

**THE IMPACT OF YAHOO YAHOO ON IGBO CULTURE AND MORAL VALUES:
A CASE STUDY OF ANAMBRA STATE**

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ABSTRACT

The world we live in is constantly evolving, and with each passing day, our awareness of societal changes continues to grow. As development unfolds globally, both positive and negative outcomes inevitably emerge. One such negative consequence is the rise of what is popularly known as "*Yahoo Yahoo*"—a term used to describe internet fraud. This is a relatively recent phenomenon and is not traditionally rooted in Igbo culture. *Yahoo Yahoo* has become a method by which some individuals seek to acquire wealth quickly and effortlessly. In today's society, this practice is raising serious concerns due to the various problems it creates for its perpetrators, including laziness, psychological instability, frequent legal issues, and imprisonment. These consequences are too severe to be ignored and if left unchecked, the spread of the menace could lead to even greater societal harm. The aim of this research is to shed light on the concept of *Yahoo Yahoo*, exploring why individuals engage in it, the different forms it takes, the techniques commonly used, and the number of reported cases—particularly in Anambra State. By understanding these elements, the research seeks to offer insight into the socio-economic and cultural drivers behind the practice. The findings of this study will serve as a warning to young people, especially within the Igbo community, about the dangers and long-term consequences of pursuing fraudulent lifestyles. It is hoped that the research will encourage a shift in mindset among the youth, steering them away from criminal shortcuts and toward legitimate means of achieving success. To achieve these objectives, data will be collected through questionnaires, as well as a review of relevant books, articles, and academic journals. The results will be analyzed and documented, not only to contribute to existing literature but also to preserve academic integrity. Ultimately, this research will provide recommendations aimed at curbing the spread of *Yahoo Yahoo* and restoring moral order in society.

Keywords: Yahoo Yahoo, Culture, The Igbo People.

INTRODUCTION

Yahoo Yahoo is a method through which people cunningly defraud others via internet means. Those who engage in it usually target individuals who own computers, using their own devices to carry out their desired actions. It is an electronic activity where devices like phones, computers, laptops, etc., are the various tools used for Yahoo Yahoo. Some individuals, especially young women seeking male companionship, are deceived by men using this deceitful method into believing they will be their partners. They then gradually coax the women into sending them various items such as money, real gold, expensive phones, etc. After obtaining these items, they find an excuse to end the relationship.

Another form of Yahoo Yahoo is carried out on internet platforms like Facebook, WhatsApp, and others to commit various crimes. Through such means, they send messages to people they have never met, or whom they have only seen in photographs, and they also engage in communication via an air-based method called "sex video chat," using pseudonyms to conceal their identities. The purpose of this research is to elucidate what Yahoo Yahoo is, determine when it started, ascertain the number of people arrested for it in Anambra State, determine how many have been convicted by the courts, etc. Nigeria has introduced major inventions that include: The Computer, The Internet, and The Telephone. These are the key facilitators of the widespread crime of Yahoo Yahoo. It is of utmost importance that fraudsters and scammers use these internet-derived tools to deceive unsuspecting victims. There are various types of Yahoo Yahoo, including: electronic mails, pornography, identity theft, hacking, cyber harassment, etc. Yahoo Yahoo is a threat against people and national security perpetrated via the internet using computers or technology. The alarming proliferation of Yahoo Yahoo in various places is a serious issue that must

not be ignored, which is why the researcher has undertaken this study to properly address these issues and help mitigate them.

REVIEW OF RELATED LITERATURE

In this second chapter, the researcher presents numerous works written on the subject. The literature reviewed includes journals, various texts, and works authored after research on Yahoo Yahoo. This textual analysis focuses on the following topics: • Definition of Terms • Review of Literature

Definition of Terms

Several books, journals, and previous researches have provided definitions for the key terms in this topic, such as Yahoo Yahoo, Culture, and The Igbo People.

Yahoo Yahoo

The internet is also known by another name: Yahoo Yahoo it is also called 419, and it is a frowned-upon method of obtaining money from people through pretence or impersonation, cheating, falsification, counterfeiting, and fraudulent misrepresentation. Furthermore, Yahoo Yahoo has now persisted for many years and shows no signs of abating despite all government efforts to stop it.

