
**Niger Delta Indigenes' Perception of Community Participation in The Development
Communication Strategies and Practices of Oil Companies in Nigeria**

Whiskey Obukowho Monday

Department of Mass Communication
Delta State University, Abraka
Delta State Nigeria

Majority Oji

Department of Mass Communication
Delta State University, Abraka
Delta State Nigeria

Nkemdilim Patrick Ijeh

Department of Mass Communication
Delta State University, Abraka
Delta State Nigeria

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ABSTRACT: *This study adopts the principles that underpin participatory development communication in order to highlight the ideology that guides oil corporations' development communication practices and strategies in Nigeria. The study specifically examines the usage of Global Memorandums of Understanding (GMOUs) by oil firms to engage people in community-based development initiatives. Given Shell and Chevron's stranglehold in onshore, shallow, and deep-water exploration and development in Nigeria, 16 oil-producing localities in their operational zones were chosen at random for the study. The study's design was cross-sectional and drew from survey procedures. 400 respondents were selected through a multistage selection approach from the study's population for the purposes of data collection and analysis. The study found that although indigenes of the Niger Delta are aware of the GMOUs programmes, they lack the knowledge to take part in them. Thus, the Niger Delta indigenous people claim that the GMOUs programmes are self-serving and need to be carefully adapted to satisfy the desire of the people for bottom-up induced development. The study suggests that development communication experts be involved in the conception and implementation of the ideas because the GMOU model, which oil companies adopted, was flawed in its conception due to a potential lack of sufficient literature review for development agents to gain the understanding needed to guide implementation.*

KEYWORDS: Niger Delta, community participation, development communication, global memorandums of understanding

INTRODUCTION

The use of development communication for development purposes has long been established in the fields of journalism and communication. The use of communication to promote development

initiatives is central to the way of thinking in this field of social inquiry. It involves stakeholders and policymakers, establishes enabling environments, evaluates risks and opportunities, and encourages information sharing through well-established communication channels. (Timoshenko et al., 2019; Faisal & Alhassan, 2018; Osa-Addo, 2015).

As a field, development communication began as an ally of the rapidly expanding (development) industry. It was used on two levels: as a theory and as a practical development technique. As a result, the terms "development support communication," "communication for development," and "development communication" are all interchangeably used. Development communication's purpose is to lead people to new ways of attaining development (Tufte & Mefalopulo, 2009).

The Participatory Development Communication (PDC) loop is an authentic and proper way to use communication to accelerate development interventions in development communication (Kheerajit & Flor, 2014). Beneficiaries of development interventions are encouraged to take an active role in their own development through participatory communication. The PDC variant of development communication supports the transition of expertise, authority, and control of development programs traditionally considered to be the exclusive rights of interventionists to the people in order to better represent the beneficiaries' aspirations, expectations, needs, and thoughts at the grassroots level. (Burnside-Lawry, et al., 2017; Melkote & Steeves, 2015). Proponents of grassroots development have noticed that participation has become the standard by which success is measured over time.

Community participation as an alternative approach to development is not particularly a new concept. The incredible assumptions which proclaimed the growth-oriented development plans of the 1950s and 1960s and the subsequent disappointments that occasioned its collapse in the 1970s birthed the global calls for a more context-specific re-evaluation of development approaches (Ako, 2018; Faisal & Alhassan, 2018; Langford, 2016; Leeuwis, 2000). The shift from growth-oriented development strategies where the rise in per capita income determines the level of growth in people centred development is occasioned by the lack of attention on the counterbalancing impact of a conterminous increase in misery index and the attendant discrimination in the allocation of development reimbursements.

Notably, the people-centered alternative to growth-oriented development advocates community participation in development procedures. Tosun (2005 citing Midgley, 1986) notes that community participation has its root in three important historical leanings chronicled in Western methods of reasoning and political hypotheses, the Third World movement for development in the 1950s and 1960s, and Western social work and community fanaticism. Again, Tosun (2005 cited Hughes, 1988) affirmed the ideas raised at the International Labour Organization (ILO) Geneva World Employment Conference of June 1976 where a critical role was assigned to community participation in the pursuit, sustenance, and accomplishment of development goals. Community participation as an alternative development drive is also in consonance with the perspective of the World Commission on Environment and Development (WCED) and the International Forum for Development (IFD) where the idea was re-echoed at the body's first annual International Forum in 2004 (Hershberg & Thornton, 2005).

Community participation is a self-empowerment tool aimed at equipping beneficiary groups with the capability to identify, classify, examine and proffer answers to their very own development problems and consequently, exercise control and take charge of their environment. The people-driven

development agenda equally make sure that the gains accumulated from community development processes are equitably disbursed to get to the poor, deprived, and disadvantaged socio-economic groups (Ako, 2018). This helps to ameliorate and take away the pains of the deadfall trap of the growth-oriented development that resonates with leftovers of unspecified and unaddressed problems of poverty and inequality (Faisal & Alhassan, 2018).

