



**OWERRI RESIDENTS PERCEPTION ON IPOB FACEBOOK HANDLE  
SENSITIZATION ON THE REGULAR SIT-AT-HOME IMPOSED IN  
SOUTHEASTERN STATES**

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**ABSTRACT**

This study was aimed at ascertaining the exact perception of Owerri Municipal residents to the IPOB Facebook sensitization on the mandatory sit-at-home on southeastern states, as well as the influence of the sit-at-home on them. The study was hinged on the theory of social solidarity and Perception. The researcher employed the mix-method which allowed for the use of survey and in-depth interview designs. The population used in the study was 983,000 and a sample size of 384. Finding got from the study showed that at 53.1% Owerri residents are moderately exposed to IPOB Facebook sensitization on the sit-at-home. Owerri residents perceive the IPOB imposed sit-at-home to be a joke to the Nigerian government. The IPOB sit-at-home has caused several losses of lives, properties; increased the level of insecurity, heightened the hunger rate and hardship level in southeastern states. The researcher concludes that Owerri residents and southeasterners are suffering drastically due to this sit-at-home and other underlying Nigerian factors. We recommend that the Nigerian government should at least release Mazi Nnamdi Kanu, as that will end the sit-at-home and save Nigerians' economy to some extent.

**Keywords:** Perception, Facebook handle sensitization, Sit-at-home, Southeastern states

**Introduction**

Social media have fundamentally influenced the way humans live. Humans' constant perusal and interaction using social media handles have to some extent influenced their beliefs and sharpened their attitude and character disposition (Baccarella, Wagner, Kietzmann, & McCarthy, 2020). Social media is one of the cheapest and most effective ways to promote a brand and awareness.

Statistics show that over 50% of humans spend 2.5 hours of their lives daily on social media platforms (Rock Content, 2021). Several studies as well showed that there are higher social media interaction and addiction among adolescents, and younger adults more than on elderly people (Orben, Przybylski, Blakemore, & Kievit, 2022). From the above statistics we see that social media has increased and enhanced human interaction across nations, breaking the barrier of distance (Rock Content, 2021).

Since social media handles are a veritable tool used for effective communication, interaction, sensitivity and brand awareness, most organisation and firms knowing its importance tend to open their pages in the various social media platforms and handles accessible to them. Among these social media handles accessible to the masses include: Facebook, Twitter, Instagram, Tik Tok, Skype, WhatsApp, Snapchat among others.

The popular Indigenous People of Biafra (IPOB) as an organisation tapped in to use social media handles for their posts and member information circulation. IPOB is an Igbo southeastern ethnic and cultural movement that clamours for freedom of the Igbos from marginalization, ethnic bias and maltreatment in the country Nigeria. IPOB has several social media handles that they use for their day-to-day relay of information to all its faithful Biafrans and fans all over the world (Sahara Reporters, 2021; Tribune online, 2022). Since, with the right knowledge, any business, organisation or firm can leverage the connectivity and inimitable flavour of human interaction on social media handles to drive awareness and affinity (Orben, et al 2022), IPOB therefore took advantage of this, using their social media pages to create awareness among its particular audience and followers so as to create and nurture personal connections with them. The particular social media handle they use for viral sensitization is that of Facebook. Statistics showed that most Nigerians own Facebook accounts and frequently use it more than every other social media handle (Rock Content, 2021). Several studies done over time showed that Facebook is a great social media platform to help bring loyal fan base together and strengthen organization community through authentic conversation and daily announcement/sensitisation updates (Facebook, 2023). Among the various Facebook pages IPOB use in relaying information to its members and fans include: “IPOB Community Radio Biafra”, “Freedom for IPOB”, “IPOB World News 24/7”, “The Biafra Restoration Voice (TBRV)”, “Biafra Digest”, and “Asusu Igbo Amaka: Savona Italy” (Facebook, 2023).