Maitanmi (2013) also stated that YahooYahoo is a type of crime committed by cybercriminals; it involves using the computer as a tool and the internet as a connection and other means to perform various crimes like stealing from people's bank accounts, publishing documents authored by others in various ways, spreading propaganda, etc. In another sense, Yahoo Yahoo is an abuse of internet privileges. Hassan (2012) also stated that Yahoo Yahoo is a person who steals or an illegally designed program using a computer. He went further to say that anyone can commit Yahoo Yahoo, but the majority of its perpetrators nowadays are youths.

Adeniran (2008), Tada and Aliyu (2011) were of the view that the primary reason Yahoo Yahoo has become so prevalent in our country Nigeria is due to the failure of the ruling class to do what is expected of them as leaders. These include: providing jobs for the youth or vocational training centres. Crime and fraud have become a major challenge for cybersecurity. Crime and fraud have become a problem for people and a means of livelihood for the youth, as no one wants to work and be paid a salary. The individual might say that such a salary is insufficient and of no benefit; instead, they engage in Yahoo Yahoo as a source of quick money, which leads people to commit various crimes and frauds like armed robbery, scamming, murder for ritual purposes, etc.

Nwolise (2012, 18-26) opined that many of its perpetrators are shrine worshippers, native doctors, sorcerers, oath-takers, and fasters to ensure they obtain the aforementioned quick money. From a newspaper called 'Punch' published in April 2012, inside it, the officials of the "Cyber" crime unit called 'EFCC' (Economic and Financial Crimes Commission) interviewed some youths involved in Yahoo Yahoo about what Yahoo Yahoo means and how it is done; they went on to say;

"Yahoo Yahoo is using computer resources to communicate with people one has never met, to lure them into business transactions via the internet. Using a Computer is key in committing Yahoo Yahoo". They further explained what "Yahoo Plus" is, as the highest form of Yahoo Yahoo. They said that nowadays, Yahoo Yahoo does not yield as much money as before, as people are more cautious with business and money matters. This is why youths started 'Yahoo Plus', which means using drugs to commit crime and fraud. These drugs could be 'hard drugs'.

Because of this, many get deeper into "Yahoo Plus" rather than just Yahoo Yahoo. Another aspect is that in this Yahoo Yahoo, there is no single leader. A person can do it successfully, start building houses, look for people to worship him, start going to clubs with different women; if one of his group members feels slighted, he looks for a way to surpass the other. This will make him start "Yahoo Plus" to ensure he is better than that person.

Melvin and Ayotunde (2011), explained another reason youths get involved in Yahoo Yahoo is greed and lack of contentment. They stated that greed is a state of being unsatisfied with what one has. The individual desires to have everything in abundance, such as: cars, expensive phones, high-end shoes, holding large sums of money, etc. Another instance is a person might see his friend buy a new, beautiful car, which then provokes him, potentially leading him into various vices.

Furthermore, peer pressure can influence a person to do what they do not want to do. This is why everyone should be careful to seek what they will do.

Culture

Okafo (2017) saw culture as the way the Igbo people have manifested how people live, their agreements, and their respect for their environment. It is their system of artistic creation, demonstration of scientific knowledge, and their entire traditional architecture, including how they express their beliefs and pursuits. Culture was seen as how a people project their way of life. Culture is how a people do their things. Culture is rooted in many things the Igbo people cherish, such as: fashion, worship and beliefs, cuisine, language, greetings, various occupations, thought patterns, and games. The Igbo have a proverb that says the Igbo speak with one voice. This is why it is said that culture differs from place to place. The culture of the Hausa is different from that of the Yoruba. Similarly, the culture of the Igbo is also different from that of the Efik. It is through culture that one can tell where a person is from. Culture identifies a nation. Culture identifies a person. Many cultures include the following; greeting, respect for in-laws, breaking kola nut, taboos, etc. Okafo went further to state the components of culture, which are of two types, including: • Material Culture • Non-material Culture

Material Culture: This is culture that is visible and tangible. Many of them are things produced by a community with their hands through their labour. Many of them are things they use to aid life. These things include: houses, chairs, kola nut and chalk, clothing, sculptures, and artworks, etc.

Non-material Culture: This is culture that is not visible, not tangible. They are cultures that affect our lives. For example; worship and beliefs, language, marriage, various titles, divination, greetings, oath-taking, etc. The difference in these cultures is that the material one is visible, tangible, but the non-material is neither visible nor tangible. The things that constitute culture are the patterns and rules governing human behaviour, worship and beliefs, language, fashion, cuisine, architecture, etc.