Yunusa (2020) recommendation for development planning in Nigeria to be decentralized and democratized in the face of the massive failure in development planning is an indicator of top-down measures in place of people-centered development. The position of Yunusa (2020) mirrors the claims of Shoola (1995) who aver that Nigeria's first attempt in experimenting with community participation turns out to be a massive failure. Shoola (1995) further asserts that the 1976 Local Government reform was ill-conceived and ruined from the start for its poor execution as it fails to accommodate people in the different localities who should be the beneficiaries. Shoola (1995) however concludes that the attempt to take the government to the people in the grass root which entails the devolution of some government duties to the local constituencies failed to get the people in different communities on board to participate. This has so far raised questions on the level of stakeholders' participation and involvement in governance, and by extension, community development and communication strategies of companies and their interactions with host communities. The quest for answers to evolving questions on stakeholders and community participation on communication strategies of companies and their interactions with host communities however spurred this current study.

Given the significant contribution of oil-producing communities to the nation's economic well-being, governments and multinational oil companies (MNOCs) are expected to promote the overall positive development of oil-producing communities and their inhabitants, particularly in terms of improving the quality of life for individuals. The government and MNOCs concerns were about ensuring that everyone has access to basic necessities such as shelter, adequate health care, water, and food. Any deliberate effort to achieve this would be referred to as development. However, the opposite has been true of the situation in the oil-producing communities. The locals claim that the Government, which collects taxes from oil companies, has abandoned its responsibility to develop oil-producing neighborhoods. The indigenous people also hold the MNOCs responsible for viewing any effort to develop the communities as a generous gift. The government, on the other hand, began a systematic and gradual removal of oil-producing communities' possession and authority over their land and assets through various legislations. MNOCs operating in various parts of Nigeria are, in a nutshell, guests of the Federal Government, not of the communities. As a result, the MNOCs pay royalties to the Federal Government, to whom they owe their allegiance, depriving the communities of development assistance (Oji, 2016; Oji, 2011; IDEA, 2000; Mbeke-Ekanem, 2000).

The failure of MNOCs' previous community relations practices and other forms of ill-conceived Corporate Social Responsibilities helped to accelerate violent protests in the Niger Delta. Thus, there was a renewed zeal by MNOCs to reach the grassroots with development ideas that can set off community participation in development programmes. Chevron and Shell's adoption of development communication strategies through their Global Memoranda of Understanding models is based on soliciting community participation in development programmes. Chevron and Shell were chosen at random from a list of Multinational Oil Companies Global Memorandums of Understanding (GMOU) that are active in the Niger Delta. The GMOU is a departure from other approaches to host community development that have been used in the Delta. To begin with, it has a commanding and controlling structure, it involves the people, it is modeled after the bottom-up participatory approach

to development, and it allows well-meaning interested parties such as the government, NGOs, and other contributors to participate in its activities, resulting in a transparent and accountable process. Accountability, peace building, partnership, transparency, sustainability assurance, and project monitoring and evaluation were all built into the GMoUs. Individuals' common bonds are exploited in this collaborative approach. It emphasizes the things that bring people together while downplaying the things that can cause division.

Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) were established to manage the GMoUs. Representatives from the government, multinational oil companies, NGOs, and community members make up the RDCs and CDBs. It is a development model that incorporates major stakeholders to create a unique way of promoting development and peace in oil-producing communities as captured in the use of radio for development (Ubini and Oji, 2021) The formation of (RDCs) and CDBs for each GMoU was the result of working with everyone who matters in the effort to develop host communities. The RDCs and CDBs are made up of elected community representatives who represent local interests and oversee GMoU project execution in a given region. Chevron and Shell's operational performance has an impact on funding for each RDC and CDB. As a result, there is mutual benefit in the sense that GMoU communities are given more respect where protests have not harmed production. This is expected to improve oil company relations with communities and reduce tribal conflicts.

Statement of the Problem

The participation approach to development is being criticized by a growing number of people. Participatory approaches have frequently failed to achieve significant social change, according to development scholars, due to change agents' inability to properly articulate communication goals or what will make communication function properly (Hickey and Mohan, 2005; Cooke and Kothari, 2001). Regardless of the validity of this criticism, it has failed spectacularly to prevent the inclusion of participation as a development thought and strategy from spreading.

To tap into the participatory train and halt the failure and the attended crisis in Multinational Oil Corporations (MNOCs) Corporate Social Responsibility (CRS) practices, Chevron and Shell developed Global Memorandum of Understanding (GMoU) with an inbuilt dialogic development communication strategy to bring community people together in different fora to articulate the problems and solutions to their development needs. The nature of the inbuilt communication system in the Chevron and Shell GMoUs agrees with Modi (2020), Uzuegbu (2016), Omogor (2013), and Islam and Ahmed (2012), who claim that development communication outside of print and broadcast media taps deeply into traditional communication channels. Traditional channels of communication, as outlined by Akpabio (2003), Ansu-Kyeremeh (1998), and Wilson and Unoh (1991), can better serve people who need information at the grassroots level (1991). Oji and Bebenimibo (2021) study on school development points in the direction of harnessing the potential of social media in development programmes.

Chevron and Shell are using the GMoUs in their re-evaluation of conflict-ridden corporate-community relations to ensure that their CRS strategies can be used to accomplish outstanding great works that can help transform host communities. Partnership procedures had to be adopted as a method of contributing to community development through strategic alliances with host communities. According to new thinking, MNOCs cannot operate successfully in a peaceful environment unless adequate attention is paid to the development of physical and human resources in host communities.