IPOB usually set out a particular day annually to celebrate their fallen heroes who died during the Nigeria civil war. This day is celebrated yearly on the 30th May. The celebration calls for no work among the easterners as they move out en-masse while they peacefully protest in the southeastern states as a reminder to the Nigerian government for their freedom through referendum (Aligwekwe, 2022). Since August 2021, IPOB started their Monday sit-at-home exercise in all the south-east states, as a way to get the attention of the Nigerian government towards the release of their leader, Mazi Nnamdi Kanu who is been detained. The sit-at-home progressed to the days that Mazi Nnamdi Kanu was to appear in court for trials. The days that IPOB as a body declared “sit-at-home” called for a compulsory no work day (All Africa, 2019). At first the southeasterners were willing to stay put at home as a way to respect and protest for the release of their leader, after some months of these constant weekly sit-at-home, people started feeling reluctant staying indoors on such days, since the government seem not to be moved by their indoor demonstration, plus the economic consequence this sit-at-home imposed on southeasterners (International Center for Investigative Reporting (ICIR) Nigeria, 2023). Owing to the aforementioned reasons, most southeasterners are compelled to perceive these sit-at-home injunctions as a burden that eats them down financially while still reducing their daily earning. These were the crux that formed the aim of this study. This study aims to find out the perception of Owerri Municipal residents on the influence of the IPOB sit-at-home on southeastern states.

### **Statement of the Problem**

The rise in the sit-at-home days has come with so many inconveniences and compromises that initially was called nothing, but over time became burdensome since the aim of these sit-at-homes were not achieved, neither is the Nigerian government making any effort to hear their plight and in turn release their leader, Mazi Nnamdi Kanu who is been detained. The economic state of the country Nigeria calls for more hustle to make ends meet. Most people have to struggle for the whole day just to make available the money that will cover for the days’ expenses. Cutting down the days that people work without giving them food or money to use in supporting themselves is way too great a risk for the people. The constant sit-at-home imposed on southeastern states is believed to now increase the hardship in southeastern state. This has affected people perception on this sit-at-home, its mission, goals and how it is no longer effective as planned to warrant for the release of Mazi Nnamdi Kanu. Most of the Igbos believe there is no need for these sit-at-home, while some believe on upholding the sit-at-home till the Nigerian government finally agrees to

release Mazi Nnamdi Kanu. All these warrants for this study, to help us understand the perception of Owerri Municipal residents to the sit-at-home imposed on them.

## Research Questions

The following research questions were raised to guide this study, they include:

1. What is Owerri Municipal residents' exposure level to IPOB Facebook sensitization on the sit-at-home imposed in southeastern states?
2. What is the perception of Owerri Municipal residents to the IPOB imposed sit-at-home?
3. What is the influence of the IPOB imposed sit-at-home on Owerri Municipal residents?

## Scope of Study

This study is limited to Owerri Municipal residents in Imo State. Owerri Municipal is a local government area in Imo state, which is a state in southeastern region of Nigeria. This study is as well limited to Owerri Municipal residents who have Facebook accounts and are being sensitized on Facebook towards the various sit-at-home days.

## Conceptual Review

### Biafrans' IPOB History

The Indigenous People of Biafra (IPOB) is a secessionist-separatist group that claims to advocate and represent the entire southeastern states of Nigeria in their call for a referendum for the independence of the Biafran state and for the secession of the Southeastern region of Nigeria, also known as Biafra. IPOB is led by its political activist and spokesperson, in the person of Mazi Nnamdi Kanu. IPOB accuses MASSOB of compromising the vision of the *Biafra* actualization campaign, after collecting money from the Nigerian government. It claims to represent the true spirit of *Biafra* (Chiluwa, 2018). The Southeast region, also known as the Igbo heartland, is made up of five states: Abia, Anambra, Ebonyi, Enugu, and Imo. The region has a population of over 40 million people, and the Igbo people who are the dominant ethnic group, have a long history of political and cultural marginalization in Nigeria.

In the 1960s, the Igbo people attempted to secede from Nigeria and form their own country, Biafra, which led to a bloody civil war that lasted from 1967 to 1970. The war resulted in the deaths of over a million people, the majority of whom were civilians. The Nigerian government's blockade of Biafra led to starvation and malnutrition, which further exacerbated the humanitarian crisis (Sahara reporters, 2021). After the war, the Nigerian government implemented a policy of "no victor, no vanquished," but the Igbo people continued to face discrimination in many aspects of Nigerian society, including politics, education, and the economy. In 1999, after years of military rule, Nigeria transitioned to a democratic government, but the Igbo people remained largely excluded from political power (*Vanguard*, 2022).

