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Parrot FM's "Akitiyan Awon Alase's" Programme & the Voting Decisions of Electorate in Ogbomosho Metropolis

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Abstract

The study examines the influence of Parrot FM's political program, "*Akitiyan Awon Alase*," on the voting decisions of electorate in Ogbomosho Metropolis. Through a quantitative research method approach, the research analyzes the programme's content, audience reception, and its perceived impact on electoral behavior. Findings suggest that the programme significantly shapes voter perceptions and preferences, particularly among electorate, by framing political narratives and highlighting candidate attributes. Also, the study underscores the role of Paarrot FM in democratic processes and recommends further exploration of media influence on electoral outcomes in similar contexts. The researchers recommend that opinion leaders who equally found to exert considerable level of influence on the opinion followers through interpretation of the political campaign messages should always check the reality or otherwise of the messages produced by parties and candidates to avoid misleading their followers. They should also try to avoid sentimentalism, ethnicity and religious bigotries in their quest to hold on to the followers' decision making during elections, as that could have negative consequences on the society.

Keywords: Political Knowledge, Voting Decision, Radio, Electorate



Introduction

Modern day politics, however demand that political parties serve as a platform through which politicians contest for different elective positions. And in order for these electorate to participate, Adibe (2015, p. 7) observed that they (electorate) are mobilised to vote candidates into various offices. These mobilisations are done through production and airing or publishing of political campaign messages that aimed to educate and influence voters to act during the elections. Supporting this position, Adaba (2015, p. 13) observed that, “as Nigerians conducted their 2015 general elections, such political communication in the form of various campaign messages were witnessed.” He further asserts, that “Radio, which is one of the most frequent medium used by campaign organisers and political parties, witnessed such presence of political campaign messages even higher.”

The preparation for the conduct of any general elections in Nigeria has always witnessed a rise in the use of radio as a means of airing political campaign messages. The radio stations that were mainly local stations otherwise known as FM stations were used to air political campaign messages by the government, political parties and candidates. After the conduct of 2015 general elections in Nigeria, Bello, (2015) conducted a research in order to find out the reason for lack of participation by the citizens. His findings showed that voters in Nigeria have low levels of political knowledge and information. Moreover, he recommended the use of radio as the channel of disseminating political campaign messages while targeting audience.

Agencies such as the National Orientation Agency (NOA); civil societies like the European Union (EU) and African Union (AU) that serves as election observers, among others; electoral bodies like the Independent National Electoral Commission (INEC), in Nigeria were all aware of the pervasiveness of the radio. These bodies, among others, involved radio in enlightening citizens about the political system. With this development, Obot (2009, p.56) showed that “audience members got to know about aspirants and candidates for various elective posts as well as the manifestoes of political parties mostly through the medium of the radio. Additionally, Ukwu (2007, p. 165) stressed that radio as a medium used in Nigeria’s political process had witnessed development in producing knowledge as regards to choice and voting. On this, Obeta (2007, p. 123) argued that any person or group of persons and even government that ignore the role of radio in their life is courting some danger because radio reportage on the political life alone is crucial to its survival and growth.

However, there are a number of available studies on the media’s role in Nigerian politics, few of them provide systematic and updated analysis of how dynamic the media has been in reforming and increasing the political participation rate of the Nigerian people. For instance, the growing influence of broadcast media on electoral behaviour in emerging democracies has attracted significant scholarly attention in recent years. Contemporary studies (e.g., Abdul et al., 2020; Hyuksoo et al., , 2020; Verba et al., 2020; Lubna, 2022) have established that media platforms play a critical role in shaping political awareness, mobilization, and voter behaviour. These studies argue that exposure to political messages through mass media enhances political knowledge and may influence electoral participation. However, much of the recent literature has focused predominantly on social media and digital platforms, with comparatively less attention given to community-based radio programming, particularly in semi-urban and grassroots contexts in Nigeria. Radio remains one of the most accessible and influential media platforms in Nigeria, especially in local communities where literacy levels, internet penetration, and technological access vary. Between 2020 and 2025, research on political communication in Nigeria has emphasized the importance of localized political messaging in shaping democratic participation (Abdul et al., 2020; Onyebuchi et al., 2019; Lubna, 2022). Nevertheless, empirical investigations into specific indigenous radio programmes and their direct impact on voting decisions remain limited. This gap is particularly evident in Ogbomosho Metropolis, where Parrot FM operates as a major source of political