However, it is not uncommon to hear residents blame Chevron, Shell, and the government for making self-serving decisions regarding important development projects during the GMoU's implementation (Raimi, et al., 2006). Communities frequently claim that experts fail to explain key issues in oil companies' efforts to develop host communities, resulting in complaints, protests, and even violence (Nwankwo, 2017). This demonstrates a complete disregard for GMoU's principle of dialogic communication and highlights a significant gap in community participation in the implementation of development projects using a dialogic approach. The development experts also claim that when it comes to defining and implementing development projects, the public's opinion (if ever sought) is completely ignored (Inagaki 2007; Okigbo et al., 2002). In light of the aforementioned gap, this study aims to examine the level of success Chevron Nigeria Limited (CNL) and Shell Petroleum Development Company of Nigeria (SPDC) Global Memorandums of Understanding as developing communication strategies and practices have been in getting communities to participate and efficiently attend to their needs.

Objective of the Study

The general objective of this research is to see how successful Chevron Nigeria Limited (CNL) and Shell Petroleum Development Company of Nigeria (SPDC) Global Memorandums of Understanding as development communication strategies and practices have been in getting communities to participate and efficiently attend to their needs. The specific objectives are as follows:

- i. To examine whether there is a significant relationship between participation in projects by different social strata in communities and Niger Delta residents' awareness of the existence of GMOUs (RDCs and CDBs) of oil companies in Niger Delta, Nigeria.
- ii. To ascertain whether the success of implementation is significantly influenced by Niger Delta people level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) within host communities of oil companies in Nigeria.

Hypotheses

H₀₁: There is no significant relationship between participation in projects by different social strata in communities and Niger Delta residents' awareness of the existence of GMOUs (RDCs and CDBs) of oil companies in Niger Delta, Nigeria.

H₀₂: The success of implementation is not significantly influenced by Niger Delta people's level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) within host communities of oil companies in Nigeria.

The Global Memorandums of Understanding of Chevron and Shell and its implementation is very detailed. It spans several key oil-producing communities in the South-South Geopolitical Zone. This is especially important given Chevron and Shell's dominance in Nigeria's onshore, shallow, and deep-water exploration and development. As a result, Chevron and Shell bear a significant responsibility to their host communities in terms of social amenities, human resource development, and overall development of the communities that are part of the companies' GMoUs programmes.

Theoretical Framework

The participatory communication theory underpins this research. Professor Paulo Freire of Brazil is credited with popularizing the theory in the 1970s. According to McPhail (2009), by the 1980s, the theory had solid foundations. Diffusion theory's imprecision, as well as modernization, cultural

imperialism, and dependency, all of which were early arrivals on the development scene, gave rise to the development of participatory communication theory. When it comes to adopting dialogue-oriented interpersonal communication methods, participatory communication has a lot of advantages. When people are involved in the formulation of ideas, project planning, and execution, participatory communication thrives. This is in opposition to the idea of modernization, which does not rely on inheritor communities to function. It is a notion centered on fostering trust among beneficiaries as a means of involving community members in decision-making by allowing them to set their own development agenda. Participatory communication theory creates an excellent environment for the general public to actively participate in the development process. The model seeks to reimagine the public's position within the communication process or in communication/information projects. Participatory development refers to people's active engagement in making decisions on the implementation of procedures, programs, and initiatives that affect them (Slocum, Wichhart, Rocheleau, and Thomas-Slayter, 1995).

According to participatory communication theory, most development projects will fail if grassroots participation in the development process is insufficient. As a result, participatory theorists had to reconsider how they shared development information. Waisbord (2005: 17) defines participatory communication as the systematic use of communication channels and tactics, particularly at the grassroots level, to improve people's engagement in development and to inform, encourage, and train rural communities. The Participatory Communication paradigm has also been labeled as need-driven, endogenous, self-sufficient, environmentally friendly, and based on democratic participation and structural changes (Servaes, 2002: 32). "Participatory democracy" and "endogenous" are keywords in Servaes' vision of Participatory Communication theory. Participatory development is a philosophy that promotes community access and local participation in development activities.

In applying this theory, this study's primary premise is that the GMoUs will use participatory communication techniques that allow for successful communication between stakeholders in the GMoUs' initiatives as much as possible. This research also considers various communication tactics and the issues that these may entail in the studies reviewed. Though the researches discussed here have all focused on individual projects, this study examines the GMOUs' general development communication initiatives and the extent to which they are effective in closing the disturbing gap that exists between MNOCs and host communities.

MATERIAL AND METHODS

This paper adopted the cross-sectional research design with the instrumentality of the survey in conjunction with the questionnaire to elicit responses from respondents. The design made it easier for the researcher to collect data from respondents. The study's population is made up of the entire population of the nine states of the Niger Delta. The population's numerical strength corresponds to the National Population Commission's estimate of almost 32 million people (NPC, 2006).

The population serves as the study's sampling frame. However, the study's sample was drawn from four of the Niger Delta's nine states in order to be efficient and precise in execution. The Niger Delta Development Master Plan (NDDMP, 2005) mentioned in a socioeconomic analysis of the region's population that the region's population has a large number of young people, with over 62 percent of the total population under 30 years old. It also stated that surveys have revealed that there are more males (54%) than females (46%) in the region. The population density is around 265 people per square

kilometer on average, compared to 255 people per square kilometre nationally. According to the Master Plan, the region's population will grow to 41.5 million or 48 million by 2025, depending on the growth rate that would be applied. However, the population has grown since 2006.

