

INFLUENCE OF CULTURAL INTOLERANCE DIMENSION OF ETHNOCENTRISM ON YOUTHS' POLITICAL ACTIVISM IN NIGERIA

Nneka Loveth Eruchalu
Department of Psychology,
Chukwuemeka Odumegwu Ojukwu University,
Igbariam Campus, Anambra State, Nigeria.
Email: lovetheruchalu10@gmail.com; Phone: +2348034491150

ABSTRACT: *The study examined influence of cultural intolerance dimension of ethnocentrism on youths' political activism in Nigeria. Four hundred and thirty-six (436) youths from Eastern (Enugu & Port Harcourt), Western (Lagos and Ibadan), Middle-Belt (Abuja and Makurdi), and Northern (Kano and Kaduna) sociocultural regions of Nigeria served as participants in the study. They comprised 221 (50.7%) males, and 215 (49.2%) females. Participants' age ranged from 21 to 39 years with mean age of 30.84 and 5.78. Cluster and incidental sampling techniques were used. Two instruments were used for the study: Cultural Intolerance Ethnocentrism Scale and The Activism Orientation Scale. The study adopted cross-sectional design and Univariate Analysis of Variance (ANOVA) as appropriate design and statistics. The study showed that cultural intolerance ethnocentrism had significant influence on Nigerian youths' political activism at $(F_{1, 427}) = 13.54, p < .05$. The finding implies that the belief in one's own ethnic group or culture can have profound implications on political activism. Based on the following, the study recommends that there is need to encourage youth's activists to learn about and appreciate diverse cultures to help reduce ethnocentric attitudes. This encouragement should provide valuable insights into different perspectives and foster a more inclusive mindset for youth's impactful political activism in Nigeria.*

KEYWORDS: Cultural Intolerance, Ethnocentrism, Youths', Political Activism, Nigeria

INTRODUCTION

In Nigeria, youth have been at the forefront of political action and transformation. Political activism is a lifestyle and for young people, it gives them a sense of meaning rather than only generating results. "Political activism" refers to the range of nonprofessional and voluntary activities performed by citizens that are primarily aimed at influencing decisions and outcomes at any level of the political system (Nygård et al. 2015).

Cultural intolerance of ethnocentrism is often seen as "the main source of regional, inter-state and inter-ethnic conflicts in Africa. It promotes struggles over resources through social exclusion and ethnic violence" (Fayemi, 2021, p.177). It is also at the heart of, stereotyping, discrimination, or xenophobia in the world. Ethnocentrism is a mental and psychological state (concept), which revolves around the belief that one's ethnic group is much more important than the ethnic groups of others (Osolase, 2014).

Cultural intolerance dimension of ethnocentrism in its broadest context includes

racism, ethnicity, regionalism, segregation, tribalism, cultural diversity and other areas that involve surreptitious (secret) deals among people.

Most Nigerians (especially from Southern Nigeria), believe that the Hausa-Fulani of Nigeria are power-drunk, who believe that they own Nigeria, as far as political power is concerned, and that due to their religion (Islam), they are violent and terrorists. On their part, the Northerners view Southern Nigerians as less godly and not fit to rule Nigeria (Joe-Akunne et al., 2018). These stereotypes have over the years, led to the breakdown of communication and noncultivation of necessary friendships across the regions. It has also acted as a blockade to meaningful national discourse and collective identity.

Statement of the Problem

Nigerian youths face a host of daunting challenges. Perhaps due to corruption that permeates many facets of public life, hindering economic growth and development. Unemployment rates are high, particularly among young people, leading to frustration and

disillusionment (Ifedayo, 2023). Additionally, inequality and political unrest continue to affect Nigerian society, exacerbating these problems.

In the face of these challenges, some youth and young-at-heart activists including Aisha Yesufu, Very Darkman and Omoyele Sowore have continued to put the government on its toes. They are motivated by a desire to create a better Nigeria for themselves and future generations. Drawing from a range of backgrounds, these activists employ diverse strategies, from peaceful protests and advocacy to grassroots organizing and social media campaigns. In recent years, Nigerian youths have been at the forefront of demanding social and political change, with the #EndSARS movement serving as a powerful example which sparked dialogue, garnered international attention, and pushed for much-needed changes in the country (Ifedayo, 2023).

Sadly, despite their remarkable achievements, Nigerian youth activists face many challenges. The political elite often resist change with ethnic and tribe sentiments, and the activists themselves encounter threats to their safety and freedom. The bureaucratic and sometimes corrupt systems within Nigeria make it difficult to enact systemic change.

It becomes important to study the influence of cultural intolerance dimension of ethnocentrism on political activism in Nigeria. Consequently, the following purpose and objectives were explored.

Purpose of the Study

The objective of the study was:

1. To examine the significant influence of cultural intolerance dimension of ethnocentrism Nigerian youths' political activism.

Research Question

The study shall be guided by the followings research question:

1. Would cultural intolerance dimension of ethnocentrism significantly influence Nigerian youths' political activism?

Significance of the Study

The theoretical insights gained from studying ethnocentrism and political activism can inform interdisciplinary approaches. By drawing from sociology, psychology, political science,

and cultural studies, researchers can create a holistic understanding of how ethnocentrism shapes political landscapes. This interdisciplinary perspective can lead to innovative methodologies and frameworks that enhance our comprehension of societal issues.

Practically, by studying cultural intolerance of ethnocentrism alongside political activism, politicians can gain insights into how these attitudes affect social unity. Understanding the dynamics of cultural intolerance of ethnocentrism can help foster dialogue and collaboration among different ethnic groups, promoting inclusivity and reducing tensions.

Operational Definition of Study Terms

Cultural Intolerance Dimension of Ethnocentrism: This entails not tolerating other people's way of living because it is not in consonance with one's own culture or ethnicity as a frame of reference, as measured by the Cultural Intolerance Dimension of Ethnocentrism Scale by Neuliep, and McCroskey (2013).

Political Activism: This refers to citizen propensity to participate in social action behaviours, ideological positions, and movement issues, as measured by the Activism Orientation Scale (AOS) by Corning and Myers (2002).

LITERATURE REVIEW

Cultural intolerance dimension of ethnocentrism in a multicultural society like Nigeria include genocide, obnoxious policy of segregation (apartheid), slavery, promotion of violent conflict/war, false assumptions, hindrance to learning other culture, promoting discrimination in employment, development, appointments, allocation of projects, and many more.

Political Activism and Policy Change

Political activism plays a crucial role in shaping policy change by influencing **Raising Awareness and Shaping Public Opinion** public opinion, pressuring policymakers, and creating a sense of urgency for legislative or regulatory action. It involves a range of activities—such as protests, demonstrations, advocacy campaigns, lobbying, and community organizing—that aim to bring attention to specific issues and demand action from those in power. Here are several ways in which political activism contributes to policy

change (Bennett, & Segerberg, 2013; Cohen & Arato, 2020; Della-Porta, & Diani, 2020; Prasad, 2022).

Shifting the Policy Agenda: Political activism can shift the policy agenda by making certain issues more prominent and pressing. Activists work to elevate specific problems to the forefront of political discussions, influencing which issues receive attention and resources.

Building Coalitions and Networks: By bringing together diverse groups with shared interests, activists can amplify their voices and increase their influence.

Institutionalizing Change: Sustained activism can lead to the institutionalization of policy changes, creating new norms, laws, or institutions that ensure the continuation of reforms. Activists often work to establish regulatory bodies, oversight committees, or enforcement mechanisms that support and uphold new policies.

Influencing the Political Process: Activists can influence the political process by running for office or supporting candidates who align with their causes. By gaining positions of power, activists can directly shape policy decisions and ensure that their issues are represented in government.

Using Digital Platforms and Technology: The rise of digital platforms and technology has revolutionized political activism, making it easier to mobilize supporters, coordinate actions, and spread information. Social media, in particular, has become a powerful tool for activists to reach a global audience and drive their messages. Digital platforms enable activists to organize and mobilize quickly, reaching supporters across geographical boundaries.

Engaging in Grassroots Mobilization: Grassroots mobilization is a foundational aspect of political activism that involves organizing and empowering local communities to advocate for change. This approach emphasizes the involvement of ordinary people in the political process, fostering a bottom-up movement that can drive significant policy reforms. Grassroots campaigns often focus on building local networks, educating community members, and mobilizing them to participate in advocacy efforts.

Leveraging Art and Culture: Art and culture play a significant role in political activism by using creative expressions to convey messages, inspire action, and provoke thought. Activists often use various forms of art—such as visual arts, music, theater, and literature—to raise awareness and engage the public on important issues. Artistic expressions can capture the emotional essence of social and political issues, making them more relatable and compelling.

Utilizing Legal Strategies: Legal strategies are another important aspect of political activism, involving the use of the legal system to challenge injustices and promote policy change. Activists often engage in litigation, legal advocacy, and strategic lawsuits to address systemic issues and push for reforms. Litigation can be a powerful tool for addressing legal and constitutional violations.

Building International Solidarity: Building international solidarity involves connecting with global movements and organizations to address transnational issues and promote policy changes across borders. Activists often collaborate with international allies to strengthen their efforts and amplify their impact. Global issues such as climate change, human rights abuses, and economic inequality require coordinated international responses. Activists can build solidarity by forming alliances with organizations and movements in other countries, participating in international campaigns, and sharing strategies and resources.

Theoretical Review

Cultural Intolerance Dimension of Ethnocentrism

Realistic Group Conflict Theory: Realistic Group Conflict Theory (RGCT), also known as Realistic Conflict Theory, was developed by social psychologists Muzafer Sherif and his colleagues in the 1960s. RGCT posits that intergroup conflict arises from competition over scarce resources, whether those resources are tangible (like jobs, housing, or land) or intangible (like power, status, or recognition). This competition can lead to prejudice, discrimination, and ethnocentrism as groups vie for control and advantage.

This theory is functionalist and argues that ethnocentrism is useful for reaching a group

goal. If intergroup competition is essential for reaching the goal, then ethnocentrism and outgroup hostility would emerge in the groups that compete. On the other hand, if intergroup cooperation is essential for reaching the goal, then intergroup harmony would emerge.

Research generally confirms the basic tenets of this theory. Field experiments (Sherif, 1966) showed that when groups compete for a goal that can be achieved by only one group, certain aspects of ethnocentrism, such as group cohesion, preference, and overestimation of ingroup performance, and increase rapidly. Reviewing experimental studies, Turner (1981) argued that intergroup competition increases both intragroup and intergroup centredness. Thus, people tend to give more importance to their groups when it is under threat.

Political Activism

Political Process theory: Political process theory is an approach of activism that is heavily influenced by political psychology derivative of social psychology. It argues that success or failure of social movements is affected primarily by political opportunities. Social theorists Eisinger (1973), Tarrow (1998), Meyer (2004) and McAdam, Tarrow and Tilly (2001) are considered among the most prominent supporters of the theory. Three vital components for movement formation are the following:

Insurgent Consciousness: Certain members of society feel deprived, mistreated, and have grievances directed at a system that they perceive as unjust. When a collective sense of injustice develops, it motivates people to become movement members (Cragun & Cragun, 2006). Movement activists do not choose their goals at random, but the political context stresses certain grievances around which movements organize (Meyer, 2004).

Organizational Strength: Similar to the main argument of the resource mobilization theory, the argument here is that the social movement must have strong and efficient leadership and sufficient resources (Cragun & Cragun, 2006). The political opportunity theory has much in common with the related resource mobilization theory, particularly when it is seen as focusing on mobilization of resources external to the movement (Tarrow, 1998).

Political Opportunities: if the existing political system is vulnerable to a challenge, it creates an opportunity for others, like the movement members, to issue such a challenge and try to use this opportune time to push through a social change (Cragun & Cragun, 2006). The vulnerability can be the result of: Increasing political pluralism, Decline in repression, Division within elites, particularly when it grows to a point where some support organized opposition and Increased political enfranchisement (Cragun & Cragun, 2006).

Political process theory argues that the actions of the activists are dependent on the existence or the lack of a specific political opportunity (Meyer, 2004). There are various definitions of political process, but Meyer (2004) stresses that of Tarrow (1998): "consistent – but not necessarily formal or permanent – dimensions of the political struggle that encourage people to engage in contentious politics".