Ogbalu (1981) described culture as what we do, how we live, what we eat, what we wear, and how we dress; what identifies us as a nation, the songs we sing, the dances we dance, the behaviours and attitudes we exhibit.

Ekwealor (1998) also saw culture as how a people live their lives. It is their culture that identifies them. This is why it is very important that everyone preserves their culture. Any tribe without a culture is dead. Cultures related to their language, their literature, the different beliefs they hold, their architecture, and the various events they perform.

Nze (2010) described culture as how a people live their lives; this means culture does not die. Culture also expands constantly because it accepts changes or various new things from other cultures.

The Igbo People

Oraka (1983) defined the Igbo as a black race that is neither very tall nor very short. They are among the second largest tribe by population in our country Nigeria. They are well known as hardworking and diligent people striving to please themselves, as they believe that hard work brings prosperity. Oraka further described the Igbo as self-reliant and helpful to others. He further described the Igbo as people known for their architecture.

Basden (1933) went on to explain that the Igbo are people who remember their home town, and save substantial money to build houses in their hometown, where they will live upon their return. Basden (1938) in his review again in his book described that one thing he admired about the Igbo is their spirit of unity. He further explained that whenever good or bad befalls their kin, they join hands to bear the burden because the Igbo say that a thousand ants together can carry a lump of sugar.

Uchendu (1965) described how despite the Igbo migrating to various other places, they strive to show they have not forgotten their ancestral land, the Igbo land. They strive to show they have brought the good things they learned from other countries to aid in community development, which is why the Igbo have a proverb that says a traveller is a fountain of knowledge. The Igbo are people who despise begging on the streets. They see beggars as lazy people, a worthless individual.

Okafo (2017) said that the word Igbo was used to describe the Igbo land. The Igbo are those who live from where the rain starts to beat them to where it stops. This made many to be described as forest dwellers, and some as savannah dwellers. Many Igbo originate from the eastern part of Nigeria.

Nze (2005) described the Igbo as being in southeastern Nigeria. They are also one of the three largest ethnic groups in Nigeria. They are compassionate and treat visitors well. He also said that Igbo speakers in Nigeria are numerous, but the states best known for the Igbo are Abia, Anambra, Ebonyi, Enugu, and Imo, where Igbo is spoken proficiently. He also said there are states adjacent to the five core Igbo states, which also have Igbo speakers but are not considered the heartland; they are: Akwa Ibom, Bayelsa, Cross River, Delta, Rivers. Besides these states, they border the Igbo, and there are other countries neighbouring them, with whom they also interact: these countries are Tiv, Ijaw, Urhobo, Igala, Yako, Mbembe, and others.

Ofomata (2002) believed that Igbo is one of the diverse ethnic groups in the world. The Igbo as an ethnic group have distinctive features. It is these distinctive features that make them Igbo and also different in their kind. There are many different things that make them Igbo and one of the diverse ethnic groups in Nigeria and around the world.

Udechukwu, (2015) explained that the Igbo are one of the three prominent ethnic groups in our country Nigeria. They are identified by the Igbo language. The word Igbo can be used to represent the Igbo people in three significant ways: • To specify their territory (Igbo Territory) • To specify the people who speak Igbo as their language (Speakers of the language) • To represent the language itself (Language itself) The Igbo are speakers of the second most prominent language among the three major languages in our country Nigeria, which include Hausa, Igbo and Yoruba. They are people endowed with strength and are enterprising in all things. Their men are handsome and robust, while their women are shapely and beautiful to behold. Their skin colour is black, although there are also some with fair skin.

Origin of Yahoo Yahoo/ Yahoo Boys:

It is believed that Yahoo Yahoo is a practice originated in China. It entered Nigeria in the 1980s during the administration of Shehu Shagari. It started through the oil known as “Crude Oil”.

Yahoo Yahoo, was first known as 419 and started in Lagos in the 80s and 90s. Over time, it evolved and entered the Internet and was baptised Yahoo Yahoo. The name Yahoo Boys originated from Yahoo Messenger. At that time, Yahoo Messenger was the top and only means of messaging on the internet in the years 2000, 2003, 2006/2007. The first set of Yahoo Yahoo boys emerged around 2000, operating in cybercafés and other places. These were the pioneers of internet fraud. They specialized in sending lottery messages, pretending to be bomb carriers, requesting money to claim lottery prizes, etc.