### IPOB Sit-at-Home in Southeastern States

The Indigenous People of Biafra (IPOB) in recent years has imposed a "sit-at-home" order in southeastern region, which is a form of civil disobedience aimed at demonstrating their dissatisfaction with the Nigerian government and its policies towards the Igbo people (Sahara Reporters, 2021). At first, the order is usually enforced on specific dates that coincide with significant events, such as anniversaries of the Biafran war, elections, or other politically charged events. The group often claims that the order is in solidarity with the cause of Biafra and as a way to remember and honour the sacrifices made by the Igbo people during the Biafran War. The Biafran Igbos under the umbrella of IPOB had set out a day for the celebration of their

fallen heroes. This was slated to be a no-work day (Sit-at-home) in every 30<sup>th</sup> May (Sahara Reporters, 2021; All Africa, 2019).

In 2019 when the sit at home started, and was done once a year, on 30<sup>th</sup> May. This day they usually do a peaceful protest to remind the Nigerian government to let them have their own country. Not until 2019 when the government of the day through the state governors using security agencies started disturbing their celebration day. This led to several killings of the Igbo who mobilized themselves for their normal peaceful protest in Anambra, Enugu, Imo and Abia state. That was the period where the Nigerian Military did their “Operation Python dance” to silence anybody claiming to be a Biafran. Apart from this particular killing on 30<sup>th</sup> May 2019, the Igbos were constantly killed in any attempted inter-tribal or religious uproar in the North, with government officials doing nothing to stop such brutal killings (Tribune online, 2019).

In May 2021, the IPOB imposed a sit-at-home order on the Southeast region to commemorate the 54th anniversary of the declaration of the Republic of Biafra. The order was widely observed, and resulted in the closure of businesses, schools, and government offices. The order was also accompanied by a heightened security presence, with many roads and highways closed to traffic. The sit-at-home order was met with mixed reactions from the Nigerian government and the public. While some saw it as a peaceful protest, others viewed it as a form of economic sabotage and a threat to national security. The Nigerian government declared a total shutdown of telecommunications networks in the Southeast region, citing security concerns (Njoku, 2019; International Center for Investigative Reporting (ICIR) Nigeria, 2023).

However, since 2021 that the Biafran political activist and spokesperson, Mazi Nnamdi Kalu was detained by the Nigerian government, the occasional southeast sit-at-home day has increased to now hold every Monday, in every week, month and year, starting from 9<sup>th</sup> August 2021, plus an additional declaration of sit-at-home on the days Mazi Nnamdi Kalu is to appear at the court (Tribune online, 2022; Sahara Reporters, 2021).

The sit-at-home order imposed by IPOB on the Southeast region of Nigeria is rooted in the long history of political and cultural marginalization of the Igbo people in Nigeria. The order represents a form of civil disobedience aimed at drawing attention to the grievances of the Igbo people and their desire for greater political autonomy and self-determination (The Guardian, 2019; International Center for Investigative Reporting (ICIR) Nigeria, 2023).

### **Possible Consequence of the Sit-at-Home on southeasterners and the Nation Nigeria**

Since southeast residents stay at home and refrain from going about their normal daily activities on the sit-at-home days, it then becomes clear that it will have a consequence. The sit-at-home order has had a significant impact on the region, with many businesses closing down, and transportation services coming to a halt. While the order is intended to be peaceful, there have been reports of violence and intimidation against those who refuse to comply with the directive. The Nigerian government has also been critical of the sit-at-home order, accusing the IPOB of disrupting economic and social activities in the region (Aligwekwe, 2022; *Vanguard*, 2022).