discourse through its programme *Akitiyan Awon Alase*. Although preliminary findings from this study indicate high awareness and listenership of *Akitiyan Awon Alase*, there is inconsistency regarding its actual influence on voting choices. While many respondents acknowledge that the programme enhances their awareness of election matters and provides politically relevant information, a significant proportion report only minimal or indirect influence on their final voting decisions. This contradiction raises a fundamental research problem: to what extent does exposure to the programme translate into actual electoral decision-making? Furthermore, recent communication scholarship (Verba et al., 2020; Lubna, 2022) highlights the mediating role of opinion leaders in influencing political attitudes, suggesting that media effects may not be direct but occur through interpersonal networks. Given that *Akitiyan Awon Alase* features opinion leaders who interpret political issues for listeners, it becomes necessary to empirically determine whether the programme's influence operates through a multi-step communication process that shapes voter preferences indirectly. Despite increasing scholarly interest in media and political participation from 2020 to 2025, there remains insufficient localized, data-driven research examining how a specific community radio political programme influences voting decisions in Ogbomosho Metropolis. Therefore, the problem this study addresses is the lack of clear empirical evidence on whether and how *Akitiyan Awon Alase* functions as a tool for voter awareness, political mobilization, or direct influence on electoral choice. By investigating this gap, the study contributes to contemporary debates on media influence, grassroots political communication, and democratic participation in Nigeria.

Objectives of the study

1. Ascertain how *Akitiyan Awon Alase* has created awareness of election matters among the electorate in Ogbomosho metropolis;
2. Determine the extent to which *Akitiyan Awon Alase* influences electorate's decisions during elections in Ogbomosho metropolis
3. Determine the extent to which frequent exposure to positive and negative information on *Akitiyan Awon Alase* about aspirants influence electorates' decisions.

Theoretical Framework

Media Dependency Theory

This study is anchored on Media Dependency Theory, propounded by Sandra Ball-Rokeach and Melvin DeFleur (1976). The theory explains that the more individuals depend on media for information, orientation, and understanding of their social and political environment, the greater the media's potential influence on their attitudes, beliefs, and behaviours. Media dependency becomes stronger in situations characterized by political uncertainty, social change, or high information needs—such as during election periods.

Media Dependency Theory posits a triangular relationship among **media, audience, and the social system**. According to the theory, individuals rely on media to:

Understand political realities (surveillance function),

Orient themselves within the political environment (interpretation and analysis), and

Play roles or take action (decision-making and participation).

In electoral contexts, voters often depend on media platforms to obtain information about candidates, political parties, campaign issues, and voting procedures. When access to alternative sources of political information is limited or when trust in interpersonal networks is lower than trust in media platforms, dependency on media increases, thereby amplifying media influence on voting behaviour.



Application of Media Dependency Theory to the Study

In Ogbomosho Metropolis, Parrot FM serves as a major source of political information, particularly through its political programme *Akitiyan Awon Alase*. Given the accessibility and popularity of radio in the area, many members of the electorate rely on the programme for updates on political developments, candidate profiles, party manifestoes, and election guidelines.

Using Media Dependency Theory as a lens, this study assumes that:

- The more the electorate depends on *Akitiyan Awon Alase* for political information, the more likely the programme is to influence their perceptions of candidates and parties.
- During election periods, political uncertainty increases citizens' need for credible information, thereby strengthening dependency on trusted media outlets like Parrot FM.
- Such dependency may lead to cognitive effects (increased political awareness), affective effects (favourable or unfavourable attitudes toward candidates), and behavioural effects (voting decisions).

The findings from the study indicate that many respondents frequently listen to the programme and acknowledge that it contributes to their awareness of election matters. This suggests a level of informational dependency. However, mixed responses regarding whether the programme ultimately determines voting choice indicate that dependency may influence awareness and attitudes more strongly than final electoral decisions.

Media Dependency Theory is relevant to this research because it provides a framework for understanding how reliance on a local radio political programme can shape electoral behaviour. It explains:

- Why frequent exposure to *Akitiyan Awon Alase* may enhance political knowledge among the electorate.
- How sustained reliance on the programme during election periods can influence voter perception and political preferences.
- The extent to which media influence is contingent upon the audience's level of dependency rather than mere exposure.