Empirical Review

Cultural Intolerance Dimension of Ethnocentrism

Anyaeibunam et al. (2024) investigated the predictive role of religiosity and ethnocentrism on cyber-aggressive behaviour among undergraduates of three randomly selected Federal Universities in Southeast Nigeria. A total number of 1,011 undergraduates were randomly selected from the student population. They comprised 397 male (39.3%) and 614 female students (60.7%), with ages ranging from 16 to 40 years, a mean age of 22.7 years and a standard deviation of 2.89. Three self-report survey instruments, namely the Religious Affiliation Scale (RAS), the Ethnocentrism Scale (E.S.) and the Cyber-aggression Typology Questionnaire (CATQ) were utilized to collect data for the study.

Multiple regression statistics was employed for data analysis using SPSS Statistics v25. The result showed that religiosity did not predict cyber-aggression among undergraduates ($\beta = .27, P > .05$). However, ethnocentrism predicted cyber-aggression among undergraduates ($\beta = .28, P < .01$). Thus, this study is related with the present study in the aspect of topic and statistics but differs in population, and design because Anyaeibunam et al. (2024)

investigated the predictive role of religiosity and ethnocentrism on cyber-aggressive behaviour using undergraduates' sample as subjects, while the present study investigated the predict influence of ethnocentrism on political activism with Nigeria sample.

Milić et al. (2023) determined the tendencies of final-year medical students from Osijek, Croatia, towards emigration after graduation and after specialization, as well as their specialty preferences and to investigate whether introversion and ethnocentrism have an impact on attitudes toward leaving the country in search of employment elsewhere. A cross-sectional study was conducted among final-year (6th year) medical students from Osijek, Croatia, in two consecutive academic years – 2014/2015 and 2015/2016. Students completed a questionnaire about sociodemographic characteristics, academic and scientific performance, preferences about their future medical career, the medical specialty of choice, emigration tendencies after graduation and specialization, ethnocentrism and introversion.

Results showed that there were 124 students who participated in the study (response rate: 96%). A quarter of participants agreed that they are likely or very likely to emigrate after graduation (25.0%) or after specialization (23.39%). Variables associated with the intention to emigrate were specialty preferences (students that prefer endocrinology and psychiatry had the highest emigration tendencies), academic year in which the participants were included (students included in 2014/2015 were more prone to emigrate after specialization, $p=0.060$), prior involvement in scientific projects (students with experience in scientific projects expressed higher tendencies to emigrate after graduation, $p=0.023$), and ethnocentrism (higher ethnocentrism was associated with a lower tendency towards emigration after specialization, Spearman's $\rho = -0.191$).

Therefore, this study is related with the present study in the aspect of topic, and statistics but differs in population, design, location and country because Milić et al. (2023) determined whether introversion and ethnocentrism have an impact on attitudes toward leaving the country in search of employment elsewhere using final year students, while the present study investigated the

predict influence of ethnocentrism on political activism with Nigeria sample.

Political Activism

Eckstein et al. (2024) examined the activating effect of the national elections in Germany (2009), Czech Republic (2010), and Sweden (2014) on young voters' political engagement. Young voters (Germany: $N=388$; Czech Republic: $N=196$, and Sweden: $N=246$) were surveyed several months before (T1), shortly after (T2), and several months after (T3) the respective national elections. For all three countries, the results revealed significant increases in political engagement during the election period, followed by significant declines after the election. The post-election declines were smaller compared to the election increases, suggesting a persistence of elections' activating effects.

With the exception of German young adults who were less engaged or first-time voters and showed higher increases in engagement during the election period, there were few interindividual differences. Therefore, this study is related with the present study in the aspect of population and statistics but differs in topic, design, location and country because Eckstein et al. (2024) examined the activating effect of the national elections in Germany, Czech Republic, and Sweden on young voters' political engagement, while the present study investigated the predict influence of ethnocentrism on political activism with Nigeria sample.

Obiagu, Machie and Ndubuisi (2023) investigated the attitudes of university students toward political participation, as well as four other selected democratic values – freedom and liberty, human rights/human rights protest, corruption resistance, and separation of powers in Nigeria. A descriptive survey design, with a tool entitled 'Attitude towards Democratic Values Questionnaire (ADVQ)', was used to collect data from randomly selected 250 undergraduate students (male = 120; female = 130) from a university in Nigeria. Six research questions were answered using descriptive statistics in guiding the study.

The results showed that university students reported an unwillingness to protest human rights violations as well as the tendency to

accept bribes and campaign for a wrong political candidate for financial gains, despite general findings that indicated positive attitudes towards all selected democratic values among university students. The result of the variance analysis conducted to ascertain the influence of gender on attitudes towards democratic values showed that female students scored significantly higher than their male counterparts in all measured democratic principles, excepting human rights and separation of powers.

Shola (2021) examined the relationship between youth political participation, good governance, and social inclusion in Nigeria. Using a quantitative approach, 1,208 youth aged 18-35, selected from Nairaland, participated in the study. Data gathered was analyzed with Spearman Correlation Coefficient and the result indicates that there is significant positive relationship between youth political participation and good governance in Nigeria ($r_s, (1206) = .615, p < .001$) and that there is significant positive association between youth political participation and social inclusion in Nigeria ($r_s, (1206) = .875, p < .001$).

Thus, this study is related with the present study in the aspect of population and statistics but differs in topic, design, location and country because Shola (2021) examined the relationship between youth political participation, good governance, and social inclusion in Nigeria, while the present study investigated the predict influence of ethnocentrism on political activism with Nigeria sample.

Omotayo and Folorunso (2020) investigated use of social media for political participation among youths in Oyo state, Nigeria; specifically, the types of social media used for political participation, the types of political activities social media are used for, as well as factors influencing use of the media for political participation. Survey research design was adopted for the study. Data was collected through questionnaire from 322 youths in three Nigerian universities. Findings revealed that social media was highly used by the youths for political participation. Facebook (98.8%) was found to be the most used, followed by Whatsapp (93.8%), Instagram (60.2%), Twitter (55.3%), and Yahoo Messenger (50.9%) respectively.

Majorly, the youths used social media to participate in political advocacy (95.3%), political campaigns (91.9%), communicating with politicians (90.7%), political discussions (87.3%), monitoring and reporting electoral malpractices (85.1%), public consultations (80.4%), joining interest groups that engage in lobbying (64.9%), blogging about political issues (64.9%), and writing letters to public officials (51.2%). Perceived usefulness, perceived ease of use, subjective norms, and computer self-efficacy significantly influence use of social media for political participation, which suggests that these factors could be considered when promoting use of social media for political participation among youths.

HYPOTHESES

The following hypotheses formulated guided the study:

1. Cultural intolerance dimension of ethnocentrism will not significantly influence Nigeria youths' political activism.

METHOD

Participants: Four hundred and thirty-six (436) youths from Eastern (Enugu & Port Harcourt), Western (Lagos and Ibadan), Middle-Belt (Abuja and Makurdi), and Northern (Kano and Kaduna) sociocultural regions of Nigeria served as participants in the study. They comprised 221 (50.7%) males, and 215 (49.2%) females. Participants' age ranged from 21 to 39 years with mean age of 30.84 and 5.78. Cluster and incidental sampling techniques were used. Educational level indicated that 181(41.5%) had B.Sc. and above, 106(24.3%) had HND, 37(8.5%) had NCE/OND, and 112(25.7%) had SSCE. Marital status indicated that 41(9.4%) were married, 319(73.2%) were single, 38(8.7%) were separated, and 38(8.7%) were divorced.

Occupational status showed that 260(59.6%) were employed and 176(40.4) were unemployed. Religion data showed that 325(74.5%) were Christians, 37(8.5%) were Traditionists, 37(8.5%) were Islam, and 37(8.5%) had no religion affiliation. Ethnicity data showed that 78(17.9%) were Yorubas, 38(8.7%) were Hausas, 186(4.7%) were Igbos, 32(7.3%) were Igalas, 32(7.3%) were Ijaws, 35(8.0%) were Urhobos, and 35(8.0%) were Itshekiris. Further

data showed that 51(11.1%) were from Abuja, 42(9.6%) from Lagos, 36(8.9%) from Asaba, 80(18.3%) from Enugu, 137 (31.4%) from Awka, and 87(20.0%) from Ontisha. Cluster and incidental sampling techniques were adopted for the study. Cluster sampling was adopted for the regions, while incidental sampling technique was used to sample the participants for the study because the technique was based on participant's availability, accessibility, and willingness.

Instruments: Two instruments were used for the study: Cultural Intolerance Dimension of Ethnocentrism Scale by Neuliep, and McCroskey (2013) and The Activism Orientation Scale (AOS) by Corning and Myers (2002). **Cultural Intolerance Dimension of Ethnocentrism** Scale was a 22-item scale developed by Neuliep, and McCroskey (2013) and designed to assess people's perception and interpretation of another culture's features according to their own culture. It was designed as a 5-point Likert-type scale (5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, and 1 = Strongly Disagree). The subscales have Cronbach alphas of 0.86. The researcher conducted a pilot test with 56 adults in Awka city and reported Cronbach alphas of 0.84 (Mean: 20.41 and SD of 3.95. The instrument had divergent validity coefficient of 0.42 with Cultural Tolerance Scale.

Activism Orientation Scale (AOS) was developed by Corning and Myers (2002) and is a 35-item scale that assessed activist propensity across social action behaviours, ideological positions, and movement issues. 28 items capture Conventional Activism and 7 items capture High-Risk Activism which includes actions such as putting one's own safety at risk or committing an illegal action as a form of protest. Total scores summed across items can range from 0 to 105; higher scores indicate a greater willingness to engage in activist behaviours. To get high-risk activism score, sum your answers to items 5, 14, 16, 17, 21, 28, 35.

This should give a number between 0 and 21. To get conventional activism score, subtract high-risk activism score from answer to Question 1. This should give a number between 0 and 84.

Please indicate how likely you are to participate in the following behaviors." Response options ranged from extremely unlikely – 0, unlikely – 1, likely – 2, and extremely likely – 3. The scale has internally consistent with Cronbach's alphas ranging from 0.81 ($M = 2.68$, $SD = 1.15$) for Conventional Activism and 0.94 ($M = 2.96$ $SD = 1.2$) for High-Risk Activism. The researcher conducted a pilot test with 56 adults in Awka city and reported Cronbach alphas of 0.87 (Mean: 86.89 and SD: 5.27) for the overall scale. The researcher also conducted validity test for the scale, and discriminant validity of .39 was confirmed while correlating Activism Orientation Scale with Ethnocentrism Scale by Neuliep, and McCroskey (2013).

Procedure: The researcher conducted a pilot study to enable her enhance the reliability and validity of the instruments. The participants for the test were drawn from Awka city. However, before the study, the researcher recruited six research assistants that were residing in different cities and trained them on the sensitivity of the study, and how to administer the instruments. The training was conducted online via Whatsapp Video call. After the training, the researcher and the assistants proceeded to collect data for the study.

To get the attention of the participants, the researcher and the trained assistants engaged with a self-introductory letter that explained the objectives of the study and how to respond to the questionnaire. On the whole 450 copies of questionnaire were administered for the study, 445 were retrieved and 436 were answered appropriately. Ethically, the researcher and assistants secured informed consent of the participants before copies of the questionnaire were administered to them. More so, the participants were assured of confidentiality and anonymity of their identity and responses.

Design and Statistics: The study adopted cross-sectional design for the study. Univariate Analysis of Variance (ANOVA) to determine whether the independent variable on their own or in combination of its dimensions have an effect on dependent variable.