Part of the consequence of this sit-at-home is that it has added to inflict immeasurable hardship, pain and suffering on the poor masses. Artisans said it has added to the hunger rate among the Igbos. It has affected the educational system in southeastern states. It has gradually reduced the economic growth in the region. It has affected social interaction and security in southeastern states (*Vanguard*, 2022). The sit-at-home order has also led to heightened tensions in the region, as some people who defy the order have been attacked by alleged members of IPOB. This has led to fear and apprehension among some residents of the region, who feel unsafe going about their daily activities. In addition, there have been reports of clashes between IPOB members and security forces, leading to loss of lives and property (Njoku, 2019; International Center for Investigative Reporting (ICIR) Nigeria, 2023).

However, there are concerns that the sit-at-home order could backfire and hurt the interests of the people of the Southeast. The shutdown of economic activities could lead to a loss of jobs and income, which could exacerbate the already high poverty rates in the region. In addition, the order could drive away investors and businesses, who may see the Southeast as an unstable and insecure region (*Tribune online*, 2022; *The Guardian*, 2019).

### **Southeast residents view on the sit-at-home exercise**

*Vanguard* newspaper (2022) interview on some southeastern Nigerians shows that IPOB sit-at-home order is weakening the economy of Eastern Nigeria, thereby making people the group claimed to protect to be impoverished, and this has posed an economic threat to the daily income earners in the region. Enforcing the sit-at-home order through the instrument of fear and intimidation, IPOB had become the enemy of many residents of well-meaning Orientals. Some say that the sit-at-home has caused much pain on the people who are barely surviving due to no upkeep money. It has as well posed a pathetic and shameful economic threat to daily income earners in southeastern states. The IPOB's Monday sit-at-home order has continued to "fuel" the Igbo people's misery by preventing them from engaging in their usual economic and social activities on Mondays.

### **Empirical Studies**

A study was done by Chukwudi, Gberebie, Abasilim and Imhonopi (2019) on investigating how IPOB agitations affect political stability in Nigeria. Finding from this study showed that the effects of agitations for self-determination by IPOB and its effects on Political Stability in Nigeria include: non-support of election; promotion of non-participation in Nigerian politics; peaceful co-existence of IPOB public; and attraction of internal and external condemnation on Nigerian government. All these have been the major approach employed for political stability to reign. Finding at an average mean score of 3.64 revealed that the agitations of IPOB members have strong effects on Nigerian political stability. This study concluded that IPOB agitations greatly affect Nigeria's political stability. The result showed that the increase in the rate of agitations results in a decrease in the level of political stability.

A similar study was done by Chiluwa (2018) on Biafra being a nation divided against itself. This study covered media and online discourses produced by the Indigenous People of Biafra (IPOB), a Nigerian separatist/secessionist group that seeks a referendum for the independence of the Igbo ethnic group of Nigeria. Finding from the study shows that Biafra' today is not a choice of the majority, rather the assumption of a group of activists and supporters comprising mainly the Igbos in the diaspora. It as well showed that the contradictory voices of Biafrans which show clearly that the Igbos are not united and are incapable of the independent nation that they seek. The study concludes that that Biafra is a nation divided against itself and are a people incapable of the separate nation that they seek.

Another study was undertaken by Osita, Anoke and Eze, (2022) on IPOB mandated sit-at-home. This study examined the effect of mandatory closure of markets on Mondays by IPOB and its economic implications in Southeast, Nigeria. The study found that IPOB's (SAHO) sit-at-home order has a significant impact on south-eastern Nigeria's economic activity (EA).

Subsequently, Mark, Obi, and Oham (2022) investigated the effects of the IPOB sit-at-home order on the economy of Nigeria's South-East geopolitical zone. Findings gotten from the study revealed that IPOB is currently undermining the economy of its people, the easterners, according to the study. The study concluded that a conversation between the government and IPOB, rather than a sit-at-home order, would go a long way toward resolving whatever issues they may have.

Similarly, Owueye, Ezeanya, and Obiegbunam (2022) did a study that aimed at examining the impact of IPOB's Monday sit-at-home order on Nigeria's political economy (socio-political and economic activity). The study's findings showed that IPOB's Monday sit-at-home has hurt Southeastern Nigeria's economic operations. In light of the foregoing, the study recommended, among other things, that the issue of Mazi Nnamdi Kanu, the leader of IPOB, be resolved as soon as possible, since the Monday sit-at-home

order was a strategy to persuade the Federal Government to release IPOB's leader, Mazi Nnamdi Kanu, from detention.