By applying Media Dependency Theory, the study situates the influence of *Akitiyan Awon Alase* within a broader communication framework that connects media reliance to cognitive, emotional, and behavioural outcomes. This theoretical grounding helps explain how a community-based radio programme in Ogbomosho Metropolis may shape voting decisions among the electorate.

Method

This study adopted survey method in order to determine the influence of radio political campaign messages on voters' electoral behaviours in Ogbomosho – Nigeria. It is also interested in the relationship between voters' ethnic and tribal affiliations and the opinion leaders' interference on the populace voting attitude while making decision to cast their ballot. And to get better understanding on how such political campaign messages influence voting behaviours of electorate, both purposive sampling technique and simple random sampling technique were used. This is because a simple random sample gives every member of the population an equal opportunity to be chosen. This technique was chosen because a study sample is supposed to be unbiased representation of the population under study. A questionnaire was used as the main data collection instrument. Each questionnaire has detailed instructions and guaranteeing confidentiality. The five Likert scale was used, coded SA=1 (Strongly Agree), A=2 (Agree), D=3 (Disagree), SD= 4 (Strongly Disagree). The questionnaire contains closed-ended questions which would be divided into sections, with each of the sections focusing on a specific segment of the study. The validity of this study was highlighted by sorting the questions on the objectives of the study, the



questionnaires were written in plain language. Face and content validity was deployed for this study through the judgment of the supervisor and experts in academic institutions.

Findings

This study presents the results of the analyzed data collected from a total of three hundred and Ninety seven questionnaire were collected out of the four hundred questionnaire administered to respondents to gather information influence of Parrot FM's 'Akityan Awon Alase' on the voting decision of the electorate in Ogbomosho metropolis. .

Analysis Based on Objectives of the Study

Research Objective One: To ascertain how *Akityan Awon Alase* has created awareness of election matters among the electorates in Ogbomosho metropolis. To answer this question, Three (3) questions were presented and structured in tables 4.2.1 to tables 4.2.2 which provide the result that shows the level of awareness about election matters among the electorates in Ogbomosho metropolis.

Table 4.2.1:

How frequently do you listen to the programme?	Scale	Mean	Standard Deviation
Very Frequently	4	2.65	0.89
Frequently	3		
Occasionally	2		
Rarely	1		

Source: Researcher's field work (2026)

The mean and standard deviation derived from how frequently respondents listen to the programme "Akityan Awon Alase" on Parrot FM provide a more precise picture of audience engagement. The computed mean of approximately 2.65 indicates that, on average, respondents tend to listen to the programme between "Frequently" and "Occasionally". In practical terms, this suggests that while many listeners tune in regularly, the overall pattern leans more toward moderate rather than very high frequency. The standard deviation of about 0.89 shows a moderate spread in listening habits. This means that there is some variation among respondents: some listen very often, others less frequently, and a few only occasionally or rarely. The relatively modest standard deviation, however, indicates that most responses cluster fairly closely around the mean, rather than being widely scattered. This implies a reasonably consistent pattern of engagement, with the majority of listeners falling within the "Frequently" to "Occasionally" range, and only a smaller proportion deviating strongly toward the extremes of "Very Frequently" or "Rarely." This findings therefore suggest that Akityan Awon Alase has carved out a solid listening base on Parrot FM, where most respondents tune in with moderate regularity. The programme enjoys a stable core audience who follow it fairly often, and although there is some diversity in how often people listen, the overall pattern is not highly erratic. This suggests that the programme is relevant and accessible to a significant portion of its audience, but there may still be room to deepen engagement for those who listen only occasionally or rarely.

Research Objective Two: To determine the extent to which Akityan Awon Alase influences electorates' decisions during elections in Ogbomosho metropolis. To answer this question, Three (3) questions were presented and structured in tables 4.2.3 to tables 4.2.5 which provide the result that shows the influences electorates' decisions during elections in Ogbomosho metropolis.