RESULT

Table 1: Descriptive Statistics of Ethnocentrism (Cultural Intolerance, Cultural Superiority, and Cultural Tolerance) on Political Activism

Independent Variables	Levels	Value System: Mean	SD	N
Cultural Intolerance	High	87.89	5.53	193
	Low	86.12	4.93	243
	Total	86.90	5.27	436

Table 2: Uni-variate Analysis of Ethnocentrism (Cultural Intolerance, Cultural Superiority, and Cultural Tolerance) on Political Activism

Source	Dependent Var.	T111. SS	df	MSq	F	Sig.	ES
Cultural Intolerance	Political Activism	351.31	1	351.31	13.54	.000	.231
Error		11080.08	427	25.95			
Total		3304506.00	436				

P< 0.001

From Table 1 and 2 above, the result indicated that the cultural intolerance dimension of ethnocentrism will not significantly influence Nigeria youths' political activism was rejected at ($F_{1, 427} = 13.54, p < 0.001$, with mean differences and standard deviation within the cultural Intolerance: $M = 87.89, SD = 5.53$ (high) and $M = 86.12, SD = 4.93$ (low), $N = 436$. This means that there is a significant difference between those with high cultural Intolerance ethnocentrism and those with low cultural intolerance ethnocentrism on political activism at 23.1%.

Summary of Findings

1. Cultural intolerance of ethnocentrism had significant influence on Nigerian youths' political activism.

DISCUSSION

Cultural intolerance ethnocentrism creates increase in understanding and engagement in political activism. Hence, it could be these youths prioritize their own cultural norms and values over others. This leads to exclusionary practices and increase in their efforts for collective action (activism). Intolerance in culture means lack of acceptance or respect for cultural differences, leading to prejudice and discrimination against people from different cultural backgrounds.

This can manifest in various forms, such as stereotyping, xenophobia, and exclusionary practices. Ironically, this mindset often results in effective participation in political movements and activism. Cultural intolerance can provoke conflict and division, diverting attention from shared goals and strengthened the overall youth's pursuit of political activism.

The finding agrees with Anyaegbunam et al. (2024) study showed that ethnocentrism predicted aggressive activism. This makes Milić et al. (2023) to states that the intention to engage in political activism could have cultural intolerance ethnocentrism undertone. Since, manifestation intolerance ethnocentrism has varying degrees (West et al., 2021). Perhaps, this validate why individuals higher in ethnocentrism tend to be more engaged in political activism such as voting education to electorate, attending public meetings, and volunteering for campaigns against bad governance. This suggests that cultural intolerance ethnocentrism enhances critical thinking skills, political knowledge, and awareness of civic responsibilities, motivates individuals to actively participate in political processes and activism (Santiago, 2023).

Theoretically, this supports authoritarian personality theory by Adorno et al. (1950) that assumes that youths who feared parents and other authority figures tends to be prone to cultural intolerance ethnocentrism perhaps due to their traits, such as submissiveness to authority, rigid conventionalism, cynicism, superstition, and preoccupation with power which is usually triggered by punitive and rigid upbringings.

Implications of the Study

The study revealed that the belief in one's own ethnic group or culture can have profound implications on political activism. It often leads to a narrow worldview where other cultures are judged from the perspective of one's own cultural norms. This mindset can fuel exclusionary or nationalist political activism, as individuals may become more inclined to support policies that favour their own ethnic group while

marginalizing others. Such activism can result in social division, discrimination, and conflict, as it often opposes multiculturalism and diversity.

Conclusion

This study which x-lay influence of cultural intolerance dimension of ethnocentrism on political activism among Nigerian youths. From the findings, individuals view their own culture or ethnic group as superior to others. Cultural intolerance ethnocentrism leads to a strong sense of identity and community, motivating youths to become more active in political activism. With the findings, addressing ethnocentrism (intolerance) increases youths' political activism.

Recommendations

1. There is need to encourage youths' activists to learn and appreciate diverse cultures to help reduce ethnocentric intolerance.
2. The youths should be thought to embark on shared objectives. This will help unite youths that are activists from various cultural backgrounds to focus on common goals that will minimize ethnocentric divides.

Limitations of the Study

Furthermore, the study might not account for all possible variables influencing ethnocentrism and political activism, such as socio-economic factors, education levels, or media influence. Finally, the cross-sectional nature of the study could limit understanding of causality or changes over time in youths' attitudes and behaviors.

Suggestions for Further Studies

There is also need to determine the role of social media plays in shaping ethnocentric views and mobilizing political activism among Nigerian youths. It will analyze how online communities and echo chambers contribute towards reinforcing or challenging ethnocentric beliefs.

Contributions of the Study

1. The study provides insights into how ethnocentric attitudes among Nigerian youths influence their political behaviors and activism. By this influence, the study sheds light on the underlying motivations

that drive youths to participate in political activities.

2. The study highlights the role of cultural intolerance in shaping political perspectives and actions. Understanding the extent to which cultural intolerance dimension of ethnocentrism affects political activism can help policymakers and educators develop strategies to foster more inclusive and open-minded political environments among young populations.
3. The study contributes to the broader discourse on multiculturalism and diversity within political contexts, encouraging further research and dialogue on how different cultural backgrounds impact political dynamics and societal change.

REFERENCES

- Abdalla, A., D'Souza, N., Gill, R., Jadavji, R., & Meneguzzi, C. (2022). Social Media as a stage: A behind the scenes analysis of performative activism, "cancel culture," and effective allyship. *McMaster Undergraduate Journal of Social Psychology*, 3(1), 83-122.
- Abdu, S.D., Mohammed, M., Musa, A.A., & Halilu, B.I. (2018). Social media and political participation: Is facebook democratizing our youth in Nigeria? *International Journal of Operational Research in Management, Social Sciences and Education*, 4(1), 108 -125.
- Adebanjo, A. (2003). *Spoiling the PDP Broth*. Tell Magazine, May 5, 2003.
- Adeyemo, W. (2011). *The task before Jonathan*. Tell Magazine, No 17, May 2, 2011.
- Adelakun, A. (2011). *For first time voters, change in motivation*. The Punch Tuesday, 19th April, 2011.
- Adelekan, A.T. (2010). *Effects of role-play and moral dilemma techniques on secondary school students' achievement in and attitude to political education*. An Unpublished Ph.D. Thesis, Faculty of Education, University of Ibadan, Ibadan, Nigeria.
- Adekunle, Y. (2007). *A win or rig or die affair*. Tell: Nigeria's Independent Weekly, No 19 May 7, 2007. p.20.
- Adepegba, A. (2019). Police arrest 105 suspected thugs in Imo. Punch newspaper. Accessed on

- 11th September, 2019 at <https://punchng.com/policearrest-105-suspected-thugs-in-imo/>
- Agbalajobi, T. D. & Agunbiade, T. A. (2016). Electoral violence and women's participation in electoral processes: Challenges and prospects for future elections in Nigeria. *Unilag Sociological Review*, 22(2), 73-94.
- Agbo, A. (2011). *Laying ambush for credible polls*. Tell: Nigeria's Independent Weekly, No 9, March, 2011. p. 47.
- Ahamefula, E. I. (2008). *Perspectives on socio-cultural institutions*. Divine Mercy.
- Ahmad, T., Alvi, A., & Ittefaq, M. (2019). The use of social media on political participation among university students: An analysis of survey results from rural Pakistan. *Sage Open*, 4(1), 1-9.
- Ainley, J., & Schulz, W. (2024). The influence of religious attachment on intended political engagement among lower-secondary students. *Large-scale Assessment Education*, 12, 22. <https://doi.org/10.1186/s40536-024-00211->
- Ajayi, T.A., Ugwoke, O.V., Onyeonu, E.O., Ugwoke, R.O., & Onuorah, A.R. (2022). Investigation of financial literacy and money attitudes among first-year undergraduate accounting students: a rational emotive behavior therapy-based coaching intervention. *SAGE Open*, 1(3), 1-10.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. in Action Control. *Journal of Behavioural Research*, 2(1), 1-11.
- Ajzen, I. (1988). *Attitudes, personality, and behavior*. Dorsey Press.
- Ajzen, I. (1989). Attitude structure and behavior. *Attitude Structure and Function*, 1(2), 241-274.
- Ajzen, I. (1991). The theory of planned behavior organizational behavior and human decision processes. *Organizational Behaviour Human Decision Processes*, 3(1), 1-9.
- Ajzen, I. (1992). "A comparison of the theory of planned behavior and the theory of reasoned action". *Personality and Social Psychology Bulletin*, 18(2), 3-9.
- Ajzen, I. (2012). Martin Fishbein's Legacy: The reasoned action approach. *The Annals of the American Academy of Political and Social Science*, 64(1), 11-27
- Ajzen, I., & Albarracín, D. (2007). Predicting and changing behavior: A reasoned action approach. In I. Ajzen, D. Albarracín, & R. Hornik (Eds.), *Prediction and change of health behavior: Applying the reasoned action approach* (pp. 3-21). Lawrence Erlbaum Associates Publishers.
- Ajzen, I., & Ranjini, B.L. (1992). Driver, application of the theory of planned behavior to leisure choice. *Journal of Leisure Research*, 1(2), 1-15.
- Akah, J. N., & Ajah, A. C. (2020). The changing impact of religiosity on agentic political engagement in Nigeria. *Cogent Social Sciences*, 6(1). <https://doi.org/10.1080/23311886.2020.1722053>
- Akande, J. (2002). *Gender views: A women law center*. Newsletter, April Edition.
- Alalaimat, M.S. (2019). Factors affecting political participation (Jordanian universities students' voting: field study 2017-2018)", *Review of Economics and Political Science*, 1(30), 1-9.
- Alleyne, P., & Broome, T. (2011). Using the theory of planned behaviour and risk propensity to measure investment intentions among future investors. *Journal of East Caribbean Studies*, 36(1), 1-21.
- Aliyu, A.A., Yongjun, Y., Huayan, N., Samsu, K.K.H., & Ismai, M.M. (2023). Influence of political socialization agents on political participation among electorate: An Empirical Study in Bauchi State-Nigeria. *International Journal of Academic Research in Business and Social Sciences*, 13(18), 216- 231.
- Alodat, A. M., Al-Qora'n, L. F., & Abu Hamoud, M. (2023). Social Media Platforms and Political Participation: A Study of Jordanian Youth Engagement. *Social Sciences*, 12(7), 402. <https://doi.org/10.3390/socsci12070402>
- Ameliawati, M., & Setiyani, R. (2020). The influence of financial attitude, financial socialization, and financial experience to financial management behavior with financial literacy as the mediation variable. *KnE Social Sciences*, 3(2), 1-9.
- Amsaveni, R., & Ranjini, S. (2018). Investor's attitude towards mutual fund in Coimbatore city. *International Journal of Advance Science Research and Management*, 3(5), 135-139.