The second and third sets of Yahoo Yahoo boys from 2003 to 2006/2007 were the real ones called G-boys/Men. The name Yahoo boys started with the second and third sets. Some of the most notorious boys in this era ventured into Crypto Scamming. These are the ones often caught by the EFCC. Ghanaians did not practice Yahoo Yahoo initially. It was Nigerians who spread Yahoo Yahoo to Ghana, opening their eyes to where it then became widespread quickly.

Types of Yahoo Yahoo; There are various types of Yahoo Yahoo which include: • Electronic Mail • Pornography • Identity Theft • Hacking • Cyber harassment • Lottery fraud • Social media fraud • Matrimonial/ Dating frauds • Data Breach

Electronic Mail: This is a type of Yahoo Yahoo where false information is sent to a person. The information is untrue. For example; a person might claim that you have won a prize of Five Hundred Thousand Naira (#500,000) and that you need to pay a fee to receive it via phone. After paying the money, there is no prize to be given, and they will not give you any money.

Pornography: Here is a type of Yahoo Yahoo where they send nude photos that are not of themselves. They will ask the person to take nude photos and send them. If the person does so, they will use it to extort money from them to prevent them from being exposed worldwide.

Identity Theft: Is a type of Yahoo Yahoo where a person's details are used to illegally withdraw money from the person. It is very common on the internet platform called Facebook.

Hacking: Here, is a type of Yahoo Yahoo where permission is not obtained from the owner before accessing something in a place or something that is not theirs. Where it is most common is in banking; some people use a person's account details to withdraw money from there without the owner's authorization.

Cyber Harassment: It is a type of Yahoo Yahoo where force, threats are used to take anything of value from people. They can threaten the person, claiming they will kill them if they don't comply.

A.T.M Fraud: This is a type of Yahoo Yahoo where a person uses another's ATM card to withdraw money from the bank without the owner's knowledge, or where bank staff send false alerts to the person's phone to know what is happening.

Lottery fraud: Here is a type of Yahoo Yahoo where the lottery is used to deceive people into believing they have won a prize from a lottery.

Social media fraud: This type of Yahoo Yahoo is where any social media platform is used to scam people. These social media platforms include; Facebook, WhatsApp, Instagram, Snapchat, TikTok, WeChat, Telegram, etc.

OPERATIONAL MODE OF YAHOO YAHOO

Cyber fraud, known as Yahoo Yahoo in Nigeria, has various types that started and have continued to evolve. The youths who practice Yahoo Yahoo have different methods of scamming people, especially foreigners. These methods include sending false electronic messages, lottery fraud, identity theft, ATM fraud, hacking, etc. Some boys involved in this illegal business often seek supernatural powers from various deities, believing it will help them succeed or tie up their victims until their operation reaches a conclusion. Those who use drugs to practice Yahoo Yahoo or Yahoo Plus are called G-bois. Their tools include laptops, computers, phones, internet connectivity that is almost 24/7. They have sophisticated software solely for Hacking purposes. Many of them live in hidden places, in ungoverned spaces. When not outdoors, they use their mobile phones connected to internet providers like "MIFI" to plot their evil plans.

Reported Cases of Yahoo Yahoo

This extract is written in English and discusses the phenomenon of cybercrime (referred to as "Yahoo Yahoo") in Nigeria, with a specific focus on its prevalence within the Igbo-speaking community and the subsequent academic and law enforcement responses. The tone is analytical, objective, and reportorial, blending academic commentary with factual crime reporting.

Similarly, attention is paid to the various waves of arrests of individuals involved in Yahoo Yahoo across different states. The following report was made about these individuals:

- Following the surge of 'Yahoo boys' in the South-West between January and March 2022, and specifically on January 26 and 27, 2021, operatives from the Lagos Command of the EFCC arrested seventeen suspects in various locations within the state. Three of these suspects, based in Dubai, were among those arrested at Victory Nest Estate, Jakande Lekki, Lagos on January 27, 2021, and the infamous "Premium Times" exposed the case of Obinwanne Okeke a.k.a. Invictus Obi, a trans-Atlantic "cyber" criminal who was convicted in the United States for ten years for internet-related fraud. A detailed report for this research includes the following;

1. Twenty-eight young men who used the internet to commit fraud were convicted in Anambra State. According to journalist Roland Iwuchukwu of 'Oriental News'. Justice Nnamdi O. Dingba of the Federal High Court sitting in Odu, Anambra State, on Tuesday, September 19th, 2021, convicted twenty-eight individuals for internet fraud involving various forms of identity theft and obtaining money under false pretences. The defendants were arraigned by the Police Force, Criminal Investigation and Intelligence Department, Enugu.