Table 4.2.3:

Does the programme provide information concerning elections?	Scale	Mean	Standard Deviation
Strongly Agree	4	2.06	1.02
Agree	3		
Disagree	2		
Strongly Disagree	1		

Source: Researcher's field work (2026)

The mean and standard deviation obtained from respondents' views on whether the programme Akitiyan Awon Alase provides information concerning elections in Ogbomoso metropolis reveal a generally negative perception about the programme's role in election-related education. The mean of approximately 2.06 (on a four-point scale where 1 = Strongly Disagree and 4 = Strongly Agree) indicates that, on average, listeners tend to disagree that the programme adequately provides information about elections. This suggests that, despite the programme's presence on Parrot FM, most residents of Ogbomoso feel it does not sufficiently inform them about electoral processes, candidates, voting procedures, or related democratic issues. The standard deviation of about 1.02 shows a moderate to relatively wide spread in opinions, implying that while many respondents clearly disagree with the statement, there is also a noticeable number who hold more positive views. Some listeners do believe the programme offers useful election-related information, but they appear to be in the minority. Overall, the pattern indicates that Akitiyan Awon Alase is not yet perceived as a major or reliable source of election-related knowledge in Ogbomoso metropolis, and there is room for the producers to strengthen content on electoral awareness, voter education, and civic participation during election periods.

Table 4.2.4

Does the Programme contribute to your level of awareness on election matters?	Scale	Mean	Standard Deviation
Strongly Agree	4	2.80	1.08
Agree	3		
Disagree	2		
Strongly Disagree	1		

Source: Researcher's field work (2026)

The mean and standard deviation from the responses on how the programme Akitiyan Awon Alase contributes to listeners' level of awareness on election matters show that, overall, the programme is perceived as moderately effective in raising awareness, but with considerable variation in how strongly listeners feel about it. The mean of approximately 2.80 (on a four-point scale where 1 = Strongly Disagree and 4 = Strongly Agree) indicates that, on average, respondents tend to agree that the programme helps improve their understanding of election-related issues. This suggests that many listeners in Ogbomoso metropolis believe the programme contributes positively to their knowledge of elections, including matters such as voting procedures, candidates, and civic responsibilities. However, the standard deviation of about 1.08 reflects a relatively wide spread in opinions, meaning that while a significant proportion of listeners strongly feel the programme is informative, there is also a noticeable group that either disagrees or only marginally agrees. This implies that the programme's impact on election awareness is not uniform across all respondents; some listeners derive substantial benefit from it, while



others perceive its contribution as limited or minimal. Overall, Akitiyan Awon Alase appears to play a meaningful but not universally strong role in enhancing election awareness in Ogbomoso metropolis and, by extension, in the broader Nigerian context, with room for improvement in content depth and reach to ensure that all listeners benefit equally.

Table 4.2.5:

Do the pieces of information aired affect the way you behave during elections?	Scale	Mean	Standard Deviation
Strongly Agree	4	2.44	1.19
Agree	3		
Disagree	2		
Strongly Disagree	1		

Source: Researcher's field work (2026)

The mean and standard deviation derived from the responses on whether the pieces of information aired during the programme Akitiyan Awon Alase affect how respondents behave during elections show that, on average, the impact of the programme on voting behaviour is moderate but not strong. The mean of approximately 2.44 on a four-point scale (where 1 = Strongly Disagree and 4 = Strongly Agree) indicates that respondents tend to fall between Agree and Disagree suggesting that many listeners feel the information influences their actions only to some extent, while an almost equal number do not see it as having a clear effect. The standard deviation of about 1.19 indicates a relatively wide spread in opinions, meaning that views are quite divided. A significant portion of respondents strongly agree that the programme shapes their behaviour during elections, implying that content such as discussions on candidates, voting procedures, and civic responsibilities has a noticeable influence on some listeners. However, another large group either disagrees or strongly disagrees, showing that the programme's persuasive or behavioural impact is not consistent across all respondents in Ogbomoso metropolis. Overall, Akitiyan Awon Alase appears to affect election-time behaviour for many, but it has not yet become a universally decisive factor in how all listeners conduct themselves during elections.

Research Objective Three: To determine the extent to which frequent exposure to positive and negative information on Akitiyan Awon Alase about aspirants influence electorates' decisions. To answer this question, three (3) questions were presented and structured in tables 4.2.6 to tables 4.2.7 which provide the result that shows the extent to which frequent exposure to positive and negative information on Akitiyan Awon Alase about aspirants influence electorates' decisions.