- Anderson L. B. (2015). Changing the story of retirement: How AARP utilizes a strategic narrative to advocate for the aging workforce. *Public Relations Review*, 41(3), 357–364.
- Anderson, L. (2024). Social Media and Political Mobilization: A Global Perspective. *Journal of Communication Studies*, 1(3), 1-9.
- Anderson, L. (2023). Ethnocentrism as a Catalyst for Political Mobilization Among Ethnic Minorities. *Journal of Ethnic Studies*, 2(3), 1-14.
- Anderson, L., & Clark, J. (2019). Ethnocentrism and Political Activism in Urban vs. Rural Contexts. *Urban Studies*, 56(8), 1456-1478.
- Anderson, R., & Clark, S. (2021). Ethnocentrism and Political Activism in the Context of Economic Crises. *Economic and Political Studies*, 9(2), 123-145.
- Anderson M., Toor S., Rainie L., Smith A. (2018). *Activism in the social media age*. Pew Research Center: Internet & Technology.
- Aniekwe, C. & Kushie, J. (2011). *Electoral violence situational analysis: Identifying hot spots in the 2011 general elections in Nigeria*. NAPEN.
- Anyaeqbunam, M., Anazonwu, C., Obi-Nwosu, H., Nwafor, C., & Obidigbo, G. C. (2024). Religiosity and ethnocentrism as predictors of cyber-aggression among undergraduates in Southeast Nigeria. *Nigerian Journal of Social Psychology*, 7(2), 1-13.
- Appadorai, A (2004). *The substance of politics* (Fourth Impression). Oxford University Press.
- Ariel, Y., Elishar, V., & Weimann-Saks, D. (2024). Analysing political engagement in a multimedia, multi-elections environment: predictive factors in an unpredictable political reality. *The Journal of International Communication*, 1–21. <https://doi.org/10.1080/13216597.2024.2340710>
- Armitage, C. J., & Connor, M. (2001). Efficacy of the theory of planned behavior: A meta-analysis. *British Journal of Social Psychology*, 40(4), 471–499.
- Arowolo, D., & Aluko, F.S. (2010). Women and political participation in Nigeria. *European Journal of Social Sciences* 14 (4), 581-593.
- Auger G. A. (2013). Fostering democracy through social media: Evaluating diametrically opposed nonprofit advocacy organizations' use of Facebook, Twitter, and YouTube. *Public Relations Review*, 39(4), 369–376.
- Austin L., Overton H., McKeever B. W., & Bortree D. (2020). Examining the rage donation trend: Applying the anger activism model to explore communication and donation behaviors. *Public Relations Review*, 46(5), 101981.
- Azjen, I. & Madden, T. (1986). "Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control". *Journal of Experimental Social Psychology*, 22(5), 453–474.
- Bagozzi, R.P. (1989). An investigation into the role of intentions as mediators of the attitude-behavior relationship. *Journal of Economic Psychology*, 10(1), 35–62
- Bahsin, T. M., & Thenmozhi. (2014). Scale to measure “attitude towards financial inclusion”. *International Journal of Business and Administration Research Review*, 1(6), 17-22.
- Bakardjieva M. (2015). Do clouds have politics? Collective actors in social media land. *Information, Communication & Society*, 18(8), 983–990.
- Baumeister, R. F., Bratslavsky, E., Muraven, M., & Tice, D. M. (1998). Ego depletion: is the active self a limited resource? *Journal of personality and social psychology*, 74(5), 1252-1256.
- Benjamin, O. (2008). *Cultures and peoples of Nigeria*. Ceecia.
- Bennett, W. L., & Segerberg, A. (2013). *The logic of connective action: Digital media and the personalization of contentious politics*. Cambridge University Press.
- Berger, B. (2009). Political theory, political science, and the end of civic engagement. *Perspectives on Politics*, 7(2), 335–350.
- Bimber B., Flanagin A. J., & Stohl C. (2005). Reconceptualizing collective action in the contemporary media environment. *Communication Theory*, 15(4), 365–388.
- Bimber B., Flanagin A. J., & Stohl C. (2012). *Collective action in organizations: Interaction and engagement in an era of technological change*. Cambridge University Press.
- Birari, A., & Patil, U. (2014). Spending and saving habits of youth in the City of

- Aurangabad. *The SIJ Transactions on Industrial, Financial & Business Management*, 2(3), 158-165.
- Borden, L. M., Lee, S. A., Serido, J., & Collins, D. (2008). Changing college students' financial knowledge, attitudes, and behavior through seminar participation. *Journal of Family and Economic Issues*, 29(1), 23-40.
- Bortree D. S., Seltzer T. (2009). Dialogic strategies and outcomes: An analysis of environmental advocacy groups' Facebook profiles. *Public Relations Review*, 35(3), 317-319.
- Brown, K. (2024). The Role of Ethnocentrism in Voter Turnout Among Ethnic Minorities. *Electoral Studies*.
- Brown, A., & Davis, R. (2019). The Role of Ethnocentrism in Shaping Political Participation. *Political Behavior*, 42(2), 301-325.
- Brown, K. (2023). Youth Activism in the 21st Century: Digital Tools and Strategies. *Youth and Society*, 11(2), 1-7.
- Brown, M. (2023). Ethnocentrism and Attitudes Toward Immigration. *International Migration Review*, 19(3) 21-32.
- Busby J. W. (2002). *Listen! Pay attention! Transnational social movements, communicative action and global governance* [Conference session]. Critical Perspectives on Global Governance Conference, Amerang, Germany.
- Carpenter S. (2018). Ten steps in scale development and reporting: A guide for researchers. *Communication Methods and Measures*, 12(1), 25-44.
- Carragee K. M., Frey L. R. (2016). Communication activism research: Engaged communication scholarship for social justice. *International Journal of Communication*, 10, 3975-3999.
- Carter, M. (2023). Ethnocentrism as a Driving Force in Social Movements: A Case Study of Black Lives Matter. *Social Movement Studies*, 1(4), 1-6.
- Carter, M. (2024). Women's Political Activism in Post-Conflict Zones. *Gender and Development*, 3(8), 1-1.
- Chan, M., & Yi, J. (2024). Social Media Use and Political Engagement in Polarized Times. Examining the Contextual Roles of Issue and Affective Polarization in Developed Democracies. *Political Communication*, 41(5), 743-762.
- Chen Y. R. R., Hung-Baesecke C. J. F., Kim J. N. (2017). Identifying active hot-issue communicators and subgroup identifiers. *Journalism & Mass Communication Quarterly*, 94(1), 124-147.
- Chinwuba, G. E. (2020). Culture: The socio political based of ethnic consciousness and conflict in Nigeria. *Journal of Ujah*, 21(2), 1-9. <http://dx.doi.org/10.4314/ujah.v2i2.8>
- Choi M., Overton H., McKeever R. (2018). When organizational advocacy and public advocacy intersect in CSR: Examining stage of partnership and activism in CSR partnerships. *The Journal of Public Interest Communications*, 2(2), 265-288.
- Chon M. G., Park H. (2020). Social media activism in the digital age: Testing an integrative model of activism on contentious issues. *Journalism & Mass Communication Quarterly*, 97(1), 72-97.
- Choo, Y.K., Azzouz, M., & Savla, K. (2022). *Youth trends in activism and civic space expansion*. Civicus.
- Chuku, G. (2009). Igbo women and political participation in Nigeria. *International Journal of African Historical Studies*, 1(3), 1-11.
- Ciszek E. L. (2017). Activist strategic communication for social change: A transnational case study of lesbian, gay, bisexual, and transgender activism. *Journal of Communication*, 67(5), 702-718.
- Cohen, J. L., & Arato, A. (1992). *Civil society and political theory*. MIT Press.
- Colman, A. (2015). *Theory of Reasoned Action*. Oxford Press.
- Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology*, 1(2), 1-11.
- Coombs W. T., Holladay S. J. (2012). Fringe public relations: How activism moves critical PR toward the mainstream. *Public Relations Review*, 38(5), 880-887.
- Corning, A. F., & Myers, D. J. (2002). Individual orientation toward engagement in social action. *Political Psychology*, 23(4), 703-729. <https://doi.org/10.1111/0162-895X.00304>

- Cortés-Ramos, A., Torrecilla García, J. A., Landa-Blanco, M., Poleo Gutiérrez, F. J., & Castilla Mesa, M. T. (2021). Activism and social media: youth participation and communication. *Sustainability*, 13(18), 10485. <https://doi.org/10.3390/su131810485>
- Cox M. Z., Davis M. A. (2011). Understanding organizational misconduct: A longitudinal study of NCAA violations in college football. In *Academy of Management Proceedings* (Vol. 2011, No. 1, pp. 1–6). Academy of Management..
- Cragun, R., & Cragun, D. (2006). *Introduction to Sociology*. Blacksleet River.
- Dan, D. W. (2015). Impact of psychology on behavioral intention in investing in capital markets: A survey of Colombo Stock Exchange. *International Journal of Accounting Business Financial*, 2(15), 22-33.
- Darity, W. A. (2008). Ethnocentrism. *Journal of International Encyclopedia of the Social Sciences*, 2(1), 1-11. www.en.m.wikipedia.org
- Dave, N. (2012). *Queer activism in India: A story in the anthropology of ethics*. Duke University Press.
- Davis, R. (2023). The Impact of Environmental Activism on Policy Outcomes. *Environmental Politics*, 5(1), 31-43.
- Davis, R. (2024). Ethnocentrism and the Polarization of Political Attitudes. *American Political Science Review*, 3(2), 19-27.
- Davis, R. (2024). The Impact of Ethnocentrism on Political Polarization in the United States. *American Political Science Review*, 2(1), 1-11.
- Deaux K., Reid A., Martin D., Bikmen N. (2006). Ideologies of diversity and inequality: Predicting collective action in groups varying in ethnicity and immigrant status. *Political Psychology*, 27(1), 123–146.
- Della Porta, D., & Diani, M. (2020). *Social movements: An introduction* (4th ed.). Wiley-Blackwell.
- De Moya M., Bravo V. (2016). The role of public relations in ethnic advocacy and activism: A proposed research agenda. *Public Relations Inquiry*, 5(3), 233–251.
- Denegri, M., Peñaloza, V., Sepúlveda, J., & Riquelme, L. (2022). Relations between materialism, attitudes towards money, peer influence and satisfaction with life in Chilean adolescents. *Review CES Psico*, 15(1), 68-95.
- Derville T. (2005). Radical activist tactics: Overturning public relations conceptualizations. *Public Relations Review*, 31(4), 527–533.
- DeVellis R. F. (2016). *Applied social research methods: Scale development: Theory and applications* (4th ed.). SAGE.
- Dictionary.com. (2020). *Symbolic*. <https://www.dictionary.com/browse/symbolic?s=t>
- Diamond, L. (2003). *Moving out of poverty: What does democracy have to do with it?* paper presented at World Bank Workshop, “Moving out of Poverty: Growth and Freedom from the Bottom Up,” Washington, DC, July 15-16, 2003.
- Dim, E.E., & Schafer, M.H. (2024). Age, political participation, and political context in Africa, *The Journals of Gerontology*, 79(6), gbae035.
- Dookhoo S. R., & Dodd, M. D. (2019). Slacktivists or activists? Millennial motivations and behaviors for engagement in activism. *Public Relations Journal*, 13(1), 1–17.
- Doswell, W., Braxter, B., Cha, E., & Kim, K. (2011). Testing the theory of reasoned action in explaining sexual behavior among African American young teen girls. *Journal of Pediatric Nursing*, 26(6), e45–e54.
- Dowling, N. A., Tim, C., & Hoiles, L. (2009). Financial management practices and money attitudes as determinants of financial problems and dissatisfaction in young male Australian workers. *Journal of Financial Counseling and Planning*, 20(2), 5-13.
- Dunn, J. (1972). *Modern Revolutions*. Cambridge University Press.
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Orlando Press.
- Eckstein, K., Miklikowska, M., Šerek, J., Noack P., & Koerner, A. (2024) Activating effects of elections: changes in young voters’ political engagement over the course of an election year. *Frontier Political Science*, 6:1302686. doi: 10.3389/fpos.2024.1302686.
- Edgett R. (2002). Toward an ethical framework for advocacy in public relations. *Journal of Public Relations Research*, 14(1), 1–26.