They all pleaded guilty to the various charges, were convicted, and sentenced to one year imprisonment each, commencing with a 190-day backdate from September 2021. However, they were offered a fine and community service, to clean the premises of the Federal High Court under the supervision of the EFCC's Enugu Command.

Sequence of Events Regarding the Arrest of Yahoo Boys in the South-West Between January and March 2021.

January 9: Ten persons were arrested for involvement in internet-related fraud in Lagos by operatives of the Lagos Zonal Command of the EFCC.

January 20: Operatives of the EFCC's Ibadan Zonal Command arrested ten persons in the Olomi area of Ibadan, the state capital.

January 22: Operatives from the EFCC's Ibadan Zonal Command arrested eleven persons in Osogbo, the capital of Osun State. Approximately twelve exotic vehicles, including an SUV, were recovered from the suspects. Other items recovered from them include mobile phones, laptops, computers, and other tools.

January 23: Twenty-two suspects were arrested in various residences at Terra Annex Estate, Sangotedo in the Ajah area of Lagos.

January 26 and 27 (According to 'Punch' Newspaper, 14th edition): EFCC operatives in the Lagos Zone arrested seventeen suspects in various locations within the state. Three of these suspects are based in Dubai, United Arab Emirates. The Dubai-based suspects arrested at Victory Nest Estate, Jakande Lekki, Lagos on January 28.

February 9: The Ibadan Zonal Command of the EFCC arrested thirty-nine persons. Ten of them were arrested in Ilesha, Osun State, while the other twenty-nine were arrested in ten different locations in Ayo-Iwoya, Ogun State. Items recovered from them include; seven cars, laptops, computers, mobile phones.

March 8: The Ilorin Zonal Command of the EFCC arrested thirty-seven suspects in Ado Ekiti, Ekiti State. The EFCC arrested forty suspects in Calabar.

March 12: Operatives of the EFCC's Ibadan Command arrested fifty-seven suspects in Ilaro, Ogun State. The suspects were arrested in their hideout, which was a hotel and bar named Yewa Frontier Resort, a large hotel and bar. Allegedly, they were all lodged at the IBD International Hotel. Items found in their possession include two pump-action guns, various charms, mobile phones, and laptops recovered from some of them.

March 17: Eighteen suspects were arrested in Sagamu, Ogun State. They were arrested at the Remo Majestic Hotel and Bar. Exotic cars, phones, laptops, computers, and other internet tools were recovered.

March 29: The EFCC arrested ten persons in Akure, Ondo State. Items recovered from the suspects include; eight exotic cars, laptops, computers, phones, documents, and identity cards.

THE NEGATIVE IMPACTS OF YAHOO YAHOO ON THE CULTURE AND MORAL VALUE OF THE IGBO PEOPLE

From an interviewed respondent, Yahoo Yahoo was described as a self-destructive act, and also a sin before man and God. A person who practices Yahoo Yahoo is a sinner before God, and also a person convicted of bad character. As the world changes and accepts various changes, some people sought ways to steal and avoid being ashamed before people or to become rich. That is what they called Yahoo Yahoo or 419. Given the laws that existed then against stealing, this fraudulent method of theft was also condemned because they all involve taking something from someone in a bad way. This 419 was later renamed Yahoo Yahoo. A lie is a lie, they are all forms of taking things like money, phones, laptops, gold, etc., through fraudulent means.

Furthermore, another respondent stated that Yahoo Yahoo distracts the minds of youths from using their intellect and perseverance to strive to achieve what they will use to become somebody. Yahoo Yahoo has caused today's youth not to) engage in hard work, legitimate work, things like learning a trade, sewing, and other skilled jobs, instead they believe that Yahoo Yahoo is a way to have quick money without delay. Also, Yahoo Yahoo has put various young women in different dangers. Because sometimes, those who practice Yahoo Yahoo use charms and also sell their bodies to see if money will come to them. Yahoo Yahoo has put its practitioners in various evil things like madness, murder, etc, to ensure their Yahoo Yahoo business is going well, or something is attracting customers to them. It has put people in various evil behaviours.

