engagement=114

Source: Positive Agenda Nigeria, 2022

Exhibit 14: Levels of personality disparagement by party[14]
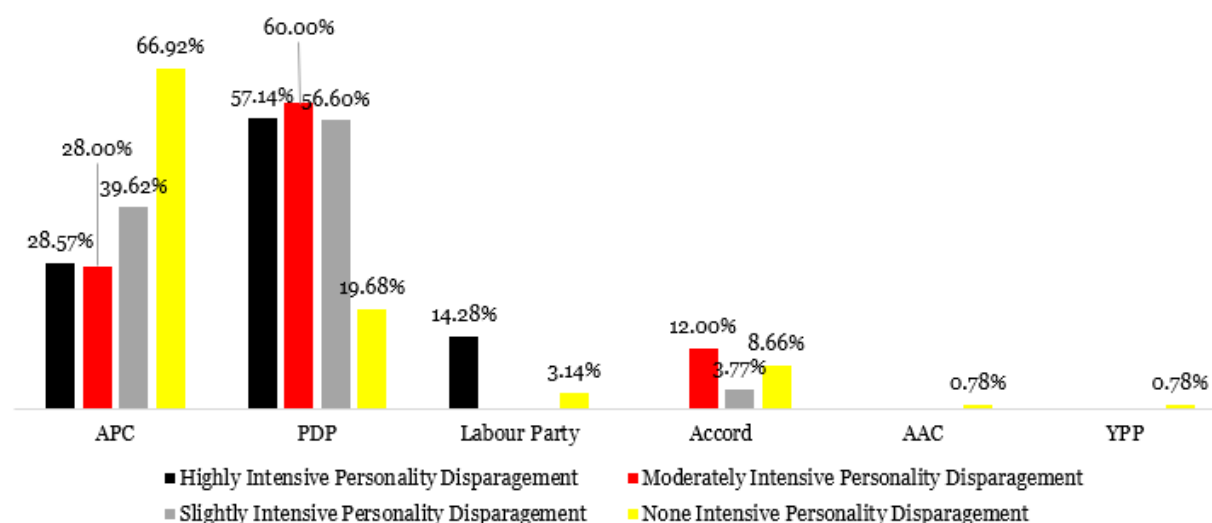
Source: Positive Agenda Nigeria, 2022

Data in Exhibit 15 reinforce those presented in Exhibit 14, showing the number of times actors engaged the public, intensively disparaging personalities during the period. Our analysis reveals that actors highly informed the public when discussing security more than 4 times and more than 2 times when conversing about infrastructural issues and/or needs. In terms of exploring highly intensive personality disparagement metric, analysis shows that it was less deployed across campaign issues (in terms of frequency of use). It was used once when discussing infrastructure.

Exhibit 15: Number of times parties deployed highly informed policy engagement and intensive personality disparagement during the four weeks

|	**Highly Informed Policy Engagement**	**Highly Intensive Personality Disparagement**
Health	**2.6**	0.1
Education	0.0	0.1
Security	**5.0**	0.3
Infrastructure	**1.6**	**1.0**
Workers' Welfare and Employment	1.8	0.9
Agriculture	0.4	0.1
Economy	**1.2**	0.3
Social programmes	0.0	0.9
Others	0.0	1.0

Source: Positive Agenda Nigeria, 2022

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[14] **Key:** Highly Intensive Personality Disparagement=7, Moderately Intensive Personality Disparagement=22, Slightly Intensive Personality Disparagement=46, None Intensive Personality Disparagement=90

Threats to credible poll

Out of the four sub-metrics our analysts examined under *threats to credible poll* as the main metric, the APC and PDP extensively discussed vote buying and rigging, blaming political thugs (see Exhibit 17). The APC defended the need for a poll devoid of vote buying while the PDP's statement suggested vote buying. They attacked each other based on the perceived use of political thugs for causing violence during campaigns and their possible use during the July 16th, 2022 election.