Furthermore, Mark, Obi, & Chibuzor, (2022) studies on the ills of IPOB sit-at-home which tried explaining the IPOB sit at home and its adverse effect on the economy of the south-east geo-political zone of Nigeria vis-a-vis her economic development. This study found that IPOB sit at home order was as a result of agitation for freedom/independence of the Biafrans, release of the IPOB leader Mazi Nnamdi Kanu and other issues like the ill application of fiscal federalism, corruption and bad leadership in Nigeria government. This study concludes that IPOB as a group is currently shooting the south-east zone and other areas within its loyalty on the leg, which may sooner or later crumble the economy of these areas.

## **Theoretical Framework**

### **Social Solidarity Theory**

This theory was propounded by Emile Durkheim's in 1893. This theory is classified into two: how the society holds together and what ties the individual to the society. The theory believes that individuals in a society inter-connect and agree with each other when they have same bonds, desires and goals, which allow them to believe they can improve the lives of others. This theory is based on the fact that diverse groups and social class in our society have similar values and beliefs in common (LibreText, 2020). Solidarity is a human connection or association with one another that leads to an unusual bond that binds persons or groups together. Solidarity is motivated by a variety of factors: their affection, shared values, ideas and self-interests (Douwes, Stuttaford, & London, 2018). The social solidarity theory is of two types: Mechanical and Organic Solidarity. Mechanical solidarity is the social organisation of individuals in society who have one belief system, whereas the organic have several belief systems. This study is about the mechanical solidarity. When there is a single belief system among individuals, they sparks-up to work cooperatively and harmoniously. This theory is relevance to the society at large and to organizations like IPOB who use their several social media accounts to update their members of their stand per time and to unify its members to their vision/mission. Due to the unity among IPOB members all round the world, the agreed on starting a sit-at-home as a strategy to use in getting the attention of the Nigerian government. Over time, the sit-at-home became mandatory on every Monday in every week as every southeasterner and sympathizer of the group agreed to comply with it in solidarity for Mazi Nnamdi Kanu's prompt and unconditional release. The group and its members, believers and fans agreed to act and work together to achieve a central goal, which is the unconditional release of the IPOB leader by the Nigerian federal government.

### **Perception Theory**

The perception concept was birthed by the three German Psychologists: Max Wertheimer, Wolfgang Kohler and Kurt Koffka in the early 20<sup>th</sup> century. These philosophers got to understand that peoples' belief and thought towards messages, events, programmes, and movies differ. According to Burgoon and Ruffner (1978), perception is the process of making sense out of experience. However, there are processes involved in perception. They are selective exposure, selective attention and selective perception (Demuth, 2013). Perception theory explains that none of us can retain or later recall all the messages we receive or viewed, although most people tend to recall accurately messages that are favourable to their self-image than messages that are unfavourable. The saliency of the message, the method of transmission and the interests and beliefs of the receiver are also known to affect retention rate.

This theory is relevant to this study especially because of the imposed sit-at-home by IPOB on southeasterners using their social media handles. Owerri residents' line of thought towards this sit-at-home differs, most of which tend to rebel the whole sit-at-home idea while some of them accept it with their whole heart to be a right thought in the right direction.

**Methodology**

The researcher employed the mix-method which allows for the use of qualitative and quantitative data. For the qualitative data, the researcher employed the In-depth interview design, while for the quantitative design the survey research design was employed. The 2006 census showed the population of Owerri Municipal to be 127,213, however by now it has increased more than that. However, Owerri Municipal estimated population is 983,000 at a 4.02% increase from 2022 projected population (Macro Trends, 2023). The Wimmer and Dominick sample size calculator was used to arrive at a sample size of 384. For the in-depth interview, we arrived at a sample of 10 persons (5 males and 5 females) resident in Owerri Municipal. The multi-stage sampling technique was used to arrive at a quantitative data sample. However, we purposively selected 10 persons for the qualitative data. The multi-stage allowed us to sample 4 stages at which the exact sample used in the study was arrived at. The last stage of the technique allowed us to purposively select 5 areas (Aladinma, Okigwe road, World bank, Works Layout and Ugwu Orji) to use in representing the whole of Owerri Municipal. The research instruments were validated by a research and communication experts. The data gotten from the qualitative and quantitative methods were analyzed and presented descriptively and in simple frequency tables.