Yahoo Yahoo, in the words of another respondent, was explained as a person engaging in fraud, backstabbing, setting people up, theft, and using advanced computers to take people's valuable possessions; such as: money, phones, gold, etc.

Furthermore, one of the respondents also said that Yahoo Yahoo is what they see as a shortcut for youths to make money nowadays, especially those who are not strong, those for whom manual labour is difficult. Furthermore, he said that Yahoo Yahoo is a bad occupation that is not good, pursued by those who do not want to benefit themselves, which they do by using computers to scam people.

All these responses are true, and to corroborate what they said about Yahoo Yahoo, Halder and Jaishankar (2011) also stated that Yahoo Yahoo is an offence against persons. The objective of this crime is to deliberately damage the victim's reputation or cause immediate harm or loss of property through the use of the internet and mobile phones.

VARIOUS PROBLEMS ATTRIBUTED TO YAHOO YAHOO ON THE MORAL VALUE OF THE IGBO PEOPLE

It is said that what is happening now was foretold. Yahoo Yahoo is like a bad thing that is stripping Igbo youth of the will to strive to make money. And while it was known that the Igbo were like lions hunting for money in legitimate ways, known as hardworking people, not lazy, but as the world unfolds, both good and bad changes keep entering. This made many people, especially the youth, not want to suffer before making money, instead they seek an easy way to make money without any suffering, which has led to various problems in the economic sector. The problems as explained by the respondents are as follows;

Laziness/ Lack of Strength

Laziness and lack of strength among many people in Igbo land, particularly among the youth, is one problem destroying the moral value characteristic of the Igbo people. Here, as observed, since Yahoo Yahoo started, many youths no longer have strength for anything. Many of them no longer go to learn trades as a way of raising useful individuals. Igbo youth now loiter on the streets, drawn into Yahoo Yahoo, which has led to an increase in robbery, stealing, and ritual killing. Good behaviour is also absent in some youth due to their obsession with Yahoo Yahoo. There is no benefit in solitary pursuit because what is gathered in one basket is transferred to another. Another aspect is that they believe that once they click on what they are doing on the computer, money rains down from above.

Bringing Shame to One's Community/Family

Yahoo Yahoo brings shame to the family of the perpetrator. It is understood that the Igbo do not play with their family name, being careful that their actions do not bring shame to their family. Because the Igbo say "A good name is better than money." But anyone who practices Yahoo Yahoo brings various shames upon their family. Because everyone will look at that family, knowing that something bad will come out from there. It also brings great shame upon the perpetrators, their families, and the community they come from. From the respondents, there was someone who recounted how an 18-year-old youth killed his 35-year-old female friend, to use her body for ritual money. He killed her, put her body in a bag waiting for the neighbourhood to go to the farm so he could carry the woman away. As he waited, his sister entered and found him with a charm, she asked him why he had a charm, he said he had killed a woman. As this was happening, the charm from where he placed the woman's body in the bag was failing, at which point he ran into the compound to call their neighbours. Immediately, they gathered and beat the young man, asking him what prompted him to commit such an act, he said he wanted to take the woman's money, and use her body for Yahoo Yahoo. After he said these things, they immediately called the police. He said it was a pity a young man from a good family got involved in Yahoo Yahoo, and from there lost his mind due to the evil things he did.

Various Retributions

As the Igbo say in the proverb "Whatever a person steps on, he carries it on his head". That is how it is with those who practice Yahoo Yahoo. As one respondent explained, many think that after committing these various evil acts, no evil will come back to them. They go to native doctors to prevent these evils from returning. The charm makes some of them behave abnormally, their minds are not stable in what they are doing, some go mad from it, some enter into debt from charms and other evil things. Essentially, various problems emanate from Yahoo Yahoo, as it is said that what is happening now also kills. As they continue in sin, taking people's possessions and consuming them, various problems follow them. These problems can also follow the families of the perpetrators. The perpetrator does not have peace of mind. Because his conscience will judge him for all the evil he has done, which can lead the person to commit suicide or something he encountered within Yahoo Yahoo.