During the sampling procedure, it was ensured that where the GMoU of oil companies is not operational each time a state is drawn, the process is repeated. This method was deemed preferable as it enabled the researcher to select states that had oil companies with operational GMoU in place. Based on the outcome of the sampling procedure, Delta, Bayelsa, Ondo, and Rivers were the four states selected for this study. A multi-stage sampling strategy was used to choose the study's communities. The population of the four states which stood at 15,028,173 is however projected to 22,728,653 by the year 2021.

A study sample of 400 people from the study population was used in this study. This was drawn from the four sampled states of this study (Delta, Bayelsa, Ondo, and Rivers states respectively). Rathachatranon (2019) stated that using Taro Yamane's formular, a sample size of 399 is practicable for an infinite population. The 400 respondents were divided into four groups, with samples assigned to states based on their population strength. Each of the selected RDCs and CDBs were assigned the appropriate sample. The study employs a multi-stage sampling strategy.

Using a multi-stage sampling approach, male and female respondents aged 18 years and above were selected from each of the identified states, RDCs, CDBs, and communities. Notably, the study's sample consists of male and female respondents (aged 18 years and above) who live in normal homes in the selected locations.

In this study, the interview schedule which was complemented by a self-structured questionnaire was used. For this purpose, a questionnaire/interview schedule was developed to guide the researcher in eliciting responses from the study's respondents. The questionnaire/interview schedule is divided into three sections and it contains both closed-ended and open-ended questions. The first section concentrates on information relating to the demographic attributes of the respondents. A total of 7 items (questions 1-7) were asked in this section. Additionally, the second section, which has seven items (questions 21-27), was designed to determine the various social strata in host communities that participate in GMoU programs. The final section (section five), has eight questions (28-35) that determine the success levels recorded by Chevron and Shell in the implementation of the GMoUs in host communities.

The researcher adopted face, content, and construct validity. To measure content validity, the researcher's supervisors and other experts considered both the item validity as well as sampling validity. Item validity means whether the test items measure the content area they are intended to measure, and sampling validity is concerned with how well the test sample the total area. On the other hand, construct validity evaluates the degree to which a test measures what it claims to measure. This ensures that the instrument includes sections that measure known indicators.

The Cronbach Alpha Reliability Test technique was used to determine the reliability of the instrument. The draft of the instrument was administered to a sample of Forty (40) selected participants outside the study area. Data derived from the pilot study were correlated to find the stability of the instrument over a period of time, using the Cronbach Alpha reliability test. To achieve this, questionnaires were administered to forty (40) participants. The decision rule states that if the alpha value is more than 0.85

it means that the items in the questionnaire instrument are reliable for the research and vice-versa, under 0.05 significant level.

Descriptive statistics such as frequencies, means, and percentages to describe the socio-demographic information and the research questions of the study; whereas, inferential statistical tools like the One Way Analysis of Variance and regression analysis were employed to further analyze the data that were collected from the field, and in testing the hypotheses formulated for the study. For the inferential statistics, data were transformed from nominal to scale to enable easy measurement of the variables using the Stata 13 statistical software alongside Excel Spreadsheet 2016 version.

Hypothesis one was tested using Analysis of Variance (ANOVA) to find out whether there was a significant difference on the level of participation of the different social groups in community development initiatives derived from RDCs and CDBs respectively. Hypothesis two was tested using the result of the F-Statistics from the Analysis of Variance (ANOVA) test conducted to find out if the mean difference of both MNCs' development interventions is significant or the same. The study adopts a 95 percent confidence level to justify the test of the hypotheses.

RESULT AND ANALYSIS

Four hundred (400) copies of the self-structured questionnaire were administered to the respondents; out of which, three hundred and eighty-four (384) were duly completed and returned. Analysis was however based on the responses from the duly completed and returned questionnaire (384).

Socio-Demographic Information Analysis

Information on the demographic characteristics of the respondents was presented in Table 4.1. As indicated, the total of male respondents stood at 273(71.09%) while their female counterpart was 111(28.91%). This is an indication that the majority of the respondents were male. This could be as a result of the predominance of males in social structures and their increasing involvement in community activities within host communities of oil companies. With respect to age distribution, we observed that 87(22.66%) respondents were between the ages of 18 years and 28 years; whereas, 193(50.26%) and 87(22.66%) fell within the age brackets of 29-39years and 40-50years respectively. We also observed that respondents that were above 50 years of age were about 17, representing about 4.42%. On educational qualification, we observed that the majority of the respondents (54.43%) were at least secondary school certificate holders, while 20(5.21%) and 34(8.85%) were respondents with no formal education and respondents with tertiary education respectively. The respondents with at least, primary school certificates were 121(31.51%). The above is an indication that the majority of the respondents had at least received some form of formal education at a point in time.