**Data Analysis and Presentation**

**Quantitative Data Analysis**

384 questionnaire copies were distributed to the sampled respondents after which 382 copies were retrieved and certified valid to be used for the study. We had a return rate of 99.5% of the questionnaires. These 99.5% returned valid questionnaires were analyzed below.

**Table 1: Exposure level to Facebook Sensitizations**

Being exposed to IPOB sensitizations	Yes	No		Total (%)
	382 (100%)	0 (0%)		382 (100%)
Level of being exposed to IPOB Facebook sensitization	High	Moderate	Low	Total (%)
	127 (33.2%)	203 (53.1%)	52 (13.6%)	382 (100%)

*Source: Field Survey, 2023*

From the above table we see that at a higher percentage of 53.1% that Owerri municipal residents are moderately exposed to IPOB Facebook sensitization on the sit-at-home imposed on the southeastern states.

**Table Two: Perception of Owerri Respondents on the IPOB Facebook sensitization on sit-at-homes imposed on southeastern states**

Perception of Owerri residents	SA	A	D	SD	Total	Mean Score	Decision
I think the Sit-at-home is way useless to us because it costs us more than we had thought	23	39	134	186	382	1.7	Rejected
From what I think and know, the sit-at-home has communicated correctly to Nigerian government about the Biafra agenda	126	66	47	143	382	2.4	Rejected
This sit-at home thing is just a total joke to the Nigerian government	111	204	27	40	382	3.0	Accepted
This sit-at-home has increased the rate of insecurity in our states	237	108	21	16	382	3.5	Accepted

*Source: Field Survey, 2023*

**Decision rule:** Given that the benchmark of a 4-point Likert scale for decision is 2.5, this means that when the calculated mean is from 2.5-4.0 then the item in question is accepted. However, if the calculated mean is 1-2.4, then the item is rejected.

From the benchmark of the decision rule we accept Owerri residents perception on the IPOB sit-at-home to be that: most of them think that the whole sit-at-home thing is a joke to the Nigerian government, adding that the whole thing even increased the rate of insecurity in southeastern states.

**Table Three:** The influence of the IPOB imposed sit-at-home on Owerri Municipal residents

<b>Influence of the IPOB imposed sit-at-home on Owerri residents</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>Total</b>	<b>Mean Score</b>	<b>Decisions</b>
The sit-at-home has caused several loss of lives in Owerri and other local governments in Imo state.	121	175	55	31	382	3.0	<b>Accepted</b>
Some organizations and families have lost their properties due to this IPOB sit-at-home	119	191	21	51	382	3.0	<b>Accepted</b>
There has been an increased level of insecurity in not just this state, but in all southeastern states.	214	162	4	2	382	3.4	<b>Accepted</b>
It has heightened the rate of hunger and hardship among families	201	152	18	11	382	3.4	<b>Accepted</b>
Economic struggle of the Igbos and in Nigeria as a whole	128	156	95	3	382	3.0	<b>Accepted</b>
Some parents are now unwillingness to allow their kids to return to school on most school days due to the insecurity witnessed in declared or rumored sit-at-home days	32	64	129	157	382	1.9	<b>Rejected</b>

*Source: Field Survey, 2023*

**Decision rule:** Given that the benchmark of a 4-point Likert scale for decision is 2.5, this means that when the calculated mean is from 2.5-4.0 then the item in question is accepted. However, if the calculated mean is 1-2.4, then the item is rejected.

In-line with the above benchmark, we accept that the IPOB sit-at-home has caused losses of lives, properties and increased level of insecurity to not just Owerri residents but on most easterners. It even heightened the hunger and hardship level in eastern states, as well as increasing the economic struggle of the Igbos and Nigerians.

### **Qualitative Data Analysis**

#### **In-depth interview Summary**

The interview section data as conducted on selected persons were summarized below.