Parental Support for Their Children to Practice Yahoo Yahoo

From a respondent, it was explained that some parents are those who support their youth to go and practice Yahoo Yahoo. Parents who do not know the consequences of what Yahoo Yahoo is support their children to go and bring them quick money. Some parents even call it good money. From what the respondent said, there was a neighbour who sold his farmland to send his son abroad. Going abroad was not for education or work, but for him to go and practice Yahoo Yahoo and send them huge money. This Yahoo Yahoo has made many things happen, such as a father selling his land in his village, selling every other thing to ensure his son could travel abroad. Going abroad was not to search for money or work, but to go and practice Yahoo Yahoo and send them quick money. Yahoo Yahoo has made it so that no youth wants to go learn a trade or “apprenticeship” anymore; instead, they want an easy way to get that money immediately. They don't want anything time-consuming.

Becoming a Person of Constant Suspicion

It is observed that being a Yahoo Yahoo person makes the individual a person of suspicion wherever they go. For instance, when it comes to young men, especially those who leave their hair unkempt, those who dress flashily, those who bleach their skin to very light colours, those who draw pictures on their bodies called “Tattoos”, when the police see people of that type, they have a way of looking at them; they will start searching everything the person has, from their phone to their car, and other various things. Without delay, they can detain the person. The Igbo have a proverb that says “one is adorned and comes out of the house, it is how you present yourself that determines how people will address you”. As it is said in English “You are addressed the way you dress”.

Entering the World of Strong Charms

Entering and engaging with potent charms will be the person's way of life. These charms can do everything; they can damage his heart, affect his manhood, and various other things. Entering the world of strong charms is how they stay awake at night to scam people.

RECOMMENDATIONS

Based on the findings of this study, the following recommendations are made to help curb the rise of *Yahoo Yahoo* and its negative effects on the culture and moral values of the Igbo people:

1. **Value Reorientation Programs**
Community leaders, religious institutions, and educational authorities should collaborate to organize regular sensitization programs aimed at promoting traditional Igbo values such as honesty, hard work, and integrity. These programs should be targeted especially at youths, both in schools and within local communities.
2. **Strengthening Moral Education in Schools**
Moral and civic education should be made a compulsory part of school curricula at all levels. Students should be taught the dangers of cybercrime and the importance of ethical behavior in both personal and public life.
3. **Empowerment Through Skill Acquisition**
Government and non-governmental organizations should invest in youth empowerment initiatives, such as vocational training centers, entrepreneurship programs, and access to start-up capital. By providing alternative and legal means of earning a living, the temptation to engage in internet fraud can be reduced.
4. **Tougher Legal Enforcement**
Law enforcement agencies should intensify efforts in tracking and prosecuting cybercriminals. Swift and visible punishment for offenders will serve as a deterrent to others considering such a path.
5. **Parental and Community Involvement**
Parents and guardians must take an active role in the moral upbringing of their children. The community as a whole should discourage the celebration of sudden and unexplained wealth, which often encourages fraudulent behavior.
6. **Use of Media and Technology for Awareness**
Social media, radio, and television platforms should be utilized to run campaigns that highlight the dangers and long-term consequences of *Yahoo Yahoo*. Positive role models who have succeeded through legitimate means should also be promoted to inspire the youth.
7. **Religious and Cultural Institutions**
Churches, mosques, and traditional institutions must speak out more strongly against internet fraud.

These influential bodies have the moral authority to discourage unethical behavior and promote repentance and reform among those already involved.

8. **Monitoring of Peer Influence**

Peer pressure is a significant factor in the spread of *Yahoo Yahoo*. Youth clubs and peer mentoring programs should be created to provide positive influence and accountability among young people.

CONCLUSION

This study has revealed that *Yahoo Yahoo* is not an inherent aspect of Igbo culture or moral values. Its rise in Igbo society, particularly in Anambra State, reflects a deviation from traditional norms and values, driven by the lure of quick and illegitimate wealth. The research examined the numerous problems associated with this practice, including moral decay, legal consequences, and societal disruption. Furthermore, the study provided practical recommendations aimed at curbing the spread of this fraudulent activity and restoring ethical standards within the community. It is hoped that the findings of this research will contribute to a reduction in cybercrime and its associated challenges, not only in Anambra State but across Nigeria as a whole.

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