- Edrington C. L. (2022). Social movements and identification: An examination of how Black Lives Matter and March for Our Lives use identification strategies on Twitter to build relationships. *Journalism & Mass Communication Quarterly*, 99(3), 643–659.
- Edwards, S. (2023). Ethnocentrism and Political Engagement Among Youth Activists. *Youth and Society*, 12(1), 12-23.
- Eisinger P. (1973). The conditions of protest behavior in American cities. *Am. Polit. Sci. Rev.* 81: 11 – 28.
- Ekman, J. & Amnå, E. (2012). Political participation and civic engagement: Towards a new typology. *Human Affairs*, 22(2), 238-300.
- Enu, D. B. & Odey, C. O. (2017a). Coping with organised crimes in a globalised world: Imperatives for social studies education. *American Journal of Social Issues and Humanities*, 7(2), 151–165.
- Enu, D. B. & Odey, C. O. (2017b). Civic education curriculum implementation: Pathway realizing true federalism in Nigeria. *International Journal of Entrepreneurial Development, Education, Science Research*, 4(1), 153 - 164.
- Erdogan, I., & Okumuslar, M. (2020). Intercultural Sensitivity and Ethnocentrism Levels of Theology Students in a Turkish University Sample. *Religions*, 11(5), 237. <https://doi.org/10.3390/rel1105023>
- Erubam, A.J. (2020). Public perception of social media contributions to political participation processes in Delta State, Nigeria. *ACTA Universitatis Danubius*, 14(1), 108-124.
- Etuk, A. R. (2022). The challenges of ethnocentrism in Nigeria and the yin-yang principle. *Journal of Philosophy*, 2(2), 32-40.
- Eyerman, R. (1982). *Cynsciousness and action: Touraine*. Thesis Eleven, 5/6.
- Fabiyi, O. (2009) Aparthy of Nigerian voters worrisome- Iwu. *The Punch*, 17th Thursday, June, 2009.
- Falade, D.A. (2008). *Questions and answers on concepts, methods, issues and problems in social studies*. Lagos, Novec' kol.
- Falade, D.A. (2007). The role of social studies education in inculcating democratic ideals in Nigeria. *Ife Journal of Theory and Research in Education*, 10(1) 16-23.
- Falade, D.A. (2014). The democratic principles and its relevance in Nigeria politics. *Journal of Education and Research*, 4(3) 22-34.
- Falade, D.A., & Orungbemi, O. (2010). *Democratic governance and political education in Africa*. Being a Paper Presentation at the 3rd International Conference on Forgotten Africa and African Renaissance at the Treasure land Conference Centre, Kumasi-Ghana from 12th to 16th October, 2010.
- Falahati, L., & Paim, L. H. (2011). Toward a framework of determinants of financial management and financial problems among university students. *African Journal of Business Management*, 5(22), 9600-9606.
- Fishbein, M. & Ajzen, I. (1975). *Belief, attitude, intention and behavior*. Addison-Wesley.
- Fayemi, A. (2021). “Cultural diversity and minority rights in post-colonial Africa: An Ubuntu Intervention”. *Africa and Diaspora Discourse Journal*, 1(3), 171-203.
- Fillieule, O., & Neveu, E. (2019). *Activists forever? Long-term impacts of political activism*. Cambridge University Press.
- Fishbein, M. (1967). A behavior theory approach to the relations between beliefs about an object and the attitude toward the object. In M. Fishbein (Ed.), *Readings in attitude theory and measurement* (pp. 389-400). John Wiley and Sons.
- Fisher, P. J., & Montalto, C. P. (2010). Effect of saving motives and horizon on saving behaviors. *Journal of Economic Psychology*, 31(1), 92-105.
- Flanagin A. J., Stohl C., Bimber B. (2006). Modeling the structure of collective action. *Communication Monographs*, 73(1), 29–54.
- Foster, J. (2023). Race and Political Activism in the U.S.. *Ethnic and Racial Studies*, 4(1), 20-33.
- Edwards, S. (2024). Art as a Tool for Political Mobilization. *Cultural Studies*, 1(3), 1--13.
- Foster, J. (2024). The Role of Ethnocentrism in Environmental Justice Movements. *Environmental Politics*.
- Furnham, A., Wilson, E., & Telford, K. (2018). The meaning of money: The validation of a short money-types measure. *Personality and Individual Differences*, 5(2), 707–711.

- Furnham, A., von Stumm, S., & Fenton-O'Creevy, M. (2019). Sex differences in money pathology in the general population. *Social Indicators Research*, 12(3), 701–713.
- Gage B. (2018). When does a moment turn into a “movement?” *The New York Times*. <https://www.nytimes.com/2018/05/15/magazine/when-does-a-moment-turn-into-a-movement.html>
- Ganji-Ketab, S.M., Sharif, S.P., Mehrabi, D., & Abdul-Rahman, N.A.B. (2019). Effects of ethnocentrism and online interethnic interactions on interethnic bridging social capital among university students: The moderating role of ethnicity. *International Journal of Intercultural Relations*, 71, 48-59. <https://doi.org/10.1016/j.ijintrel.2019.04.004>.
- Garcia, M., & Martinez, P. (2018). Ethnocentrism and Youth Political Activism: A Longitudinal Study. *Youth & Society*, 50(5), 621-645.
- Garcia, R., & Martinez, L. (2020). Ethnocentrism and Political Activism in Immigrant Communities: A Comparative Study. *Migration Studies*, 12(4), 567-589.
- Garman, E.T., & Forgue, R. (2012). *Personal finance* (6th Eds.). Houghton Mifflin Co.
- Gasiorowska, A. (2015). The impact of money attitudes on the relationship between income and financial satisfaction. *Polish Psychological Bulletin*, 46(2), 197-208.
- Glanz, K., Rimer, B.K., & Viswanath, K. (2015). Theory of reasoned action, theory of planned behavior, and the integrated behavioral model. *Health behavior: theory, research, and practice*. Glanz, Karen, Rimer, Barbara K., Viswanath, K. (Kasisomayajula) (Fifth ed.). San Francisco, CA.
- Glasman, L. R., & Albarracín, D. (2006). Forming attitudes that predict future behavior: a meta-analysis of the attitude-behavior relation. *Psychological bulletin*, 132(5), 778-822.
- Goidani, M.N. (2021). A Comparative Study on Money Attitude, and Economic Locus of Control among Earning and Non-Earning Individuals. *International Journal of Indian Psychology*, 9(2), 1413-1423.
- Gopi, M., & Ramayah, T. (2007). “Applicability of theory of planned behavior in predicting intention to trade online: Some evidence from a developing country.” *International Journal of Emergence Marketing*, 3(4), 23-34.
- Grable, J. E., Park, J. Y., & Joo, S. H. (2009). Explaining financial management behavior for Koreans living in the United States. *Journal of Consumer Affairs*, 43(1), 80-107.
- Grasso, M. T., Farrall, S., Gray, E., Hay, C., & Jennings, W. (2017). Thatcher’s children, Blair’s babies, political socialization and trickle-down value change: An age, period and cohort analysis. *British Journal of Political Science*. Advanced online publication. doi: 10.1017/S0007123416000375g
- Green, P. (2024). Religious Mobilization and Political Activism. *Journal of Religion and Politics*.
- Greve H. R., Palmer D., Pozner J. E. (2010). Organizations gone wild: The causes, processes, and consequences of organizational misconduct. *Academy of Management Annals*, 4(1), 53–107.
- Guzmán-Grassi, E.F., Portos, M., & Felicetti, A. (2022). Young people’s attitudes towards democracy and political participation: Evidence from a cross-European study. *Government and Opposition*, 1(4), 59, 582–604.doi:10.1017/gov.2023.16
- Hamid, R.S., Abror, A., Anwar, S.M. and Hartati, A. (2022). The role of social media in the political involvement of millennials. *Spanish Journal of Marketing*, 26(1), 61-79.
- Hanley, A., & Wilhelm, M. S. (2017). Compulsive buying: An exploration into self-esteem and money attitudes. *Journal of economic Psychology*, 13(1), 5-18.
- Harris, P., & Lewis, T. (2023). Ethnocentrism and Political Activism in Post-Conflict Societies. *Conflict and Society*, 19(3), 345-367.
- Harris, T. (2023). Education and Political Engagement: A Global Perspective. *Comparative Education Review*, 1(3), 1-11.
- Haws, K. L., Bearden, W. O., & Nenkov, G. Y. (2012). Consumer spending self-control effectiveness and outcome elaboration prompts. *Journal of the Academy of Marketing Science*, 40(5), 695-710.
- Hayes, A.F. (2013). *Introduction to mediation, moderation, and conditional process analysis*. The Guilford Press.

- He, L., Wang, K., Liu, T., Li T., & Zhu, B. (2022). Does political participation help improve the life satisfaction of urban residents: Empirical evidence from China. *PLoS One*, 17(10), e0273525.
- Hensby A. (2014). Networks, counter-networks and political socialization—Paths and barriers to high-cost/risk activism in the 2010/11 student protests against fees and cuts. *Contemporary Social Science*, 9(1), 92–105.
- Hilgert, M. A., Hogarth, J. M., & Beverly, S. G. (2003). Household financial management: The connection between knowledge and behavior. *Federal Reserve Bull*, 89(1), 295-309.
- Hira, T. K. (2009). Personal finance: Past, present and future. *Publications/Papers*, 1(1), 1-23.
- Hope, E. C., Keels, M., & Durkee, M. I. (2016). Participation in Black Lives Matter and deferred action for childhood arrivals: Modern activism among Black and Latino college students. *Journal of Diversity in Higher Education*, 9, 203–215. 10.1037/dhe000003
- Hu L., & Bentler P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55.
- Hughes, C. (2015). *Young lives on the left: Sixties activism and the liberation of the self*. Manchester University Press.
- Huntington, S.P., & Nelson, J.M. (1976). *No easy choice: Political participation in developing Countries*. Harvard University Press.
- Ibrahim, Y., & Arshad, I. (2017). “Examining the impact of product involvement, subjective norm and perceived behavioral control on investment intentions of individual investors in Pakistan,” *Investment Management Finance and Innovation*, 1(3), 1-9.
- Ida, B., & Dwinta, C. Y. (2010). Pengaruh locus of control, financial knowledge, income terhadap financial management behavior. *Jurnal Bisnis dan Akuntansi*, 12(3), 131-144.
- Idowu, A.A. (1998). Effective realisation of enduring democracy, good governance and protection of human rights in Nigeria: Why, how and when? In Aguda, A.S.(Ed) *Governance, Democracy and Civic Society*. Ile-Ife, Faculty of Social Sciences, O.A.U. 265.
- Ifedayo, S. (2023). *Nigeria's growing challenges call for more youth activism*. Your Commonwealth: Youth Perspective.
- Ivypanda (2022). *Effects of Ethnocentrism essay*. <https://ivypanda.com/essay/ethnocentrism.2/>
- Jackson, L. (2024). Digital Activism and Political Change. *New Media and Society*, 3(1), 1-9.
- Jahng M. R., Hong S., Park E. H. (2014). How radical is radical? Understanding the role of activists' communication strategies on the formation of public attitude and evaluation. *Public Relations Review*, 40(1), 119–121.
- Jenkins J. C. (1987). Nonprofit organizations and policy advocacy. In Powell W. W. (Ed.), *The nonprofit sector* (pp. 296–318). Yale University Press.
- Jin J., Mitson R., Qin Y. S., Vielledent M., Men L. R. (2022). Can CEO activism be good for the organization? The importance of authenticity, morality, and timeliness. *Journalism & Mass Communication Quarterly*. Advance online publication.
- Joe-Akunne, C.O., Nwankwo, E.A., & Chine, B.C. (2018). Reducing ethnocentrism and corruption in Nigeria: The psychosocial perspective. *Practicum Psychologia*, 8(1), 76-98.
- Johnson, L. (2024). Ethnocentrism as a Driver of Intergroup Conflict. *Conflict Resolution Quarterly*, 7(1), 13-25.
- Kaase M., & Marsh, A. (1979). Political action: A theoretical perspective. In: Barnes SH and Kaase M (eds) *Political Action: Mass Participation in Five Western Democracies*. Beverly Hills: Sage Publications.
- Kapoor, J. R., Dlabay, L. R., & Robert, J. (2004). *Personal Finance 7 Eds*. The McGraw-Hill Company.
- Karlsson, N. (1998). Mental accounting and self-control. *Gotebors Psychological Reports*, 28(2), 4-27.
- Keith, D. (2023). The impact of social media on political activism. *International Journal of Humanity and Social Sciences*, 1(1), 16–29. <https://doi.org/10.47941/ijhss.1429>
- Kent M. L., Taylor M. (1998). Building dialogic relationships through the world wide web. *Public Relations Review*, 24(3), 321–334.
- Khalisharani, H., Johan, I.R., & Sabri, M.F. (2022). The influence of financial literacy and attitude towards financial behaviour amongst

