

Influence of Political Socialization Agents on Political Participation among Electorate: An Empirical Study in Bauchi State-Nigeria

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Abstract

Despite Nigeria having the largest democracy in Africa, political participation remains comparatively low in the country, particularly among young people. This work aimed at investigating the influence of political socialization agents on political participation among the electorate in Bauchi State, Nigeria. A total of 442 respondents were selected and participated in the study via a stratified sampling procedure from the population of 43,403 of the electorate. Data was gathered utilizing a set of questionnaires that assessed their demographic characteristics, political participation behaviour, and perceived influence of political socialization agents. The findings of the study revealed that the media, political parties, and family socialization agents influence the political participation of the electorates during the electioneering process. The result has shown that among the political socialization agents, media present a significant impact. Therefore, it is recommended that the government develop a sensitization program targeting the electorates in Bauchi state to enlighten them and enhance their participation in political activities to further strengthen democracy.

Keywords: Political Participation, Political Socialization Agents, Media, Political Party, Election

Introduction

The political and educational development of a nation's citizens is strongly influenced by their political socialization. Given that democracy is a sign or a reflection of a developed society, this implies that good political socialization will result in good democratic practice. Political socialization plays a significant role in the consolidation of democracy in a country. Political socialization is a process through which people of all ages, including adolescents, gain political knowledge, behaviour, and skills as they develop, as Mohinuddin (2017) pointed out. It is a system of passing down from one generation to the next a set of learning standards and

values that are acceptable to the political structure of an organized society. Individuals can only be initiated into the political life of such a system or society when the process of political socialization in that country or society is functioning (Mohinuddin, 2017).

However, people are not born with a political orientation; instead, families, schools, media, and the wider community are expected to educate and socialize people about politics. A person's political life is formed through socialization; as they interact with political values and symbols, they absorb them and develop political inclusion, socialization, and motivation (Mohinuddin, 2017). Political socialization is the process of influencing an individual's understanding of the political systems and processes in his society through the agents of socialization such as classroom instruction and his attitude toward that society's political life (Terriquez et al., 2020).

Moreover, previous studies have shown that political socialization agents play a critical role in shaping political attitudes and behaviours among individuals. Family, schools, media, and peers are among the primary agents of political socialization that shape an individual's political participation and behaviour (Abdullah et al., 2021; Willeck & Mendelberg, 2022). For example, research has shown that family socialization plays a crucial role in shaping political attitudes and behaviours among individuals, as parents transmit their political beliefs and values to their children (Ahmad et al., 2019). Similarly, schools play a crucial role in shaping political attitudes, participation, and behaviours among young people, as they provide formal political education and socialization (Ugwuja, 2016). This implies that several factors influence an individual's political participation, including political socialization agents such as family, peer group, religion, media, and political party. These agents refer to the institutions, organizations, and individuals that transmit political knowledge, values, and attitudes to individuals, shaping their political behaviour and participation (Rahahleh et al., 2021). Despite the importance of political socialization agents in shaping political behaviour and participation, few studies have explored their influence on political participation in Nigeria.

Political participation, is a crucial component of democratic societies, as it allows citizens to engage in the political process, voice their opinions, and contribute to decision-making. However, political participation levels vary across different regions and societies (Rahahleh et al., 2021).

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For instance, several studies reveal that the level of political participation in developing countries is significantly low, which eventually affects their democratic consolidation, and Nigeria is not an exception in this case. In Nigeria, political participation has been a crucial element of the country's democratic process since the restoration of democracy in 1999. However, despite efforts to promote political participation among citizens, voter turnout and other forms of political participation remain low, particularly among the youth (Othman & Okpe, 2021).

Furthermore, governments in Nigeria are found to be making a decision and implementing the decisions without consulting and providing for those adversely affected by them. This

signifies the lack of political participation of the citizen in decision-making and implementation of the decision thereby affecting the democratic consolidation of the country (Ogoyi, 2017). To address this issue, it is necessary to examine the role of political socialization agents in shaping political participation among the electorate in Nigeria.