Table 4.1 Demographic Characteristics of Respondents

S/N	Variables	Categories	Frequency (n=384)	Percentage (%)
1.	Gender	Male	273	71.09%
		Female	111	28.91%
		Total	384	100%
2.	Age of Respondents	18 – 28 years	87	22.66%
		29 – 39 years	193	50.26%
		40 – 50 years	87	22.66%
		Above 50years	17	4.42%
		Total	384	100%
3.	Educational Qualification	No formal Education	20	5.21%
		Primary Education	121	31.51%
		Secondary Education	209	54.43%
		Tertiary Education	34	8.85%
		Total	384	100%
4.	Marital Status	Married	301	78.39%
		Single	83	21.61%
5	Residential Area	Total	384	100%
		Urban Area	166	43.23%
		Rural Area	218	56.77%
6.	No of years as Residents	Total	384	100%
		Below 5 years	42	10.94%
		6 – 10 years	71	18.49%
		11 – 15 years	164	42.71%
		Above 15 years	107	27.86%
7.	Occupation/Vocation	Total	384	100%
		Farming	54	14.06%
		Civil Servant/Industrial Staff	28	7.29%
		Artisan/Skilled Labourer	188	48.96%
		Entrepreneur	49	12.76%
		Industrialists	36	9.38%
		Unemployed	29	7.55%

Source: Field Survey, 2022

Additionally, while we observe that the bulk of the respondents were married (78.39%), it is pertinent to note that the results in table 4.1 further revealed that 83 (21.61%) of the respondents were single (unmarried). In terms of the location/residence of the respondents, we observed that 166 (43.23%) resided in urban areas whereas, 218(56.77%) were residents of rural communities. This could be traceable to the fact that oil companies in the Niger-Delta region of the country predominantly operate in rural communities. Also indicated is the fact that 42(10.94%) of the respondents had lived in their communities of residence for at least 5 years and below; 28(7.29%) has resided in their respective communities for at least 6 – 10 years, while 188(48.96%) had lived for a period of 11 – 15 years in such communities. The number of respondents that had resided in their current community of residence for more than 15 years stood at 107(27.86%) Largely, it is evident that almost 90% of the respondents have resided in their respective communities for more than 5 years. With regards to the nature and type

of occupation of respondents, we noticed that 54(14.06%) of the respondents were farmers; 28(7.29%) were civil servants, while 188(48.96%) were artisans. Similarly, 49(12.76%) of the respondents were entrepreneurs whereas, 36(9.38%) of the respondents were industrialists. A total of 29(7.55%) of the respondents were found to be unemployed. The spread of the respondents' vocation/occupation reflects the lifestyle and nature of the sources of income of the people of host communities of oil companies in the Niger-Delta region of Nigeria. Noteworthy, the foregoing distribution regarding the demographic characteristics of the respondents further confirms that a sizeable number of respondents may have the required knowledge of several activities of oil companies in the region *vis-a-vis* the GMOUs operational in the area.

Analysis of Research Objectives

Research Objective 1

To examine whether there is a significant relationship between participation in projects by different social strata in communities and Niger Delta residents' awareness of the existence of GMOUs (RDCs and CDBs) of oil companies in Niger Delta, Nigeria.

Table 4.2: The Level of Participation in Projects by Different Social Strata in Communities and the awareness of existing RDCs and CDBs projects of Oil Companies in Niger Delta.

S/N	Questionnaire Items	N	Mean	Std. Dev	Remarks
PFD.1	Regardless of age, status, wealth, or occupation, turn-outs to participate in community projects by residents of host communities are not in large numbers.	1384	34.53	10.757	Strongly Agree
PFD.2	Individuals who hold key/formal positions of authority in my community have some level of influence on decisions made concerning projects to be carried out by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs)	1384	34.50	10.843	Strongly Agree
PFD.3	The leadership of the youth association in my community sometimes play some influential role on the activities and decisions made by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs) about which projects to carry out.	1384	44.62	0.808	Strongly Agree
PFD.4	The ancient lineage, order of kingship or chiefdoms in my community has at some point influenced the decisions made by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs) about which projects to carry out.	1384	34.37	10.861	Strongly Agree
PFD.5	Education, wealth, status, age, and occupation have no bearing in my community decisions made in Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs) about which projects to carry out	1384	44.37	0.866	Strongly Agree
PFD.6	Interference from the government or government officials has significant bearing on the decisions made by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs) about which projects to pursue.	1384	44.40	10.798	Strongly Agree
PFD.7	The decisions made by Chevron Regional Development Councils (RDC)/ Shell Cluster Development Boards (CDBs) about which projects to pursue are affected by youth militancy or any other form of militancy	1384	44.49	00.899	Strongly Agree

Source: Researcher's Computation, 2022.

Responses relating to the relationship between the Level of Participation in Projects by Different Social Strata in Communities and the awareness of the existing RDCs and CDBs project of Oil Companies in Niger Delta were elicited from the respondents and the result is presented in Table 4.2. As observed

from the results, the mean score for the responses to questionnaire item PFD.1 was 4.53, with a corresponding standard deviation of 0.757. This shows that the opinion of majority of the respondents is that regardless of age, status, wealth, or occupation, turn-outs to participate in community projects by residents of host communities are not in large numbers. We also found that with a mean score of 4.50 (std.dev.=0.843) for questionnaire item PFD.2, majority of the respondents supported the assertion that individuals who hold key/formal positions of authority in their respective communities have some level of influence on decisions made concerning projects to be carried out by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs).

Further analysis of the results in Table 4.2 also indicate that with respect to questionnaire item PFD.3, the mean score of 4.63 and a corresponding standard deviation of 0.808 is an indication that the leadership of youth associations in the respective communities sometimes play some influential roles on the activities and decisions made by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs) about which projects to carry out in the host communities of oil companies in Nigeria. Similarly, the mean score of 4.37 and a standard deviation of 0.861 for questionnaire item PFD.4 is an indication that the bulk of the respondents believe that the ancient lineage, order of kingship or chiefdoms in most host communities of oil companies have at some point influenced the decisions made by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs) about projects to be carried out.