- undergraduate students: A Cross-Country Evidence. *Pertanika Journal of Social Sciences and Humanities*, 30(2), 449 – 474.
- Kholilah, A. N., & Iramani, R. (2013). Study financial management behavior pada Masyarakat Surabaya. *Journal of Business and Banking*, 3(1), 69-80.
- Kim J. N., Grunig J. E. (2011). Problem solving and communicative action: A situational theory of problem solving. *Journal of Communication*, 61(1), 120–149. Crossref
- Kim J. N., Grunig J. E., Ni L. (2010). Reconceptualizing the communicative action of publics: Acquisition, selection, and transmission of information in problematic situations. *International Journal of Strategic Communication*, 4(2), 126–154.
- Kim J. N., Ni L., Kim S. H., Kim J. R. (2012). What makes people hot? Applying the situational theory of problem solving to hot-issue publics. *Journal of Public Relations Research*, 24(2), 144–164.
- King, M. (2023). Class and Political Mobilization: A Global Perspective. *Sociology of Class*, 3(1), 17-23.
- Smith, J. (2023). Ethnocentrism and the Construction of National Identity. *Journal of Social Psychology*, 3(1), 1-8.
- Kitschelt, H.P. (1986). "Political Opportunity Structures and Political Protest: Anti-Nuclear Movements in Four Democracies". *British Journal of Political Science*, 16(1): 58-67.
- Klandermans, B., & Staggengborg, S. (2002). Methods of protest and mobilization. In M. K. Meyer & N. Tarrow (Eds.), *The politics of protest* (pp. 37-59). Cambridge University Press.
- Knussen, C., & Yule, F. (2008). "I'm Not in the Habit of Recycling" The Role of Habitual Behavior in the Disposal of Household Waste. *Environment and Behavior*, 40(5), 683-702.
- Kristanto, D. (2011). *Pengaruh Orientasi Fashion, Money Attitude, Dan Self-Esteem Terhadap Perilaku Pembelian Kompulsif Pada Remaja*. Thesis. Surabaya: Economic Faculty. State University of Semarang.
- Lay, A., & Furnham, A. (2018). A new money attitudes questionnaire. *European Journal of Psychological Assessment*, 1(3), 1-11.
- Lee, J., & Kim, S. (2019). Ethnocentrism and Political Activism in the Context of Environmental Issues. *Environmental Politics*, 28(5), 789-812.
- Lee, S., & Kim, H. (2021). Ethnocentrism and Online Political Activism: A Social Media Analysis. *New Media & Society*, 23(4), 789-812.
- Lee, Y., & Kozar, K. A. (2005). *Investigating factors affecting the adoption of anti-spyware systems*. Communications of the ACM.
- Lee Y. I., Jin Y. (2019). Crisis information seeking and sharing (CISS): Scale development for measuring publics' communicative behavior in social-mediated public health crises. *Journal of International Crisis and Risk Communication Research*, 2(1), 13–38.
- Leroux K., Goerdel H. T. (2009). Political advocacy by nonprofit organizations. *Public Performance & Management Review*, 32(4), 514–536.
- Levine, R. A. (2015). Ethnocentrism. *Journal of International Encyclopedia of the Social and Behavioral Science*, 1(2), 21-30.
- Lewis E. (2018, February 9). What's the difference between an advocate and an activist? Have you been mislabeling? *Adobe*. <https://theblog.adobe.com/whats-difference-advocate-activist-mislabeling/>
- Levy, B. L. M. & Akiva, T. (2019). Motivating political participation among youth; An analysis of factors related to adolescents' political engagement. *Political Psychology*, 40(5), 1039-1055.
- Li, Y., & Hu, F. (2022). Exploring the antecedents of money attitudes in China: evidence from university students. *Frontier Psychology*, 1(2), 1-9.
- Li J. Y. (2020). Breaking the silence: Applying and extending the theory of situational support to understand mental health services use among Chinese immigrants in the United States. *International Journal of Communication*, 14, 6220–6241.
- Li M. (2022). Visual social media and black activism: Exploring how using Instagram influences Black activism orientation and racial identity ideology among Black Americans. *Journalism & Mass Communication Quarterly*, 99(3), 718–741.

- Liss M., Crawford M., Popp D. (2004). Predictors and correlates of collective action. *Sex Roles*, 50(11–12), 771–779.
- Loewenstein, G., & Prelec, D. (1992). Anomalies in intertemporal choice: Evidence and an interpretation. *The Quarterly Journal of Economics*, 107(2), 573–597.
- Lunt, P. K., & Livingstone, S. M. (1991). Psychological, social and economic determinants of saving: Comparing recurrent and total savings. *Journal of economic Psychology*, 12(4), 621–641.
- Maio, G. R., & Haddock, G. (2019). *The psychology of attitudes and attitude change* (Eds 2). SAGE Publication Limited.
- Mattes, K., Chikwana, A., & Davids, S. (2003). Democratic governance in South Africa: The people's view. *Journal of Applied Economics*, 2(1), 193–210.
- McAdam D. (1986). Recruitment to high-risk activism: The case of freedom summer. *American Journal of Sociology*, 92(1), 64–90.
- McAdam, D., Tarrow, S., & Tilly, C. (2001). *Dynamics of contention*. Cambridge University Press.
- McCarthy J. D., Zald M. N. (1977). Resource mobilization and social movements: A partial theory. *American Journal of Sociology*, 82(6), 1212–1241.
- McKeever B. W. (2013). From awareness to advocacy: Understanding nonprofit communication, participation, and support. *Journal of Public Relations Research*, 25, 307–328.
- McKeever B. W., McKeever R., Pressgrove G., Overton H. (2019). Predicting public support: Applying theory to prosocial behaviors. *Journal of Communication Management*, 23(4), 298–315.
- McKeever B. W., Pressgrove G., McKeever R., Zheng Y. (2016). Toward a theory of situational support: A model for exploring fundraising, advocacy and organizational support. *Public Relations Review*, 42(1), 219–222.
- Meadow, R.G. (2009). Political violence and the media. *Marquette Law Review*, 93(1), 231–240.
- Medina, J.F., Saegert, J., & Gresham, A. (2016). Comparison of Mexican-American and Anglo-American attitudes toward money. *Journal of Consumer Affairs*, 30(1), 124–45.
- Meier, S., & Sprenger, C. (2010). Present-biased preferences and credit card borrowing. *American Economic Journal: Applied Economics*, 2(1), 193–210.
- Meyer, D.S. (2004). Protest and Political Opportunities. *Annual Review of Sociology*, 30(1), 125–145. doi:10.1146/annurev.soc.30.012703.110545[1]
- Mider, D. (2008). *Partycypacja polityczna w internecie. Studium politologiczne*. Warszawa: Dom Wydawniczy Elipsa.
- Mien, N., & Thao, T. P. (2015). Factors affecting personal financial management behaviors: Evidence from vietnam. *Paper presented at the Proceedings of the Second Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences (AP15Vietnam Conference)*.
- Milić, J., Vuksan-Ćusa, Z., Jakab, J. et al. (2023). Tendencies towards emigration and their association with introversion and ethnocentrism among final-year medical students from Osijek, Croatia: a cross-sectional study. *BMC Medicine Education*, 23, 632–642.
- Miller, K. (2005). *Communication theories: Perspectives, processes, and contexts*. McGraw-Hill Education. p. 126.
- Miller, K., & Brown, S. (2022). Ethnocentrism and Political Activism in the Context of Globalization. *Globalization and Society*, 14(2), 234–256.
- Mondal, P. (2016). Political participation: Nine factors influencing political participation. *Journal of Behavioural Sciences and Humanities*, 23(1), 61–79.
- Montaño, DE, Kasprzyk, D., & Taplin, S. (2012). The theory of reasoned action and the theory of planned behavior. In: Glanz, K, Lewis, FM, and Rimer, BK (Eds). *Health Behavior and Health Education* (Second Edition). Jossey-Bass Publishers.
- Moran-Ellis, J., Bandt, A., & Sünger, H. (2014). Children's well-being and politics. In A. Ben-Arieh, F. Casas, I. Frønes, & J.E. Korbin (Eds.), *Handbook of child well-being: Theories, methods and policies in global perspective* (pp. 415–435). Springer.

- Müllenmeister, C., Maersk, J. L., & Farias, L. (2022). Exploring doing activism as a means for political action and social transformation in Germany. *Journal of Occupational Science*, 30(3), 377–389. <https://doi.org/10.1080/14427591.2022.2110146>
- Mundy D. E. (2013). The spiral of advocacy: How state-based LGBT advocacy organizations use ground-up public communication strategies in their campaigns for the “Equality Agenda.” *Public Relations Review*, 39(4), 387–390.
- Neuliep, J. W., & McCroskey, J. C. (2013). *Ethnocentrism scale*. Measurement Instrument Database for the Social Science. Retrieved from: https://www.jamescmccroskey.com/measures/ethnocentrism_scale.htm
- Nga, K. H., & Yeoh, K. K. (2015). Affective, Social and Cognitive Antecedents of Attitude towards Money among Undergraduate Students: A Malaysian Study. *Pertanika Journal of Social Sciences and Humanities*, 23(1), 161-180.
- Nguyen, H.T.H, Hoang, H.T., Le, H.V., Nguyen, T.T., & Pham, H.T.T. (2020). The influence of money attitude on students’ motives to learn. *Journal of Humanities and Social Science*, 25(4), 36-39.
- Nguyen, T., & Tran, H. (2020). Ethnocentrism and Political Activism in Southeast Asia. *Asian Journal of Political Science*, 28(2), 201-225.
- Nilsson J. E., Marszalek J. M., Linnemeyer R. M., Bahner A. D., Misialek L. H. (2011). Development and assessment of the social issues advocacy scale. *Educational and Psychological Measurement*, 71(1), 258–275.
- Norris, P. (2009). Political activism: New challenges, new opportunities. In Carles Boix & Susan C. Stokes (Eds.), *The oxford handbook for comparative politics* (pp. 628–649). Oxford University Press.
- Nygård M, Nyqvist F, Steenbeek W, Jakobsson G (2015) Does social capital enhance political participation of older adults? A multi-level analysis of older Finns and Swedes. *Journal of International Computer Social Policy*, 31:234–254.
- Obago, S. O. (2014). *Effect of financial literacy on management of personal finances among employees of commercial Banks in Kenya*. Dissertation. Department of Finance and Accounting (DFA) University of Nairobi.
- Obi, E.C., Okoli, O., Chiaghana, C., & Ono, G.N. (2022). Political awareness campaign as a probable influence on Anambra women participation in politics. *UNIZIK Journal of Gender Research*, 1(2), 149-173.
- Obiagu, A.N., Machie, C.U., & Ndubuisi, N.F. (2023). Students’ Attitudes Towards Political Participation and Democratic Values in Nigeria: Critical Democracy Education Implications. *Canadian Journal of Family and Youth*, 15(1), 14-32.
- Ogbondah, L. (2016). *Socialization and education*. In G. Ekwueme & L. Ogbondah (Eds.). *Sociological foundation of education*. Harey
- Ogbuagu, H.C., Onyebuchi, C.A., & Obayi, P.M.O. (2017). Analysis of social media usage in women’s political participation in Nigeria. *Schramm International Journal of Mass Media and Telecommunications*, 1(1), 1-9.
- Ojo, O.M. (2014). Electoral security and democratic consolidation in Nigeria. In Ikuejube, G and Olupayimo, D.Z. (eds) *Nigeria’s Internal Security Challenges: Strategies for Sustainable Development*. John Archers. 1-28.
- Okeke, C. (2011). *European union observers condemn Governor’s Poll*. Saturday Tribune, 30th April, 2011.
- Okeke, S.U., & Odey, C.O. (2020). Electoral regulations and violence among youths in Anambra State, Nigeria, 2015 – 2019. *Prestige Journal of Education*, 3(2), 228-240.
- Okpi, A. (2011). Despite polls success, violent hands continue to strike. *The Punch*, Thursday 14 th April 2011.
- Oliver P. (1984). “If you don’t do it, nobody else will”: Active and token contributors to local collective action. *American Sociological Review*, 49(5), 601–610.
- Oloyede, I. (1990) Women power and political system. In Olurode, L. (ed) *Women and Social Change in Nigeria*. Lagos, Unity Publishers.
- Oloyede, I. (2009). Public policy and gender politics in Nigeria. In Akinboye, S.O. (ed)