Exhibit 17: Threats to credible poll[15]
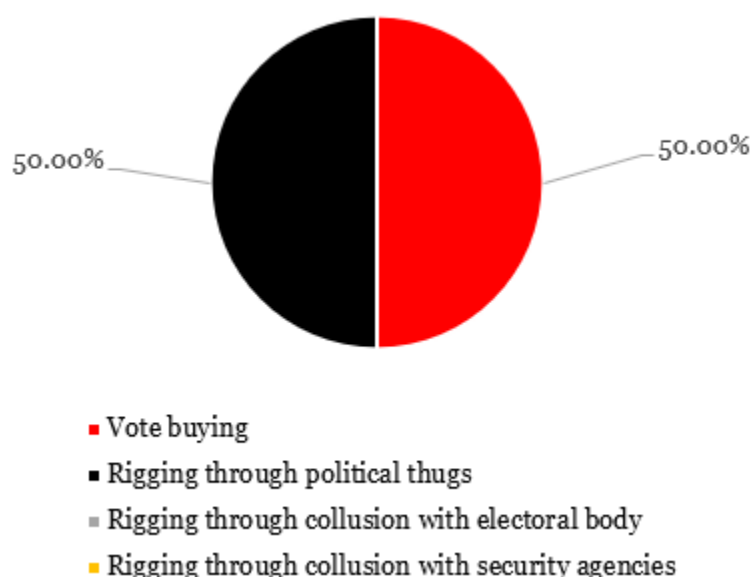
Source: Positive Agenda Nigeria, 2022

Conclusion and Our Verdict

The major highlight of this report is the change in engagement from two other opposition parties, which is a good development. The Labour Party and Accord Party have risen to the challenge of engaging the voters on what they will do if voted to power on July 16, 2022. The Labour Party especially has been discussing issues around the economic prosperity of the state, and threats to lives and perceived injustice perpetrated by the APC against the candidate of the Labour Party. The party also focused on agriculture. For the

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[15] **Key:** Vote buying=4, Rigging through political thugs=4, Rigging through electoral body=0, Rigging through security agencies=0

Accord Party, its engagement has been on education and health. This increased engagement of voters is interpreted as an opportunity for the electorate to understand the positions of the parties and make informed choice during the governorship election. By challenging the ruling party and its major opposition on what the towns and villages in the state need, parties will be forced to re-visit their programmes and manifestoes to correct possible misunderstanding and errors. This, therefore, is interpreted as constructive opposition, which is healthy for the electorate.

The parties have continued their use of attacks, defenses and acclaims as strategies; the focus has also not shifted from infrastructure, economy, education, security, and health. These development issues are basic to the existence and growth of societies and their identification and emphasis show that the parties know the major problems in the state. What is lacking is their suggested strategies for solving these problems. We encourage the parties to focus more attention on scrutinizing and analyzing the strengths and weaknesses of the strategies adopted by one another and assist the electorate to pick the best.

Security has been recurring as an item to be managed by the parties in the election. This shows that security agencies need to collate data on security issues in the state, their connections to the election, and what can be done to prevent such from negatively affecting the election. Pre- and post-election violence in Nigeria is a negative development undermining our collective democracy in Nigeria. Activities that will de-escalate tension and neutralize the activities of criminals should be put in place by INEC, in collaboration with security agencies. We discovered that the ruling party is better on informed policy engagement and less intensive in disparaging the personality of the opponents. The leading opposition party (PDP) slightly engaged the policies or programmes of the current administration while it moderately disparaged the personality of the ruling party's candidate and the party itself. We once again recommend that all political parties and their stakeholders be trained on responsible and representative democracy, the laws guiding people's conduct, and various moral values that must be promoted to bank a successful election.

About Positive Agenda Nigeria

Positive Agenda Nigeria is a non-governmental organisation led by a group of academics and independent researchers dedicated to adopting evidence-based approaches to preserve a favourable climate for Nigeria's socioeconomic and political activities.

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