Additionally, the mean response for questionnaire item PFD.5 which stood at 4.37 recorded a standard deviation of approximately 0.866. This result implies that majority of the respondents agreed that education; wealth, status, age, and occupation have no bearing on the decisions of host communities regarding projects to be executed by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs). We also found that with a mean score of 4.40 and a standard deviation of 0.798 for questionnaire item PFD.6, majority of the respondents strongly supported the assertion that possible interference from the government or government officials has significant bearing on the decisions made by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs) about which projects to pursue. When asked about possible effects of the activities of youth militancy on the activities and anticipated projects to be executed by Chevron's RDCs and Shell's CDBs, the mean response obtained was 4.49 with a corresponding standard deviation of 0.899. This shows that the general opinion of the respondents is that the decisions made by Chevron Regional Development Councils (RDC)/ Shell Cluster Development Boards (CDBs) about which projects to pursue are affected by youth militancy and their various activities in the area.

Research Objective 2

To ascertain whether the success of implementation is significantly influenced by Niger Delta people level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) within host communities of oil companies in Nigeria.

Table 4.3 presents the mean response of the questionnaire items designed to elicit information on the influence of the level of awareness and knowledge on successes recorded regarding the implementation of programmes of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) within host communities of oil companies in Nigeria.

Table 4.3: The Level of Successes Recorded on the Implementation of Programmes in Communities and the awareness of the existing RDCs and CDBs projects of Oil Companies in Niger Delta.

S/N	Questionnaire Items	N	Mean	Std. Dev	Remarks
LOS.1	The level of community participation in the Global Memorandums of Understanding (GMOU) programmes run by RDCs and CDBs in host communities are not commendable.	1384	34.54	10.872	Strongly Agree
LOS.2	RDCs and CDBs meetings are supposed to help in fostering open and honest communication among community members	1384	34.59	10.752	Strongly Agree
LOS.3	The budgetary provisions for RDCs and CDBs projects' execution in host communities is unsatisfactory.	1384	34.57	10.843	Strongly Agree
LOS.4	The numbers of projects completed through RDCs and CDBs programmes within host communities are not sufficient.	1384	44.54	0.839	Strongly Agree
LOS.5	The quality of projects completed through RDCs and CDBs programme within host communities are not befitting.	1384	34.50	10.864	Strongly Agree
LOS.6	In most cases, projects in RDCs and CDBs program within host communities are not completed according to community specifications	1384	44.51	0.879	Strongly Agree
LOS.7	Majority of projects in the RDCs and CDBs program within host communities are not timely completed in line with the specification of community members.	1384	44.45	10.800	Strongly Agree
LOS.8	The procurement patterns regarding materials for projects in the RDCs and CDBs program are not satisfactory	1384	44.55	00.910	Strongly Agree

Source: Researcher's Computation, 2022.

As indicated in the results, all items obtained mean scores that were above 3.00 cut-off point. Specifically, with a mean score of 4.54, it is obvious that the majority of the respondents are of the view that the level of community participation in the Global Memorandums of Understanding (GMOU) programmes run by RDCs and CDBs in host communities is not commendable. Similarly, the mean score of 4.59 for questionnaire item LOS.2, is an indication that the respondents strongly believe that residents in host communities of oil companies are of the view that the meetings of RDCs and CDBs are supposed to help in fostering open and honest communication among community members. We also observed from the results in Table 4.3 that the mean score for the responses to questionnaire item LOS.3 was 4.57, with a corresponding standard deviation of 0.843. This shows that the opinion of the majority of the respondents is that the budgetary provisions for RDCs and CDBs projects' execution in host communities appeared to be unsatisfactory. Furthermore, it was observed that with a mean score of 4.53 (std.dev.=0.839) for questionnaire item LOS.4, the majority of the respondents supported the assertion that the numbers of projects completed through RDCs and CDBs programmes within host communities are not sufficient.

Further analysis of the results in Table 4.3 also indicate that with respect to questionnaire item LOS.5, the mean score of 4.50 and a corresponding standard deviation of 0.864 is an indication that the quality of projects completed through RDCs and CDBs programme within host communities are not befitting. Similarly, the mean score of 4.51 and a standard deviation of 0.879 for questionnaire item LOS.6 is an indication that the bulk of the respondents believe that in most cases, projects in RDCs and CDBs program within host communities are not completed according to community specifications.

Additionally, the mean response for questionnaire item LOS.7 which stood at 4.45 recorded a standard deviation of approximately 0.800. This implies that the majority of the respondents agreed that the bulk of projects in the RDCs and CDBs programme within host communities are not timely completed in line with the specification of community members. When asked about the level of satisfaction with the procurement pattern of Chevron's RDCs and Shell's CDBs, the mean response obtained was 4.55 with a corresponding standard deviation of 0.910. This shows that the general opinion of the respondents is that the procurement patterns regarding materials for projects in the RDCs and CDBs programme are not satisfactory.

Test of Hypothesis

Test of Hypotheses I

H₀₃: There is no significant relationship between participation in projects by different social strata in communities and Niger Delta residents' awareness of the existence of GMOUs (RDCs and CDBs) of oil companies in Niger Delta, Nigeria.