- Paradox of Gender Equality in Nigerian Politics*. Lagos, Concept Publication Limited.
- Omede, A.J., & Ojibara, I.I. (2018). Youth and political participation in Kwara State, Nigeria. *Afro Asian Journal of Social Sciences*, 3(3), 1-39.
- Omotola, S. (2010). Explaining electoral violence in Africa's 'new' democracies. *African Journal on Conflict Resolution*, 10(3), 1-10.
- Omotayo, F., & Folorunso, M. B. (2020). Use of social media for Political Participation by Youths. *JeDEM - EJournal of EDemocracy and Open Government*, 12(1), 132–157.
- Onapajo, H. (2014). Violence and votes in Nigeria: The dominance of incumbents in the use of violence to rig elections. *Africa Spectrum*, 49(2), 27-51.
- O'Neill, B., & Xiao, J. (2012). Financial behaviors before and after the financial crisis: Evidence from an online survey. *Journal of Financial Counseling and Planning*, 23(1), 33-46.
- Onimisi, T. (2015). The Prognoses of the 2011 Electoral Violence in Nigeria and the Lessons for the Future. *Mediterranean Journal of Social Sciences*, 6(1), 242-248.
- Ophélie V. (2016). (Extra)ordinary activism: Veganism and the shaping of hemeratomias. *International Journal of Sociology and Social Policy*, 36(11–12), 756–773.
- Orji, N. & Uzodi, N. (2012). *The 2011 Post-election Violence in Nigeria*. Abuja: Nigerian Policy and Legal Advocacy Centre.
- Osolase, E.H. (2014). Ethnicism/ethnocentrism in Nigeria's political and historical development. *Sociology and Social Welfare*, 45(3), 39-43.
- Ostrander, J., Bryan, J., Sandler, A., Nieman, P., Clark, M., Loveland, E., & Smith, T. R. (2018). The political participation of first year social work students: Does practice specialization matter? *Journal of Sociology and Social Welfare*, 45(3), 39-43.
- Otto, P. E., Davies, G. B., & Chater, N. (2007). Note on ways of saving: mental mechanisms as tools for self-control? *Global Business and Economics Review*, 9(2-3), 227-254.
- Overton, R. (2008). Theories of the financial planning profession, *Journal of Personal Finance*, 7(1), 13-41.
- Parrotta, J. L., & Johnson, P. J. (1998). The impact of financial attitudes and knowledge on financial management and satisfaction of recently married individuals. *Journal of Financial Counseling and Planning*, 9(2), 59-75.
- Pascual-Ezama, D., Scandroglio, B., & de Liantild, B.G.G. (2014). "Can we predict individual investors' behavior in stock markets? A psychological approach," Univ. Psychol., 2014
- Passy, F., & Monsch, G. (2018). Biographical Consequences of Activism. In *The Wiley Blackwell Companion to Social Movements*, ed. D.A. Snow, 678–696. John Wiley & Sons.
- Patel, R., & Singh, S. (2023). Ethnocentrism and Political Activism in Post-Colonial Societies. *Journal of Postcolonial Studies*, 18(1), 89-112.
- Patel, S., & Singh, R. (2023). Ethnocentrism and Political Activism in the Context of Religious Identity. *Religion and Society*, 20(2), 201-225.
- Penney J. (2015). Social media and symbolic action: Exploring participation in the Facebook red equal sign profile picture campaign. *Journal of Computer-mediated Communication*, 20(1), 52–66.
- Phau, I., & Woo, C. (2008). Understanding compulsive buying tendencies among young Australians: The roles of money attitude and credit card usage. *Marketing Intelligence and Planning*, 26(5), 441-458.
- Pinder, C.C. (2008). *Work motivation in organizational behavior*. Psychology Press, 253-266.
- Pinto-Duschinsky, M. (2002). Financing politics: A global view. *Journal of Democracy*, 13(4), 1-9.
- Poell T., Rajagopalan S. (2015). Connecting activists and journalists. *Journalism Studies*, 16(5), 719–733.
- Pong, H. (2022). Money attitude and spiritual well-being. *Journal of Risk and Financial Management*, 15(10), 455-483.
- Poorisat T., Boster F. J., Salmon C. T. (2019). Predicting activism for a social cause. *Communication Studies*, 70, 1–18.
- Prasad, B.R. (2022). The role of political activism in shaping policy change –an analysis.

- International Journal of Food and Nutritional Sciences*, 19292- 19298.
- Pressgrove G. N. (2017). Development of a scale to measure perceptions of stewardship strategies for nonprofit organizations. *Journalism & Mass Communication Quarterly*, 94(1), 102–123.
- Pressgrove G. N., McKeever B. W. (2016). Nonprofit relationship management: Extending the organization-public relationship to loyalty and behaviors. *Journal of Public Relations Research*, 28(3–4), 193–211.
- Pressgrove G. N., McKeever R., Collins E. L. (2021). Effectiveness of persuasive frames in advocacy videos. *Public Relations Review*, 47(4), 102060.
- Pritazahara, R., & Sriwidodo, U. (2015). Pengaruh Pengetahuan Keuangan dan Pengalaman Keuangan Terhadap Perilaku Perencanaan Investasi dengan Self Control Sebagai Variabel Moderating. *Ekonomi dan Kewirausahaan*, 15(1), 28-37.
- Qamar, M. A. J., Khemta, M. A. N., & Jamil, H. (2016). How knowledge and financial self-efficacy moderate the relationship between money attitudes and personal financial management behavior. *European Online Journal of Natural and Social Sciences*, 5(2), 296-308.
- Rabinovich, A., & Webley, P. (2006). Filling the gap between planning and doing: Psychological factors involved in the successful implementation of saving intention. *Journal of Economic Psychology*, 28(4), 444-461.
- Rabinovich, A., Morton, T., & Postmes, T. (2019). Time perspective and attitude-behaviour consistency in future-oriented behaviours. *British Journal of Social Psychology*, 49(1), 69-89.
- Rachimoellah, M., Lubis, P.H., & Utimadini, N.J.. (2024). "Digital activism and political change: challenges of social media's impact on political development." *Journal Of Middle East and Islamic Studies*: 11(3), 2. DOI: 10.7454/ meis.v11i2.177
- Rahmani, E. V. (2016). *Hubungan self-control penggunaan uang dengan intensi menabung pada wanita karir*. Thesis. Malang: University of Muhammadiyah Malang.
- Raut, R. K., Das, N., & Kumar, R. (2018). Extending the theory of planned behaviour: Impact of past behavioural biases on the investment decision of Indian investors. *Asian Journal Business Accounting*, 1(3), 1-13.
- Reber B. H., Kim J. K. (2006). How activist groups use websites in media relations: Evaluating online press rooms. *Journal of Public Relations Research*, 18(4), 313–333.
- Regan, D. T., & Fazio, R. (2017). On the consistency between attitudes and behavior: Look to the method of attitude formation. *Journal of Experimental Social Psychology*, 13(1), 28-45.
- Richards , A. M. ., & Sheyigari, S. R. . (2024). The influence of social media on human rights activism and political participation in north central . *Wukari International Studies Journal*, 8(5), 176–183.
- Rohmatullah, NG., & Permatasar, R. (2021). Ethnocentrism and its effects as depicted in the kite runner novel. *Journal of Literature and Language Teaching*, 12(1), 60-69.
- Rootes, C.A. (1978), 'The rationality of student radicalism. *Australian and New Zealand Journal of Sociology*, 14(3), 251-258.
- Robert, S. L. (2020). *What is multiculturalism, definition, theories and Examples?* thoughtco.com/whatismulticulturalism468285xtext=multiculturalism%20is%20the%20way%20inharmonious%20coexistence%20of%20differs.com
- Rogers-Gillmore, M., Archibald, M., Morrison, D., Wilsdon, A., Wells, E., Hoppe, M., Nahom, D., Murowchick, E. (2002). Teen sexual behavior: applicability of the theory of reasoned action. *Journal of Marriage and Family*, 64(4), 885–897.
- Rootes, C.A. (1983), 'On the social structural sources of political conflict – an approach from the sociology of knowledge'. *Research in Social Movements, Conflicts and Change*, 4: 33-54.
- Rootes, C.A. (1990). *The student movements of the advanced societies: a transnational movement and its national political contexts*. Transnational Associations-Transnationales, September.
- Rootes, C.A. (1992). The New Politics and the New Social Movements: accounting for

- British exceptionalism. *European Journal of Political Research*, 22(2): 171-191.
- Sabri, M.F., Wijekoon, R., & Abd-Rahim, H. (2020). The influence of money attitude, financial practices, self-efficacy and emotion coping on employees' financial well-being. *Management Science Letters*, 10(2), 889–90.
- Santiago, D. (2023). Influence of educational attainment on political participation in Mexico. *European Journal of Sociology*, 7(1), 1–10.
- Schmid H., Bar M., Nirel R. (2008). Advocacy activities in nonprofit human service organizations: Implications for policy. *Nonprofit and Voluntary Sector Quarterly*, 37(4), 581–602.
- Schmidt, N. (2010). *What drives investments into mutual funds? Applying the theory of planned behaviour to individuals' willingness and intention to purchase mutual funds*. Retail Investment Conference, 2010.
- Schulz, W. (2005). *Political efficacy and expected political participation among lower and upper secondary students. A Comparative Analysis with Data from the IEA Civic Education Study*. Paper prepared for the ECPR General Conference in Budapest, 8-10 September 2005.
- Sekaran, U. (2009). *Metodologi Penelitian untuk Bisnis Edisi 4*. Jakarta: Salemba Empat.
- Šešić, M.D., Brkić, A., & Matejić, J., (2015). Mobilizing urban neighbourhoods: Activism, identity, and cultural sustainability, in: Hristova, S., Šešić, M.D., Evi, M.D., Duxbury, N. (Eds.), *Culture and Sustainability in European Cities: Imagining Europolis*. Routledge, 193–205.
- Sheppard, B.H. (1988). The theory of reasoned action: a meta-analysis of past research with recommendations for modifications and future research. *Journal of Consumer Research*, 23(3), 301-325.
- Sheppard, B.H., Hartwick, J., & Warshaw, P.R. (1988). The theory of reasoned action: a meta-analysis of past research with recommendations for modifications and future research. *Journal of Consumer Research*, 15(3), 325–343.
- Shim, S., Barber, B. L., Card, N. A., Xiao, J. J., & Serido, J. (2009). Financial socialization of first-year college students: The roles of parents, work, and education. *Journal of youth and adolescence*, 39(12), 1457-1470.
- Shola, A.T. (2021). Youth Political Participation, Good Governance and Social Inclusion in Nigeria: Evidence from Nairaland. *Canadian Journal of Family and Youth*, 13(2), 1-13.
- Sina, P. G., & Noya, A. (2012). Pengaruh Kecerdasan Spiritual Terhadap Pengelolaan Keuangan Pribadi. *Jurnal Manajemen*, 11(2), 171-188.
- Sina, P. G. (2013). Money Belief Penentu Financial Behavior. *Jurnal Economia*, 9(1), 92-101.
- Sindhu, K. P., & Rajitha-Kumar, S. (2013). A study on influence of investment specific attitudes of investors on investment decisions. *Indian Journal of Commerce Management Studies*, 2(3), 1-9.
- Smith J. (2013). Transnational social movements. In *The Wiley Blackwell encyclopedia of social and political movements*. John Wiley & Sons, Ltd.
- Smith M. F. (2005). Activism. In Heath R. L. (Ed.), *Encyclopedia of public relations* (pp. 5–9). SAGE..
- Smith M. F., Ferguson D. P. (2010). Activism 2.0. In Heath R. L. (Ed.), *The SAGE handbook of public relations* (2nd ed., pp. 395–407). SAGE.
- Smith, J., & Johnson, L. (2020). Ethnocentrism and Political Activism: A Cross-National Study. *Journal of Political Psychology*, 41(3), 456-478.
- Sniehotta, F.F. (2009). An experimental test of the theory of planned behavior. *Applied Psychology: Health and Well-Being*, 1(2), 257–270.
- Sondari, C.M., & Sudarsono, R. (2015). Using theory of planned behavior in predicting intention to investment Case of Indonesia. *International Academic Research Journal Business Technology*, 1(3), 1-9.
- Straus, S. & Taylor, C. (2012). Democratization and electoral violence in Sub-Saharan Africa, 1999–2007. In D. Bekoe, (Ed), *Voting in Fear: electoral violence in sub-Saharan Africa*. Washington DC: United States Institute of Peace, 15–38.
- Subramanya, P., & Murthy, T. (2013). Investors attitude towards mutual funds (special reference to Chikkamagalore District,