Table 4.2.6

Does the programme "Akitiyan Awon Alase" ultimately affect your voting choice?	Scale	Mean	Standard Deviation
Yes	1	0.37	0.48
No	0		

Source: Researcher's field work (2026)

The mean and standard deviation from the responses on whether the programme Akitiyan Awon Alase ultimately affects listeners' voting choice show that, overall, the programme has only a limited but noticeable influence on voting decisions. The mean indicates that about 36.5% of respondents feel that the programme does influence their voting choice, meaning that just over one-third of listeners believe the content they hear—from discussions on candidates, issues, and electoral behaviour—has a direct impact on who they vote for. However, the standard deviation of about 0.48 indicates a sharp split in opinions, reflecting the fact that a majority (63.4%) of respondents reported that the programme does not

affect their voting decision. This suggests that while the programme plays a role in shaping the thinking of a significant minority, most listeners in Ogbomosho metropolis still rely more on personal judgment, party loyalty, or other sources of information when making their final choice at the polls. In narrative form, Akitiyan Awon Alase can be seen as a moderate influence that persuades some listeners but has not yet become a decisive factor in the voting behaviour of the majority.

Table 4.2.7:

To what extent Does the programme ultimately affect your voting choice	Scale	Mean	Standard Deviation
Very great extent	1	2.78	1.14
Great extent	2		
Considerable extent	3		
Little extent	4		
No extent	5		

Source: Researcher's field work (2026)

The mean and standard deviation from the responses on the extent to which the programme Akitiyan Awon Alase affects respondents' voting choice show that, on average, the programme has a moderate but not strong influence on how listeners decide who to vote for. The mean of approximately 2.78 (on a five-point scale where 1 = No extent and 5 = Very great extent) indicates that most respondents feel the programme affects their voting choice between "Little extent" and "Considerable extent". This suggests that while the programme contributes to their thinking—such as shaping opinions on candidates, issues, or civic responsibility—this influence is generally not decisive in most cases.

The standard deviation of about 1.14 reflects a moderate spread of opinions, meaning that there is considerable variation in how strongly people feel about the programme's impact. Some listeners (particularly those in "Great extent" and "Very great extent") report that the content significantly shapes their voting decision, while a larger group in "Little extent" and "No extent" perceive the programme as having minimal or no effect on their final choice. Overall, the analysis indicates that Akitiyan Awon Alase plays a supportive rather than dominant role in respondents' voting behaviour: it contributes to their awareness and decision-making for many, but most voters still rely on other factors—such as party loyalty, personal beliefs, and external influences—when actually casting their votes.

Discussion

This research question sought to examine how the programme "Akitiyan Awon Alase" has created awareness of election matters among the electorate in Ogbomosho metropolis. From the findings majority of respondent are aware of the programme 'Akitiyan Awon Alase' and the impact of the programme about election matters among the electorates in Ogbomosho metropolis. The findings also reveals that majority of respondent do listen to the programme 'Akitiyan Awon Alase' on Parrot FM frequently. This implies that residence of Ogbomosho and its environs enjoy listening to the programme 'Akitiyan Awon Alase' on Parrot FM as a result of the huge awareness of the programme 'Akitiyan Awon Alase'. It was also discovered that Akitiyan Awon Alase has also carved out a solid listening base on Parrot FM, where most respondents tune in with moderate regularity. The programme enjoys a stable core audience who follow it fairly often, and although there is some diversity in how often people listen, the overall pattern is not highly erratic. This suggests that the programme is relevant and accessible to a significant portion of its audience, but there may still be room to deepen engagement for those who listen only occasionally or rarely. This findings corroborates with Taufiq *et.al*, (2019) who investigated how online political



activities impact political efficacy and real-life political participation among university students in rural Pakistan. In addition, this study also sheds light on the relationship between political activities and political awareness. The results reveal that the majority of the students use social media for political awareness and information. Political efficacy is significantly based on online political participation. In addition to that, social media is a vital platform for netizens to participate in real-life political activities. Abdul et. al,(2020) study on Social Media a Tool of Political Awareness and Mobilization, also agree on how media is influencing voter behavior in Punjab province. The results of the scholars study depict how social media plays a vital role in the dissemination of public awareness and inflicts upon the voting behavior of the masses.

