



Research Article

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Influence of Emilokan Song on Perception of Tinubu in The 2023 General Elections in Lagos State, Nigeria

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Abstract

Emilokan is a propaganda song used to smear the image of Senator Bola Ahmed Tinubu, now president of Nigeria during the buildup to the 2023 general elections. The song portrayed him as an unhealthy political desperado campaigning for a position he did not have physical and mental capacity to manage. Several studies have been conducted on fake news and propaganda especially on music for political propaganda. However, there are scant attention paid to Emilokan song as one of the major propaganda tools used in the 2023 presidential election in Nigeria. Therefore, this study seeks to examine the influence of Emilokan on the electoral perception of Tinubu in Lagos, Nigeria during the 2023 presidential election with a view to determining the Lagos electorate's level of exposure to the song and its influence on their electoral actions. Selectivity theory served as the framework. Survey method was adopted for the study where a multistage sampling technique was employed to stratify the Lagos electorate into senatorial districts before two local government areas were randomly selected from the frame. Consequently, 606 respondents were disproportionately sampled for the study. A close ended questionnaire was used in eliciting the data which was analysed using descriptive statistics such as frequencies, percentages, and mean scores with SPSS version 26. The findings revealed that Lagos electorate were significantly exposed to the Emilokan song during the 2023 elections and it significantly influenced their actions during the election. Consequently, political parties and their candidates should pay attention to the influence of music on electorate's perception and use it as a tool to influence votes to their advantage.

Keywords: Emilokan song, Lagos State, 2023 General election, electorate, political communication, voting behaviour, regression analysis.

1. Introduction

Emilokan is a Yoruba word which can be interpreted to mean *it is my turn* in English Language. It was a word used by Senator Bola Ahmed Tinubu during his campaign speech to the Ogun State delegates for the All Progressive Congress presidential primary election at the Ogun State Government House on the 2nd June 2022.

The Bola Tinubu campaign speech to the Ogun State delegates gained traction because of three factors. First, Ogun was the state of origin of Professor Yemi Osinbajo who was a political protege of Bola Tinubu and who was contesting against him in the presidential primary election. Second the incumbent governor of Ogun State came from the same senatorial district with the political protege, then Vice President, Professor Yemi Osinbajo. Third, the attempt to sway the Ogun State delegates from supporting Professor Yemi Osinbajo whom Bola Tinubu assumed the Governor of Ogun State, Prince Dapo Abiodun was rooting for in the presidential primary election made the Senator Bola Tinubu gave an emotional and historical laden speech which elicited words like *Emilokan*, *Eleyi* among others.

Emilokan generated several negative reactions which led to a derogatory song that chorused Bola Tinubu as an unhealthy man who was seeking presidential position that he did not have the physical capacity to manage.

Emilokan, the derogatory song against Bola Tinubu is the thesis of this study. The lyric of the song is as follows:

Emi lokan, Emi lokan, Emi lokan
Baba wey no well, him dey shout Emi lokan,
Hand dey shake, leg dey shake,
Baba wey no well,him dey shout Emi lokan.

The song gained traction as it portrayed Bola Tinubu as an unhealthy man who was desperate for the position of president. It shifted the attention from the core campaign messages of the 2023 general election as it enhanced several fake news and propaganda against Bola Tinubu on health ground. Indeed, the song was a conveyor and amplifier of several fake news and propaganda against the then candidate of All Progressive Congress in the 2023 presidential election.

Fake news and propaganda are major distortions to electoral campaign messages. There has been an alarming rise in the use of fake news and propaganda as tools to influence elections across the globe. Nigeria, like many other countries, has not been immune to this phenomenon. The 2023 general elections witnessed preponderance propaganda and fake news with religious and ethnic colouration that challenged the unity of the country. Fake news is the deliberate misleading information that is spread to deceive people (Lazer et al. (2018). In recent years, the issue of fake news and propaganda has become a major concern in Nigeria, particularly during electoral periods (Adetunji & Oke, 2023).

The spread of fake news and propaganda can have significant implications for electoral outcomes, as it can influence the way voters perceive political candidates and their policies (Balogun, 2025). The impact of fake news and propaganda on electoral processes has been documented in several studies. For instance, Ibrahim (2019) notes that fake news and its associated notion of post-truth may continue to pose threat to the Nigerian polity unless strong measures are taken.

This is supported by Lucky & Ejaita, (2022), who found that politics and crisis often suffer more fake news than any other issue. Moreover, the spread of fake news and propaganda can have broader implications for national security and development in Nigeria. Otulugbu (2021) argues that the use of propaganda and fake news by various interest groups can exacerbate existing social and political tensions in the country, which can ultimately undermine efforts towards national development.

As the centre of excellence in Nigeria, Lagos State was the epicentre of political machination. Besides, Lagos is Nigeria's most populous city, with a population of over 20 million people (National Bureau of Statistics, 2020). The state has a history of electoral violence, which has led to loss of lives and property (Ezeamalu, 2019). Consequently, it is important to examine the nature and extent of fake

news and propaganda in the electoral process, and its impact on the electoral perception and participation of citizens in Lagos State. As such, understanding the ways in which fake news and propaganda are deployed during electoral periods in Lagos state can provide valuable insights into the broader issue of disinformation and its impact on democratic processes in Nigeria.

2. Statement of the Problem

Emilokan is a propaganda song used to smear the image of Senator Bola Ahmed Tinubu during the buildup to the 2023 general elections in Nigeria. The song portrayed him as an unhealthy political desperado campaigning for a position he did not have physical and mental capacity to manage. It became a major theme in the political discourse of the 2023 presidential campaign which conveyed and amplified several other fake news on the candidate of the All Progressive Congress, Senator Bola Ahmed Tinubu.