While previous studies have explored the role of political socialization agents in shaping political participation in Nigeria, little attention has been paid to the specific influence of political parties on political participation among the electorate. Political parties play a significant role in shaping the values, beliefs, and attitudes of individuals, particularly in Nigeria. However, it is unclear how socialization agents influence political participation among the electorate in Nigeria, and whether this influence differs across different political party affiliations. Therefore, a knowledge gap that other studies have not explored is the influence of political socialization agents on political participation among the electorate in Bauchi State, Nigeria. Examining the role of political parties, media, and other socialization agents on political participation as political socialization agents can provide insights into the factors that affect political participation.

Hence, this empirical study focuses on investigating the influence of political party on political participation among the electorate in Bauchi State, Nigeria. The study will investigate the magnitude at which socialization agents influence the extent and nature of political participation, and the implications of these findings for democracy in Nigeria. It is hoped that the findings from this study will offer insights into the factors that influence political participation and enlighten stakeholders as well as policymakers on ways to advance better citizen engagement in the political process. Also, the study can contribute to the existing literature on political socialization and political participation in Nigeria and serve as a basis for further studies in the field.

Literature Review

Citizen's Political Participation in Elections

Without a doubt, one of the most significant civic rights that every eligible member of a nation should enjoy is the right to vote. Some people only consider this right as a civil one, whilst others see it as a fundamental political right that is subject to the law (Azinge, 1994). Participating in elections reinforces citizens' sense of belonging, self-esteem, and government legitimacy. Political participation includes activities that enable citizens to influence government policies and composition, empowering them and reinforcing democracy's legitimacy. Universal suffrage is necessary for equal participation, and the percentage of electorates who participate measures equality. A democratic society allows both ruling and opposition parties to participate in elections without hindrance. Full engagement in political activity indicates a more democratic society (Anushiem, 2019).

Political participation of the populace involves direct or indirect influence over the development and course of political systems. Voting is a part of political engagement, according to (Ajayi & Ojo, 2014). According to (Adegbola & Gearhart, 2019; Adenrele & Olugbenga, 2017; Bello et al., 2017; Eneji & Ikeorji, 2018) political participation is a subset of political behaviour in which citizens participate in their societies' political lives. Participation can take many different forms, including directly participating in political discussions, signing petitions, supporting boycotts, paying taxes, and more (Shenga & Pereira, 2019; Ugwuja, 2016). It can also take the form of explicitly voting and running for office, voting in a

referendum, attending town hall meetings, participating in strikes, organized rebellions, mass protests, demonstrations, and revolutions.

The majority of the literature on political participation placed a strong emphasis on civic engagement activities that highlight citizens' roles in representative democracies, particularly the ways in which citizens can influence elections, governments, and parties (Ahmada et al., 2015). Numerous articles on low voter turnout and declining party membership have been published (Ahmad et al., 2019; Anushiem, 2019; Lewis & Bratton, 2000; Othman & Okpe, 2021), but these researchers have neglected the influence of political socialization agents on political participation among the electorate. According to Cohen and Kahne et al., (2013), some studies interpret individuals' passive participation in traditional political activities like voting, joining political parties, and supporting political campaigns as a sign of a lack of political involvement and enthusiasm.

Only thirty-one (31) years of Nigeria's sixty years of independence have been spent under civilian rule, with 1999 to the present being the longest period. The current democratic journey, which began on May 29, 1999, is the fourth and longest in the nation's political history. The first democratic era, which began in 1960 and lasted barely six years, was preceded by the 1959 election. The International Institute for Democracy and Electoral Assistance (I-IDEA) statistics show a downward trend in the percentage of Nigerians who vote in presidential elections, with 35.25 % voting in 1979, 52.26 % voting in 1999, 69.08 % voting in 2003, 57.47 % voting in 2007, 53.68 % voting in 2011, and 43.65 % voting in 2015. 5 Only 34.75 % of Nigeria's registered voters cast ballots in the country's 2019 presidential election.

The International Centre for Investigative Reporting noted in a commentary on the most recent presidential election that Nigeria registered the lowest voter participation at 34.75 %, marking the first time this has happened historically since democracy was restored in 1999. The rate of voter turnout in Nigeria's 2019 election is also the second-lowest in the history of elections in African nations and the lowest of any previous elections held on the continent of Africa. With the aforementioned figures, it is clear that the number of eligible voters participating in Nigerian elections is declining sharply, and deliberate efforts must be made to ensure active participation in the electoral process (Akinola & Adekunle, 2022). One such effort may be to investigate the influence of political socialization agents on political participation among the electorate in Nigeria.