Table 4.4: Model Summary for the Level of Participation in Projects By Different Social Strata

Source	SS	df	MS	Number of obs =	384
Model	157.219337	1	157.219337	F(1, 382) =	2030.71
Residual	29.5748389	382	.077421044	Prob > F =	0.0000
Total	186.794176	383	.487713253	R-squared =	0.8417
				Adj R-squared =	0.8413
				Root MSE =	.27825

pfds	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
ak	.8651892	.0191994	45.06	0.000	.8274395 .9029389
_cons	.6039274	.0869561	6.95	0.000	.4329549 .7749

Source: Researcher's Computation, 2022

The model summary for the test of hypothesis 1 which explains the effect that the level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) may have on the participation in projects by different social strata within host communities of oil companies in Nigeria is presented in Table 4.4. As observed, the value for standard error recorded for awareness and knowledge (AK) stood at 0.0191994 (1.92%). Note that the low value for standard error as noted earlier is an indication that the model specified to examine the link between the variables of concern in this study (in this case, the level of awareness and knowledge of the activities of RDCs and CDBs and the participation in projects by different social strata within host communities of oil companies) alongside the regression outcomes are not only precise but very

reliable. With the aforesaid, the conclusion drawn from the result presented in Table 4.4 is adjudged reliable and dependable.

In addition to the above, it is evident that the F_{cal} for the overall model is 2030.71 with a corresponding p-value of 0.0000 ($F_{cal} = 2030.71$; p-value = 0.0000 < 0.05). This result shows that there is a significant relationship between participation in projects by different social strata in communities and residents' level of awareness of the existence of GMOUs (RDCs and CDBs) of oil companies in Niger Delta, Nigeria. With this result, hypothesis 1 of this study is rejected thereby leading to the conclusion that there is a significant relationship between residents' level of awareness of the existence of GMOUs (RDCs and CDBs) of oil companies in Niger Delta, Nigeria, and, the participation in projects by different social strata in the respective host communities.

Test of Hypotheses II

H_{02} : The success of implementation is not significantly influenced by Niger Delta people's level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) within host communities of oil companies in Nigeria.

In order to test hypothesis 2 of this study, Table 4.5 presents the result of the model summary that explains the effect that the level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) may have on the success the of implementation of projects within host communities of oil companies in Nigeria.

Table 4.5: Model Summary for the Success of Implementation of Projects By RDCs and CDBs of Oil Companies Within Host Communities in Nigeria

Source	SS	df	MS	Number of obs = 384		
Model	177.788152	1	177.788152	F(1, 382) =	2252.04	
Residual	30.1571198	382	.07894534	Prob > F	=	0.0000
				R-squared	=	0.8550
				Adj R-squared	=	0.8546
Total	207.945272	383	.542938047	Root MSE	=	.28097

los	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
ak	.920046	.0193875	47.46	0.000	.8819264	.9581655
_cons	.4205195	.087808	4.79	0.000	.247872	.5931669

Source: Researcher's Computation, 2022

Noticeably, the value for standard error recorded for awareness and knowledge (AK) stood at 0.0193875 (1.94%). Note that the low value for standard error as noted earlier is an indication that the model specified to examine the link between the variables of concern in this study alongside the regression outcomes are not only precise but very reliable. With the aforesaid, the conclusion drawn from the result presented in Table 4.5 is adjudged reliable and dependable.

In addition to the above, it is evident that the F_{cal} for the overall model is 2252.04 with a corresponding p-value of 0.0000 ($F_{cal} = 2252.04$; p-value = 0.0000 < 0.05). This result shows that the success of implementation of projects is significantly influenced by the level of awareness and knowledge of

Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) within host communities of oil companies in Nigeria. With this result, hypothesis 2 of this study is rejected thereby leading to the conclusion that there is a significant relationship between the success of the implementation of projects and the level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) within host communities of oil companies in Nigeria.

DISCUSSION OF FINDINGS

Participation in Projects By Different Social Strata in Communities and Niger Delta Residents' Awareness of existing GMoUs (RDCs and CDBs) of Oil Companies in Niger Delta, Nigeria: From the analysis of the opinion of the respondents with respect to research question three, we observed that the mean responses for the questionnaire items designed to elicit information on the relationship between the level of awareness/knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs); and participation in projects by different social strata in host communities of Chevron and SPDC were above 3.00 cut off point. Noticeably, the majority of the respondents believe that some key personalities such as the leaders of youth association, the ancient lineage, and order of kingship or chiefdoms in most host communities of oil companies have at some point influenced the decisions made by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs) about projects to be carried out. Despite the perceived influence of these key personalities on the decisions made concerning projects to be carried out by Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDBs), it was further observed that regardless of age, status, wealth, or occupation, only few residents turn out to participate in community projects sponsored by such oil companies in the area. Notwithstanding the poor turnout and/or low level of participation by residents of host communities, it was however observed that the general view of the majority of the respondents is that the decisions made by Chevron and SPDC on the nature and type of projects to be executed and/or executed through RDCs and CDBs respectively were largely influenced by governments and their respective officials. The above findings are not significantly different from the conclusions of prior research (Idemudia, 2007; Idemudia, 2014; Amabipi, 2016; Omobhude & Chen, 2019).