#### **Exposure level of Owerri residents to IPOB Facebook sensitization on the sit-at-home imposed on southeastern states.**

Owerri residents are well exposed to IPOB sit-at-home sensitization, especially through the official Facebook page of IPOB. The residents however said they even get the clue of the sit-at-home most times from other people who are good fans to IPOB related matters. The residents are highly exposed to IPOB Facebook sensitization on the declared days where the sit-at-home falls in.

#### **Perception of Owerri residents to the Sit-at-home**

Most of the responses from those interviewed showed that they think that the sit-at-home strategy employed by IPOB was no longer useful since the Nigerian governments are not ready to release their leader Mazi



Nnamdi Kanu. This sit-at-home issue currently is not helping matters in not just the region but in the country as it has earned Biafrans a bad name.

### **Influence of the IPOB sit-at-home on Owerri residents**

No doubt the sit-at-home has had several negative impacts on the Igbos and to those staying in eastern states. People now have to deal with more issues in their lives, which include having to suffer more hunger, lack, insecurity and much struggles to make ends meet since most months have more than eight (8) sit-at-home days, plus the usual weekend compulsory no work. The sit-at-home is detrimental to the wellbeing of southeasterners and the nation.

### **Result Discussion**

In this study we found that at a 53.1% Owerri residents are moderately exposed to IPOB Facebook sensitization on the sit-at-home, however, qualitative data found it to be at a high exposure level. At a mean score of above 2.5, Owerri residents were found to perceive the IPOB imposed sit-at-home to be a joke to the Nigerian government, adding that the whole thing even increased the rate of insecurity in southeastern states. At a mean score of 3.0, the IPOB sit-at-home was found to have influenced and caused losses of lives, properties and increased level of insecurity to not just Owerri residents but on most easterners. It even heightened the hunger and hardship level in eastern states, as well as increasing the economic struggle of the Igbos and Nigerians. Concurring with the above findings Jacob, Nwobi, and Igboji (2020) adds that the IPOB Monday sit-at-home has harmed Southeastern Nigeria's economic operations. Owoeye, Ezeanya, and Obiegbunam (2022) findings states that the IPOB Monday sit-at-home order has had a negative multi-dimensional impact on the zone's socio-political and economic activities, particularly in the areas of commercial activities, education, transportation, and the closure of government and private institutions every Monday and other sit-at-home days. Chukwudi, Gberebie, Abasilim and Imhonopi (2019) study avers that IPOB agitation has had a negative effect on Nigeria's political stability. Chiluwa (2018) asserts that Biafra is a nation divided against itself. Mark, Obi, and Oham (2022) finding argues that IPOB is currently undermining the economy of its people, the easterners with their constant sit-at-home. No doubt, IPOB sit-at-home order has had a negative impact on not just Owerri residents but on southeastern Nigerian economy, the people even perceive it to be ineffective in causing Mazi Nnamdi Kanu's release nor the quest to grant the Igbos their Biafra dream.

The social solidarity theory in line with the above findings believe that, where there is a single belief system among individuals in a group, they spark up to work cooperately and harmoniously, just like the IPOB members in southeast Nigeria.

### **Conclusion and Recommendations**

Haven seen that Southeastern Nigeria is saddled with tons of issues they battle with weekly, the IPOB sit-at-home agenda looks almost defeated since the Nigerian government are not moved to release their spokesman, Mazi Nnamdi Kanu. The mandatory sit-at-home every week has affected the closure of markets thereby limiting southeastern and Nigerians' economic growth. Total compliance with this sit-at-home in the south-east region has tremendously affected not just Owerri residents but Nigeria as a nation. We conclude that Owerri residents and southeasterners are suffering drastically due to this sit-at-home and other underlying Nigerian factors. We recommend that the Nigerian government should at least release Mazi Nnamdi Kanu as that will end the sit-at-home and save Nigerians' economy to some extent. We as well recommend that easterners and Biafrans should unite better to pursue their agenda and achieve their goals. Owerri residents should get used to IPOB Facebook sensitizations by themselves at a higher level since the whole Biafran freedom thing is the main desire of most southeasterners.

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