Elections are essential for democratic governance as they hold leaders accountable and provide citizens with a sense of community and participation in decision-making. Political engagement involves various tactics to influence government decisions and is crucial for healthy democracies. Traditional modes of participation include voting, contacting elected officials, and attending political events. Factors like age, income, education, and religion can influence participation levels. Participating in elections reinforces a political society's legitimacy and strengthens citizens' self-esteem. People have the right to govern, and they recognize the government's right to rule (Ibrahim et al., 2015).

Through direct or indirect voting procedures, citizens periodically choose their preferred candidates for governor. The elected officials serve as the citizens' representatives in government and keep the pledges they made to voters to win their support (Ibrahim et al., 2015; Odoziobodo & Okibe, 2019; Tsegyu, 2016). Because elections allow political leaders to

access power, they are crucial components of democracy. Generally speaking, this power is intended to be used for the benefit of the people to whom it owes its legitimacy.

Political Theories on Political Socialization and Participation

The effect of political socialization agents on political participation in Nigeria has long been a source of discussion. Nigeria is a multicultural nation with a large number of distinct ethnic, religious, and cultural groupings. As a result of these groups' distinctive political priorities and perspectives, there may occasionally be political polarisation and low levels of political engagement (Aliyu et al., 2022). Due to the importance of socialization for political participation, several political theories explain the relationship between political socialization and political participation. Some of these theories are linked to the current research, as explained and discussed below.

Political socialization agents are thought to be important in influencing people's political ideas and behaviours, and as a result, have a big impact on political involvement, according to liberal political theory. They use very different techniques to accomplish this goal, though. Conservatives tend to place more emphasis on tradition and authority, whilst liberals tend to emphasize personal autonomy and independence. On the other hand, conservative political thought places a strong emphasis on tradition and long-standing institutions. This might entail encouraging adherence to the law, bolstering democratic institutions, and encouraging responsibility to engage in political activity in Nigeria. Programs that encourage civic engagement and patriotism as well as measures to improve governmental accountability and transparency could help to achieve this.

It is important to note that different political theories have effects on political engagement and socialization as well. Socialists might contend, for instance, that individuals should be encouraged to take part in collective action to promote political and economic equality and that political socialization agents should promote a sense of class awareness. Political socialization agents, according to feminist theory, ought to support gender equality and promote women's involvement in politics (Willeck & Mendelberg, 2022).

The political theories that were previously addressed can offer some insight into the employment of political socialization agents to boost political participation in Nigeria. For instance, liberal political theory proposes that political socialization agents should support a climate that motivates people to take part in politics. This can entail fostering free and open discourse, granting access to a variety of information sources, and developing structures that support democratic decision-making. This might entail fostering greater freedom of the press and of speech in Nigeria, fostering civic education, and expanding access to dependable and objective news sources (Lijphart, 2019).

The application of other political philosophies, such as socialism, feminism, and ecology, to political involvement in Nigeria also has significant ramifications. For instance, the socialist political theory would contend that individuals should be encouraged to behave collectively to promote political and economic equality and that political socialization agents should promote a feeling of class awareness. This can entail arguing in favour of laws that reduce income disparity and encourage economic expansion in Nigeria (Othman & Okpe, 2021).

Similarly, feminist political theory might suggest that political socialization agents should promote gender equality and encourage women's participation in politics. This could be achieved through initiatives that promote women's education and provide support for women in leadership roles.

As a result, the political theory mentioned earlier offers a framework for comprehending the part political socialization agents can play in boosting political involvement in Nigeria. Political socialization agents can contribute to the development of a more involved and participating Nigerian society by fostering an atmosphere that fosters political involvement, bolstering democratic institutions, and tackling issues of inequality and environmental degradation (Bello et al., 2017).

Materials and Methodology

This study utilized a survey research design, which is applied in combination with a cross-sectional design, which is the collection of data from a single sample of the population. In this context, this study aimed to examine the relationship between respondents' political socialization agents and the political participation of the electorate. Thus, a survey research design was employed to correspond with the objectives of the study.