The second research question explored the extent to which the programme “Akityan Awon Alase” influences electorates’ decisions during elections in Ogbomosho metropolis. From the findings, majority of the respondents reveals that the programme “Akityan Awon Alase” give detail information about recent political activities and election matters. It was also revealed that majority of the respondent agree that the programme “Akityan Awon Alase” has contributed to their level of awareness on election matters. This suggests that, despite the programme’s presence on Parrot FM, most residents of Ogbomosho feel it does not sufficiently inform them about electoral processes, candidates, voting procedures, or related democratic issues. There was also a noticeable number who hold more positive views. Some listeners do believe the programme offers useful election-related information, but they appear to be in the minority. Overall, the pattern indicates that Akityan Awon Alase is not yet perceived as a major or reliable source of election-related knowledge in Ogbomosho metropolis, and there is room for the producers to strengthen content on electoral awareness, voter education, and civic participation during election periods. It was also discovered that the the pieces of information aired during the programme Akityan Awon Alase affect how respondents behave during elections .It also show that, on average, the impact of the programme on voting behaviour is moderate but not strong. Meanwhile, . A significant portion of respondents strongly agree that the programme shapes their behaviour during elections, implying that content such as discussions on candidates, voting procedures, and civic responsibilities has a noticeable influence on some listeners. However, another large group either disagrees or strongly disagrees, showing that the programme’s persuasive or behavioural impact is not consistent across all respondents in Ogbomosho metropolis. Overall, Akityan Awon Alase appears to affect election-time behaviour for many, but it has not yet become a universally decisive factor in how all listeners conduct themselves during elections. This findings corroborates with the study of Abdul et al. (2020) who carried out a study on Social Media a Tool of Political Awareness and Mobilization, The purpose of this research was to see how this media is influencing voter behavior in Punjab province. A survey was conducted to find out the role of social media in creating political awareness and political mobilization. A sample size of 300 participants has been chosen to conduct the research The results of the study depict that social media plays a vital role in the dissemination of public awareness and inflicts upon the voting behavior of the masses. This finding also corroborates Uji’s (2016) study on Social Media and the Mobilization of Youths for Socio-Political Participation,

The Third research question explored the frequent exposure to positive and negative information on Akityan Awon Alase about aspirants influence electorates’ decisions. From the findings gathered, majority of the respondents believe that the programme “Akityan Awon Alase” doesn’t ultimately affect their voting choice. This suggests that while the programme plays a role in shaping the thinking of a significant minority, most listeners in Ogbomosho metropolis still rely more on personal judgment, party loyalty, or other sources of information when making their final choice at the polls. In narrative form, Akityan Awon Alase can be seen as a moderate influence that persuades some listeners but has not yet become a decisive factor in the voting behaviour of the majority. It was also discovered that that while the programme contributes to their thinking—such as shaping opinions on candidates, issues, or civic responsibility—this influence is generally not decisive in most cases. Overall,



the analysis indicates that Akitiyan Awon Alase plays a supportive rather than dominant role in respondents' voting behaviour: it contributes to their awareness and decision-making for many, but most voters still rely on other factors—such as party loyalty, personal beliefs, and external influences—when actually casting their votes. This finding corroborates with the study of Onyebuchi et al. (2019). The researchers discovered that respondents are vast in the usage of social media app, revealing that over period come across politically related stories and that the rate of high political stories both real and fake are released into social media platforms is on the high .

Conclusion and Recommendations

Parrot FM's Political Programme "Akitiyan Awon Alase" has significantly influenced the voting decisions of electorate in Ogbomosho Metropolis in various ways based on the findings of the study as it provided the platform for the discussion of political issues, policies, and candidates. It also served as a source of voter education, helping electorate understand the importance of their votes and the electoral process. It can educate voters about their rights and responsibilities, ensuring they are well-informed and motivated to participate in the democratic process. In conclusion, the influence of the program Akitiyan Awon Alase" on voting decisions shows that it plays a crucial role in shaping the political discourse and political pointers in Ogbomosho Metropolis.

Having gathered that political campaign messages exert powerful influence on the society and especially on the voting behaviour of electorate, the researcher recommends that producers of political campaign messages should make optimum use of their right sense of judgment in packaging their messages to avoid deception on voters. Such messages should be packaged in such a way that if followed by the masses would not be harmful to any individual or the society.

Furthermore, opinion leaders who equally found to exert considerable level of influence on the opinion followers through interpretation of the political campaign messages should always check the reality or otherwise of the messages produced by parties and candidates to avoid misleading their followers. They should also try to avoid sentimentalism, ethnicity and religious bigotries in their quest to hold on to the followers' decision making during elections, as that could have negative consequences on the society.

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