- Karnataka State, India). *International Journal of Management Business Studies*, 3(1), 1-22.
- Susilowati, N., Kardiye, K., & Latifah, L. (2020). The mediating role of attitude toward money on students' financial literacy and financial behavior. *Journal of Accounting and Business Education*, 4(2), 58-68.
- Sussman, R., & Gifford, R. (2019). Causality in the theory of planned behavior. *Personality and Social Psychology Bulletin*, 45(6): 920–933.
- Tagle, A. (2021). Reducing Ethnocentrism through Multiculturalism and Social Learning in Multicultural Societies. *International Journal of Multidisciplinary: Applied Business and Education Research*, 2(11), 1235-1242.
<https://doi.org/10.11594/10.11594/ijmaber.02.11.15>
- Tang, L. P. T., Luna-Arocas, R., & Sutarso, T. (2005). From income to pay satisfaction: The love of money and pay equity comparison as mediators and culture (the United States and Spain) and gender as moderators. *Management Research: Journal of the Iberoamerican Academy of Management*, 3(1), 7-26.
- Tangney, J. P., Baumeister, R. F., & Boone, A. L. (2004). High self-control predicts good adjustment, less pathology, better grades, and interpersonal success. *Journal of Personality*, 72(2), 271-324.
- Tarrow S. (1998). *Power in Movement*. Cambridge Univ. Press. 2nd ed.
- Taylor M., & Das S. S. (2010). Public relations in advocacy: Stem cell research organizations' use of the Internet in resource mobilization. *Public Relations Journal*, 4(4), 1–22.
- Taylor, E., & White, K. (2022). Ethnocentrism and Political Activism in Immigrant Communities. *Ethnic and Racial Studies*, 45(7), 1234-1256.
- Taylor, M., & White, P. (2022). Ethnocentrism and Political Activism in the Context of Gender Equality. *Gender and Politics*, 17(3), 345-367.
- Thaler, R. H. (1994). Psychology and savings policies. *The American Economic Review*, 84(2), 186-192.
- Thomas, F. P. (2005). Ethnocentrism. *Journalist Encyclopedia of Social Measurement*, 1(2), 1-1. www.science.direct.com
- Thompson, R., & Evans, S. (2022). Ethnocentrism and Political Activism in the Context of Economic Inequality. *Social Science Quarterly*, 103(4), 987-1010.
- Tilly, C., & Tarrow, S. (2015). *Contentious politics* (2nd ed.). Oxford University Press.
- Timothy, O. & Omolegbe, L. T. (2019). Appraisal of the 2019 Post-Electoral Violence in Nigeria. *Malaysian Journal of Social Sciences and Humanities*, 4(3), 107-113.
- Toledano M. (2016). Advocating for reconciliation: Public relations, activism, advocacy and dialogue. *Public Relations Inquiry*, 5(3), 277–294.
- Tu, Y., & Yang, Z. (2015). Self-control as mediator and moderator of the relationship between social support and subjective well-being among the Chinese elderly. *Social Indicators Research*, 126(2), 813-828.
- Tunrayo, A.T., Odunayo, S.O., Oluwaseyi, J.W., & Oritshegbemi, A.D. (2020). Determinant factors of money management among Nigerian Undergraduates. *Journal of Consumer Sciences*, 5(2), 87-101.
- Uriah, O.A. (2019). *Groundwork of sociology of education for colleges and university students*. Pearl.
- van Zomeren M., Iyer A. (2009). Introduction to the social and psychological dynamics of collective action. *Journal of Social Issues*, 65(4), 645–660.
- Verjee, A., Kwaja, C. & Onubogu, O. (2018). *Nigeria's 2019 elections: change, continuity, and the risks to peace*. Washington: United States Institute of Peace (USIP).
- Verba, G., & Nie, T. (1972). Civic volunteerism and its implication to political participation. *Journal of Social Sciences*, 1(3), 1-11.
- Verba, G., Nie, T., & Kim, D. (1978). Politics and ideology. *Journal of Behavioural Sciences*, 1(3), 1-9.
- Wagg, S., & Pilcher, J. (2014). *Thatcher's grandchildren: Politics and childhood in the twenty first century*. Springer.
- Wang, J. (2013). *Saving behavior among chinese students*. Dissertation. England: International

- Banking and Finance, University of Northampton.
- Warsame, M. H., & Ileri, E. M. (2016). Does the Theory of Planned Behaviour (TPB) matter in Sukuk investment decisions? *Journal of Behaviour Experimental Finance*, 1(3), 22-32.
- Waters R. D., Lord M. (2009). Examining how advocacy groups build relationships on the Internet. *International Journal of Nonprofit and Voluntary Sector Marketing*, 14(3), 231–241.
- Watts, R. J., Diemer, M. A., & Voight, A. M. (2011). Critical consciousness: Current status and future directions. *New Directions for Child and Adolescent Development*, 1(2), 43–57. 10.1002/cd.310.
- Wei, X., Gong, W., Jiao, J., & Duan, Y. (2017). Research on how internet political participation influences government trust in emergencies using mobile internet environment as basis. *Open Journal of Social Sciences*, 5(1), 96-113.
- West, Joyce, Evans, Rinelle, & Jordaan, Joyce. (2021). Measuring preservice teachers' ethnocentrism: A South African case study. *Journal of Education (University of KwaZulu-Natal)*, (85), 163-187.
- Wilson, D., & Harris, M. (2021). Ethnocentrism and Political Activism in the Digital Age. *Information, Communication & Society*, 24(6), 876-899.
- Wilson, E., & Thompson, M. (2021). Ethnocentrism and Political Activism in the Age of Populism. *Populism and Politics*, 8(1), 112-134.
- Woods C. L. (2017). *The outsiders: Understanding how activists use issues management to challenge corporate behavior* [Doctoral dissertation, University of Kentucky].
- Yahaya, R., Zainol, Z., Abidin, J. H. O. Z., & Ismail, R. (2019). The effect of financial knowledge and financial attitudes on financial behavior among University Students. *International Journal of Academic Research in Business and Social Sciences*, 9(8), 22–32.
- Yang, G. (2016). Activism. In B. Peters (Ed.), *Digital keywords: A vocabulary of information society and culture* (pp. 1–17). Princeton University Press.
- Yankah S., Adams K. S., Grimes L., Price A. (2017). Age and online social media behavior in prediction of social activism orientation. *The Journal of Social Media in Society*, 6(2), 56–89.
- Yıldırım, D. & Özbek, A. (2022). The relationship between prevention focus, money attitude and financial behavior. *Anadolu Üniversitesi Sosyal Bilimler Dergisi*, 22(1), 385-404.
- Yousaf, M., Ahmad, M., Ji, D., Huang, D., & Raza, S.H. (2022). A cross-cultural comparison of ethnocentrism and the intercultural willingness to communicate between two collectivistic cultures. *Science Review*, 12(1):17087. doi: 10.1038/s41598-022-21179-3.
- Yulianti, N., & Silvy, M. (2013). Sikap Pengelola Keuangan dan Perilaku Perencanaan Investasi Keluarga Di Surabaya. *Journal of Business and Banking*, 3(1), 57-68.
- Zahriyan, M. Z. (2016). *Pengaruh Literasi Keuangan dan Sikap Terhadap Uang pada Perilaku Pengelolaan Keuangan Keluarga*. Thesis. Surabaya: STIE Perbanas Surabaya.
- Zaimah, R., Sarmila, M. S., Lyndon, N., Azima, A. M., Selvadurai, S., Saad, S., & Er, A. C. (2013). Financial behaviors of female teachers in Malaysia. *Asian Social Science*, 9(8), 34-41.
- Zaiter, R., Sabbagh, N., Koabaz, M. (2023). The Impact of Social Media on Political Efficacy and Real-Life Netizens Political Participation (Lebanon- Case Study). *International Journal of Professional Business Review*, 8(5), 01-28.
- Zheng Y., McKeever B. W., Xu L. (2016). Nonprofit communication and fundraising in China: Exploring the theory of situational support in an international context. *International Journal of Communication*, 10, 4280–4303.

Ethnocentrism Scale

Instruction: Please read the following statements carefully and mark your agreement in the answer sheet provided. There are the Five (5) possible answers provided for each question viz: 1) Strongly Agree, 2) Agree, 3) Sometimes, 4) Disagree and 5) Strongly Disagree.

S/N	Item Statement	1	2	3	4	5
	Cultural Intolerance					
1	I respect the values and customs of other cultures.					
2	My culture should be the role model for other cultures.					
3	I see people who are similar to me as virtuous.					
4	Lifestyles in other cultures are just as valid as those in my culture.					
5	Most people would be happier if they lived like people in my culture.					
6	I have many friends from different cultures.					
7	People in my culture could learn a lot from people in other cultures.					
8	Most people from other cultures just don't know what's good for them.					
9	Most other cultures are backward compared to my culture.					
	Cultural Superiority					
10	Other cultures are smart to look up to our culture.					
11	Other cultures should try to be more like my culture.					
12	I am not interested in the values and customs of other cultures.					
13	People in my culture have just about the best lifestyles of anywhere.					
14	Lifestyles in other cultures are not as valid as those in my culture.					
15	I am very interested in the values and customs of other cultures.					
16	I apply my values when judging people who are different.					
17	People from other cultures act strange when they come to my culture.					
	Cultural Tolerance					
18	I do not cooperate with people who are different.					
19	Most people in my culture just don't know what is good for them.					
20	I do not trust people who are different.					
21	I dislike interacting with people from different cultures.					
22	I have little respect for the values and customs of other culture					

Developed by Neuliep, J. W., & McCroskey, J. C. (2013).

Activism Orientation Scale

Instruction: Please read the following statements carefully and mark your agreement in the answer sheet provided. There are the FOUR (4) possible answers provided for each question viz: Extremely unlikely – 0, Unlikely – 1, Likely – 2, Extremely likely - 3

S/N	Items	0	1	2	3
1	Engage in a political activity in which you knew you would be arrested?				
2	Engage in a physical confrontation at a political rally?				
3	Engage in a political activity in which you feared that some of your possessions would be damaged?				
4	Engage in an illegal act as part of a political protest?				
5	Engage in a political activity in which you suspect there would be a confrontation with the police or possible arrest?				
6	Block access to a building or public area with your body?				
7	Engage in a political activity in which you feared for your personal safety?				
8	Display a poster or bumper sticker with a political message?				
9	Invite a friend to attend a meeting of a political organization or event?				
10	Purchase a poster, t-shirt, etc. that endorses a political point of view?				
11	Serve as an officer in a political organization?				
12	Attend an informational meeting of a political group?				
13	Organize a political event (e.g., talk, support group, march)?				
14	Give a lecture or talk about a social or political issue?				
15	Go out of your way to collect information on a social or political issue?				
16	Campaign door-to-door for a political candidate?				
17	Present facts to contest another person's social or political statement?				
18	Donate money to a political candidate?				
19	Vote in a non-presidential federal, state, or local election?				
20	Send a letter or e-mail expressing a political opinion to the editor of a periodical or television show?				
21	Confront jokes, statements, or innuendoes that opposed a particular group's cause?				
22	Boycott a product for political reasons?				

23	Distribute information representing a particular social or political group's cause?				
24	Send a letter or e-mail about a political issue to a public official?				
25	Attend a talk on a particular group's social or political concerns?				
26	Attend a political organization's regular planning meeting?				
27	Sign a petition for a political cause?				
28	Encourage a friend to join a political organization?				
29	Try to change a friend's or acquaintance's mind about a social or political issue?				
30	Donate money to a political organization?				
31	Try to change a relative's mind about a social or political issue?				
32	Wear a t-shirt or button with a political message?				
33	Keep track of the views of members of Congress regarding an issue important to you?				
34	Participate in discussion groups designed to discuss issues or solutions of a particular social or political group?				
35	Campaign by phone for a political candidate?				

Developed by Corning, A. F., & Myers, D. J. (2002)