This study utilized a survey research design to obtain data from the electorate in Bauchi State. The survey was carried out using a structured questionnaire. The study used a stratified random sampling technique to select participants from different areas in Bauchi local government area in Bauchi State. The strata were based on the different local government areas (LGAs) in the state. The participants were selected randomly from each stratum to ensure a representative sample. The sample size for the study was determined using the Krejcie and Morgan formula for estimating sample size for a population of a known size. The population size of the Bauchi State electorate was estimated to be around 2,749,268 people. A confidence level of 95% and a margin of error of 5% were used to determine the sample size. This gave a minimum sample size of 385 participants.

Measurement

A structured questionnaire was utilized in this research. The questionnaire was adapted to fit the goals of the current study after being adapted from earlier research. Before the major data collection started, the validity and reliability of the question formats, which used a five-point Likert scale, were assessed. It is divided into four sections (A through D). Items in Section A inquire about the demographics and profiles of the electorates; items in Section B assess the political participation of the electorates; and items in Section C assess the political socialization agents of the electorates. The questionnaire content summary for this study is shown in Table 1. Descriptive analysis was used to assess the frequency distribution and percent of the demographic profile of the respondents such as gender, age groups, marital status, education level, job cadre, years of working experience, and so on.

Table 1
Summary of the Composition of the Questionnaire

| Sections | Descriptions |
|------------------|--|
| Section A | Features of Respondent |
| Section B | political participation of the Electorates |
| Section C | political socialization agents |

Section A: Respondents' Characteristics

This section covers inquiries regarding the age, gender, educational level, religious affiliation, and ethnic groups of the electorates. This section utilized open-ended, dichotomous choice, and multiple-option question forms. A total of 8 questions were administered in this section.

Section B: Political Participation of the Electorates

In this section, about nine statements were offered where the electorates were asked questions regarding political participation to respond using a "5-point Likert scale". The respondents were asked to select from "Strongly Disagree", "Disagree", "Agree", and "Strongly Agree" with respect to both negative as well as positive statements.

Section C: Political Socialization Agents

The respondents (electorates) were asked to provide their responses to 18 statements in the section on political socialization agents using a "5-point Likert scale." Regarding both negative as well as positive statements, the respondents were asked to pick from "Strongly Disagree," "Disagree," "Agree," and "Strongly Agree."

Results and Discussion

Table 2 presented the demographic data of the respondents for this study which comprised of age, level of education, gender, religious affiliation, and ethnic groups of the electorates in the Bauchi local government area. The result on age distribution revealed that those whose age ranges between 26-35 years of age were 251 (56.78%), those who were between 18-25 years were 158 (35.70%), while those between 36 to 45 years constitute 23 (5.2%) of the total responses obtained. However, the respondents aged 46-55 years were only 10 (2.2%), rendering this category the least in number. Results on the gender distribution of the respondents show that females constitute the majority, with about 265.2 responses, which is 60.0% whereas male respondents were 176.8 (40.0%).

Furthermore, the result of the study shows the level of educational attainment of the respondents. As shown in Table 2, those who had up to the tertiary level of education were 425 (96.2%) whereas those with only SSCE/O-Level were only 15 (3.4%). The participants are highly educated as shown in Table 2 this perhaps may have contributed to the heightened awareness of understanding and interest in political participation and the electioneering process. Students' participation is high as shown in Table 2. Almost 3.4 percent of the participants have at least secondary education while a vast majority have tertiary education.

In the respondents' religious affiliation, the result obtained shows that the vast majority of the respondents are religiously affiliated to Islam probably because Bauchi state is predominantly inclined to Islamic religion as shown in Table 2. Those affiliated with Islam are 99.1 percent while those who identified as Christians are 0.5 percent and the traditionalist is just 0.2 percent. Regarding the respondent's ethnic group, the results obtained in Table 2, indicated that the majority of the survey respondents are ethnically inclined to Hausa ethnic group with others like the Fulani and Kanuri as shown in Table 2. The Hausa have 59.0 percent followed by the Fulani with 25.1 percent, Kanuri has 5.0 percent, Yoruba has 1.8 percent other unidentified ethnic groups are 8.8 percent.