Worthy of mention is the fact that findings in this study also indicate that the activities of youth militancy within communities of the Niger Delta region of Nigeria have recorded significant adverse effects on the successes made by Chevron and SPDC in the area of project execution and development of host communities in the area. This position is in line with the arguments of prior studies (Ogbemi & Imide, 2008; Idemudia, 2014; Amabipi, 2016; Ismail, Ilu & Galadima, 2018; Omobhude & Chen, 2019; Ogbemi, 2020; Gbali, Weli & Mmom, 2021) who have at different times reiterated that the developmental initiatives of oil companies within the region of Niger-Delta have been marred by the negative consequences of the activities of youth militia in the area. In line with the above positions, Hypothesis I of this study was tested and the result in Table 4.4 summarizes the outcome regarding the effect which the level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) may have on the participation in projects by different social strata within host communities of oil companies in Nigeria. Accordingly, we observed that the computed value for F_{Stat} stood at 2,030.71, with a corresponding probability value of 0.0000. Given that the test was conducted at a 5% level of significance (0.05 level of significance), the obvious is that there is a significant relationship between participation in projects by different social strata in communities and residents' level of awareness of the existence of GMOUs (RDCs and CDBs) of oil companies in Niger Delta, Nigeria. This however led to the rejection of Hypothesis I of this study.

Impliedly, this study concludes that there is a significant relationship between residents' level of awareness of the existence of GMOUs (RDCs and CDBs) of oil companies in the Niger Delta, Nigeria, and the participation in projects by different social strata in the respective host communities. This result is in tandem with the views of prior studies (see Adedokun, 2008; Adedokun, Adeyemo & Olorunsola, 2010; Nmere, Okolo, Abugu, Alio & Anetoh, 2020).

Level of Success of the Implementation of GMoUs' Programmes in Host Communities by Chevron and Shell: This section is designed to focus on the discussion relating to the level of success recorded in the implementation of the GMoUs (RDCs and CDBs) programmes initiated by the concerned oil companies within host communities. Basically, the discussion in this regard is based on the results in Table 4.3 and Table 4.5 respectively. As indicated (see Table 4.3), the majority of the respondents strongly believe that the meetings of RDCs and CDBs ought to help in the area of fostering open and honest communication among community members even though the level of community participation in the Global Memorandums of Understanding (GMoU) programmes run by RDCs and CDBs in such host communities are not commendable. Additionally, this study found that the views held by residents of host communities of oil companies are that the budgetary provisions for projects' execution by RDCs and CDBs appeared to be unsatisfactory; a situation that may have accounted for the perceived insufficient projects completed through RDCs and CDBs programmes within host communities.

Regarding responses to questionnaire item LOS.5 and LOS.6, the general consensus among the respondents was that the quality of projects completed through RDCs and CDBs programme within host communities are not befitting and most worrisome is the fact that in most cases, completed projects are not done in line with community specifications. In addition to the above concerns, it is generally argued that residents are not satisfied with the procurement patterns regarding materials for projects in the RDCs and CDBs program. This is a testament that a reasonable level of success may not have been recorded for the implementation of the programmes initiated by Chevron and SPDC through the respective RDCs and CDBs,

These positions were further confirmed by the result of the test of hypothesis II which was presented in Table 4.5. Clearly, even though a reasonable level of success may not have been recorded for the implementation of the programmes initiated by Chevron and SPDC through the respective RDCs and CDBs; the result obtained from the test of Hypothesis II shows that the success of the implementation of projects is significantly influenced by the level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) within host communities of oil companies in Nigeria. This led to the rejection of Hypothesis II, meaning that there is a significant relationship between the success of the implementation of projects and the level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) within host communities of oil companies in Nigeria. The above position corroborates the findings of earlier studies.

CONCLUSION AND RECOMMENDATIONS

Niger Delta Indigenes' Perception of Community Participation in Development Communication Strategies and Practices of Oil Companies in Nigeria" was an eye-opening voyage that satisfies some inquiries while also generating some questions. The research demonstrates how oil firms in their development drives try to get host communities to participate in the development of their

localities. The study not only tries to ascertain oil companies' efforts to develop host communities, but it also delves into determining the level of success of the development communication strategies approach oil companies used to be at the forefront of participatory development communication as it is currently conceived. The study affirmed that putting the concept of community participation in the development communication strategies and practices of oil companies in Nigeria into practice has been difficult with limited success. The results demonstrated that community members' participation in development projects varied greatly from the firms' stated objectives. It became clear that in the face of oil companies top-down approach to development programmes initiatives, it is impossible to apply daily development practices in communities against conceptual frameworks that depend on egalitarian techniques to orchestrate people-oriented development. This study recommends among others;

- i. More research is needed to investigate the consequences of incorporating community engagement into development programmes that use participatory development approaches so as to stem the repeated failure of development programmes.
- ii. The GMoU model that oil companies adopted is deficient in its conception as there are no indications of sufficient literature review for implementers to gain the understanding needed to guide implementation.
- iii. Government officials and corporate executives who make up the majority of decision-makers and administrators for development programmes should take a cue from Oji (2006) assertion that the use of communication for development or the deployment of participatory methodologies should reflect real-world development to correct mistakes that have been made in the past.
- iv. Researchers and practitioners in this field should begin to concentrate a greater emphasis on the practical applications of participatory communication in development programmes.

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