Table 2

Socio-Demographic Features of the Electorates

| Variables | | Frequency | Percentage |
|------------------------------|------------------------|-----------|------------|
| Age | 18-25 | 158 | 35.7 |
| | 26-35 | 251 | 56.78 |
| | 36-45 | 23 | 5.2 |
| | 46-55 | 10 | 2.2 |
| Education | Secondary education | 15 | 3.4 |
| | Tertiary education | 425 | 96.2 |
| Gender | Female | 265.2 | 60 |
| | Male | 176.8 | 40 |
| Religious affiliation | Christianity | 2 | .5 |
| | Islam | 438 | 99.1 |
| | Traditional religion | 1 | .2 |
| ethnic group | Fulani | 111 | 25.1 |
| | Gbagyi | 1 | .2 |
| | Hausa | 261 | 59.0 |
| | Kanuri | 22 | 5.0 |
| | Other (please specify) | 37 | 8.4 |
| | Yoruba | 8 | 1.8 |

Political Participation

Political participation is a crucial aspect of democracy that is free and liberal, and it has been present in human communities for several years. The role of political participation in a democracy, whether civilized or primitive, is to influence decision-making and pursue the control of power in society. The results of political participation in the study are presented in Table 3.

According to the responses in Table 3, almost 83.5 percent of respondents have participated in an election in Bauchi State, while 16.3 percent have not. The majority of respondents have used their voting rights, which suggests that political participation is reasonably strong in Bauchi State. The high voter turnout rate implies that the people of Bauchi LGA are interested in taking part in the democratic process and influencing societal decision-making. However, the 16.3% of eligible voters who haven't cast a ballot may reflect a lack of interest in or confidence in the political system, or they may encounter obstacles to taking part in the democratic process, like voter suppression or limited access to polling places. to increase political engagement in Bauchi.

Table 3

Participation of Respondents in the Election in Bauchi LGA

| | | Frequency | Percent |
|---------|--------|-----------|---------|
| Valid | 1.0 | 72 | 16.3 |
| | 2.0 | 369 | 83.5 |
| | Total | 441 | 99.8 |
| Missing | System | 1 | .2 |
| Total | | 442 | 100.0 |

No =1 Yes = 2

Influence of political socialization agents on the political participation

The media played an important role in shaping the decision of the respondent in their political participation as shown in Table 4. The respondents indicated that the media is the political socialization agent that influenced them the most with 34.6 percent of respondents. Next to the media is the political party with 25.6 percent, then followed by family influence with 20.8 percent while the remaining variables as shown in the table are not quite significant as the media political party and the family. The result of the study indicates that among the political socialization agents, the media gains the highest percentage of influence on political participation among the electorate, with 34.6%. The political party has 25.6%, while the family has 20.8%. This result indicates that media plays a significant role in shaping the political views and behaviours of citizens in Bauchi LGA. The high proportion of media influence on political participation indicates that people in Bauchi LGA are exposed to a wide range of political information and perspectives through many media outlets, including radio, television, and social media. Political parties have a considerable impact on political involvement as well, indicating that political parties' platforms and beliefs have an impact on citizens in Bauchi LGA. Contrarily, the family has considerably less impact on political engagement, which may mean that people in Bauchi State are less likely to be influenced by the political beliefs and actions of their family members. Hence, the findings of the empirical study indicate that key influences on political socialization in Bauchi are the media, political parties, and families. The result obtained from this study is consistent with previous studies on political participation (Ahmad et al., 2019; Kahne et al., 2013). Memon, Ishak, & Hamid (2018) results revealed that information consumption through traditional newspapers; TV, and online newspaper led to political participation, centering political expression via interpersonal communication. Alvi & Ittefaqss (2019) further shows that the majority of students use social media for political awareness and information.

Table 4

Political socialization agents that significantly influence the respondent's political participation

| Variables | Frequency | Percent |
|------------------------|-----------|---------|
| Family | 92 | 20.8 |
| Media | 153 | 34.6 |
| Political party | 113 | 25.6 |
| Other (please specify) | 16 | 3.6 |
| Peers | 23 | 5.2 |
| Religious institutions | 28 | 6.4 |
| Schools | 17 | 3.8 |
| Total | 442 | 100.0 |

The respondents who were influenced by the political agents were encouraged to vote in an election as shown in Table 5. The effect of these political agents on the respondents was seen in them being encouraged to vote, 30.8 percent indicated, while 20 percent felt it provided them political information, 15.6 percent said it taught them about political issues and candidates, others 10% where encourage to participate in political activities. 12 percent did not identify if it had any effect on them or not.

The respondents who were influenced by the political agents were encouraged to vote in an election as shown in Table 5. The effect of these political agents on the respondents was seen

in them being encouraged to vote, 30.8 percent indicated, while 20 percent felt it provided them political information, 15.6 percent said it taught them about political issues and candidates, 10% where to encourage to participate in political activities. 12 percent did not identify if it had any effect on them or not.

Table 5

Effect of political socialization agents on the Respondent's political participation

| Variables | Frequency | Percent |
|--|-----------|---------|
| Encouraged me to participate in political activities | 44 | 10.0 |
| Encouraged me to vote | 136 | 30.8 |
| Other (please specify) | 56 | 12.7 |
| Provided me with political information | 91 | 20.6 |
| Taught me about political issues and candidates | 69 | 15.6 |
| Total | 442 | 100.0 |

The respondents indicated that the media is the political socialization agent that educated them as shown in Table 6 with 41.9 percent, the media played a vital role in the education of the participants, and the political party closely followed with 27.1 percent and family with 13.1 percent. This shows the importance of the media in reaching out to individuals on various programs in decimating information vital to the growth and development of democracy.

Table 6

Political socialization agent that educated the participants

| Variables | Frequency | Percent |
|------------------------|-----------|---------|
| Family | 58 | 13.1 |
| Media | 185 | 41.9 |
| Political party | 120 | 27.1 |
| Other (please specify) | 24 | 5.4 |
| Peers | 16 | 3.6 |
| Religious institutions | 8 | 1.8 |
| Schools | 31 | 7.1 |
| Total | 442 | 100.0 |

Of the participants about 55.2 percent believe the media is a trusted source of reliable political information, this is shown in Table 7, while about 42.3 percent do not trust the media as the source of reliable political information.

Table 7

Media as a trusted source of political information

| Variables | Frequency | Percent |
|-----------|-----------|---------|
| Valid | 11 | 2.5 |
| No | 187 | 42.3 |
| Yes | 244 | 55.2 |
| Total | 442 | 100.0 |

Most of the participants are unwilling to show that in the future they will participate in political activities with 59.3 percent of them in that category, while 34.2 percent are willing to participate in future political activities this is shown in Table 8.

Table 8

Level of the willingness of respondents to participate in future political activities or elections in Bauchi state

| Variables | Frequency | Percent |
|-----------|-----------|---------|
| Valid | 29 | 6.6 |
| No | 151 | 34.2 |
| Yes | 262 | 59.3 |
| Total | 442 | 100.0 |

Regression analysis

Multiple regression of 0.215, and regression square of 0.046 do indicate a correlation of the variables studied however, as shown on the multiple regression table most of the variables fall short of correlation this may not necessarily mean that political socialization agents do not significantly influence political participation, there might be other factors involved.

Table 9

Regression Analysis

Model Summary

| Equation 1 | Multiple R | .215 |
|------------|----------------------------|------|
| | R Square | .046 |
| | Adjusted R Square | .014 |
| | Std. Error of the Estimate | .557 |

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|------------|------------|----------------|-----|-------------|-------|------|
| Equation 1 | Regression | 6.341 | 14 | .453 | 1.458 | .124 |
| | Residual | 131.124 | 422 | .311 | | |
| Total | | 137.465 | 436 | | | |

Coefficients

| | | Unstandardized Coefficients | | Beta | t | Sig. |
|------------|------------------------------------|-----------------------------|------------|-------|-------|------|
| | | B | Std. Error | | | |
| Equation 1 | (Constant) | -.565 | 7.873 | | -.072 | .943 |
| | What is your religious affiliation | 1.480 | 2.874 | .645 | .515 | .607 |
| | What is your Occupation | -.183 | .508 | -.794 | -.360 | .719 |

| | | | | | |
|--|-------|-------|-------|-------|------|
| What is your educational level | -.155 | 3.816 | -.094 | -.041 | .968 |
| What is your age | -.075 | .886 | -.173 | -.085 | .933 |
| What is your ethnic group | -.001 | .348 | -.002 | -.002 | .999 |
| What factors influence your decision to participate in political activities | -.001 | .223 | -.003 | -.002 | .998 |
| In what ways has this political socialization agent influenced your political participation | -.033 | .225 | -.149 | -.144 | .885 |
| Have you ever received political education or training from any political parties | -.377 | 1.988 | -.574 | -.190 | .850 |
| In what ways has the political education or training influenced your political participation | .235 | .601 | 1.019 | .392 | .695 |
| Do you trust the media as a reliable source of political information | .188 | .451 | .348 | .418 | .676 |
| Would you be willing to participate in future political activities or elections | .640 | .978 | 1.156 | .655 | .513 |
| How often did your school provide opportunities to learn about politics | -.084 | .280 | -.322 | -.300 | .765 |
| How often do you consume political news through the following media sources | .056 | .343 | .185 | .164 | .870 |
| Do you think the political socialization agent that has had the most significant impact | .354 | .611 | .777 | .579 | .563 |

Discussion

The statistical analysis obtained from the survey shows a vast majority of the participants are female, it also shows that a significant number of the ages of the participants are 25-36, while the highest educational level attained by the participants is tertiary education, with most of the participants being students, while few are civil servants, and a sizeable being self-employed. The result of the study also shows that most of the respondents are affiliated with the Islamic religion, while their ethnic association is predominantly Hausa followed by Fulani.

The demographic or static variables in this study are considered dependent, while the other variables are classified as independent variables from which a determination of the correlation coefficient might be significant or otherwise not significantly impacting the political participation of the electorate.

Considering the coefficient correlation of 0.000 as shown in the coefficient correlation tables there is a significant correlation with age in political participation of the electorate, this assertion may be absolute as the majority of the youth actively participate during the electioneering processes and decision-making.

The participants who indicated participation in an election in Bauchi state participated in all the elections (Presidential, Governorship, Local Government, State House of Assembly) while a handful participated in either Governorship, state house of assembly, or local government elections. The study determined the political activity participation of the respondents, a good number of the respondents have participated in political activities as seen in both the correlation coefficient and multiple regression tables. These are typical characteristics of the age bracket that participated in the study.

However, a few participated in political activities, by way of attending political rallies and political party membership. The correlation coefficient and multiple regression tables show this trend. Active political participation is a none starter for the respondents, a vast majority of the respondents do not actively participate in politics, and the correlation coefficient tables show less active participation in politics, a handful however are active perhaps those who are political party members.

Generally, it is established from the study that fewer percentage of the respondents participated in political activities, however, for the few who participates in political activities they were mostly influenced by the media, political party, and family rather than economic issues, closely followed by security concerns. The correlation coefficient table indicates that religious affiliations significantly influenced the response of the participation couple with their ethnic group association.

The respondents appear to be undecided when it comes to satisfaction with the democratic process in Bauchi state, it is believed that the age of the respondents might be responsible for such a response as shown in the multiple regression tables.

For the respondents who participated in politics the political socialization agents that significantly influenced their participation seem to be the media, political party, and family, there is a significant correlation between political socialization agents and political participation for those who were influenced by the socialization agents particularly the media, as shown in the multi regression table. The political party and family of the participants also significantly correlate with their political participation, while peers and religious institutions exert less influence on the political participation of the respondents. It suggests that for those few who are influenced by these socialization agents, it is quite significant in shaping their views and interest in the political process.

Conclusion

This paper examines the influence of political socialization agents on the political participation of the electorates in the Bauchi LGA of Bauchi State. The findings presented here reveal that

in the Bauchi LGA context, the respondents are actively participating in political activities due to various political socialization agents including media, political parties, and family. These arise from the positive willingness and views of the electorates, and media technologies in political activities. The effects political socialization agents have had on the respondents have encouraged them to vote in an election, the various stages of political participation such as rallies, campaign as well as voting, etc.

Political participation is significantly influenced by media. Conclusively, the findings of the study suggest that political participation strongly correlates to political socialization agents including media, political party, and family. In Bauchi LGA, of Bauchi State, the youth age group are very active in media and this influences their participation in both offline and online political activities.

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