In Nigeria, the use of propaganda during election campaigns is not a new phenomenon. Propaganda has been used by politicians and their supporters to sway voters' opinions in their favour. Political propaganda has been found to be a powerful tool for influencing voters' opinions and attitudes towards political candidates. Music is one of the most effective propaganda tools, especially in Nigeria where music has a significant impact on the culture and lifestyle of the people. Music has been used to convey political messages, promote political ideology, and mobilise voters during elections. *Emilokan* song was highly instrumental in swaying public opinion during the 2023 presidential election campaign. The song was influential in shaping the electoral perception of Tinubu as it portrayed him negatively thereby influencing the voters' perception of him especially among the youths who listen to it in several political rallies and other campaign events.

Several studies have been conducted on fake news and propaganda especially on music for political propaganda. However, there are scant attention paid to *Emilokan* song as one of the major propaganda tools used in the 2023 presidential election in Nigeria. Therefore, this study seeks to examine the influence of *Emilokan* on the electoral perception of Tinubu in Lagos, Nigeria during the 2023 presidential election with a view to determining the Lagos electorates' level of exposure to the song and its influence on their electoral actions in the 2023 presidential election in the state.

2.1 Research Hypothesis

H1: Lagos electorate were significantly exposed to the *Emilokan* song during the 2023 elections.

H2: The *Emilokan* song had a significant impact on the actions of Lagos electorate during the 2023 elections.

2.2 Fake News, Propaganda and Electoral Perception and Participation in Lagos

The influence of fake news and propaganda on electoral perception and participation in Lagos is a crucial issue that has gained scholarly attention in recent years. Scholars have pointed out that fake news and propaganda can have a significant impact on the perception and behavior of citizens in the electoral process (Adesina & Alabi, 2021; Adetoun & Adesanya, 2020; Ubong, 2022). Specifically, in the context of Lagos, the use of fake news and propaganda has become a common practice among politicians and their supporters, which raises concerns about the credibility of the electoral process and the democratic values of the society (Pate & Ibrahim, 2021).

One of the primary ways in which fake news and propaganda influence electoral perception and participation is through their ability to manipulate the public's opinion about candidates and issues. Fake news and propaganda can be used to spread false information about a particular candidate or party, with the intention of tarnishing their reputation and diminishing their chances of winning the election (Adesina & Alabi, 2021). This can lead to a lack of trust in the electoral process and a decreased willingness to participate in future elections (Mutsavairo, 2021; Sobande, 2020). Furthermore, the use of

fake news and propaganda can also exacerbate existing political polarisation and deepen social divisions. Studies have shown that the spread of fake news and propaganda tends to reinforce preexisting biases and prejudices, leading to increased polarization and social fragmentation (Olamuyiwa & Adewole, 2022; Mustapha & Omar, 2020). In Lagos, where ethnic and religious tensions are already prevalent, the use of fake news and propaganda can further fuel these tensions and create a more divisive society.

Another way in which fake news and propaganda can influence electoral perception and participation is through their impact on the public's perception of the electoral process itself. When citizens perceive the electoral process to be fraudulent or biased, they are less likely to participate in future elections (Adigbuo, 2020; Birch, 2010; Onapajo & Babalola, 2019)). In Lagos, where there have been widespread allegations of electoral malpractice and irregularities in past elections, the use of fake news and propaganda can further erode public trust in the electoral process and undermine the legitimacy of democratic institutions. In conclusion, the influence of fake news and propaganda on electoral perception and participation in Lagos is a complex and multifaceted issue that requires further investigation.

The use of fake news and propaganda has become a widespread practice in the context of Lagos politics, which raises concerns about the credibility of the electoral process and the democratic values of the society. It is essential to understand how fake news and propaganda shape citizens' perceptions and behaviours in the electoral process to develop effective strategies to combat their negative influence.

3. Social Media and Electoral Processes

Social media has become an integral part of electoral processes in recent years, with candidates and political parties using it as a tool for campaign strategies (Apuke & Tunca, 2018; Orji, 2019). Social media platforms such as Twitter, Facebook, Instagram, and YouTube have revolutionized the way political information is shared, and the public engages with it (Effing et al, 2011). In Lagos, the use of social media during elections has increased significantly over the years, and it has been used to disseminate both accurate and inaccurate information to the electorate.

However, the use of social media during elections has its challenges, especially with regards to fake news and propaganda (Allcott & Gentzkow, 2017; Persily, 2017). Social media platforms have been used to spread false information about candidates, incite violence, and manipulate public opinion. In Lagos, during the 2019 general elections, there were several cases of fake news being circulated on social media, which resulted in violence and the disruption of the electoral process.

Despite these challenges, social media has also played a positive role in electoral processes. It has provided a platform for citizens to express their views, engage with political candidates, and participate in the electoral process (Boulianne, 2015). Social media has also increased political awareness among the electorate, especially among the youth who actively engage with its messages (Akinyetun, 2023; Mustapha et al.; 2023; Akinyetun, 2023).

The danger of social media in dissemination of fake news and propaganda has necessitated the thrust for mitigating it. To combat the negative effects of social media during elections, various strategies are being proposed. One such strategy is the use of fact-checking tools to verify information before it is disseminated on social media platforms (Apter, Mustapha, & Buchanan-Clarke, 2023; Jimada, 2023). Additionally, some countries have introduced laws and regulations to curb the spread of fake news and propaganda on social media platforms (BBC, 2019). In Lagos, various civil society organizations have launched campaigns to sensitize the public on the dangers of fake news and propaganda and how to identify and report it.

In conclusion, social media has had a significant impact on electoral processes in Lagos. While it has provided a platform for political engagement and awareness, it has also been used to spread fake news and propaganda, which can undermine the integrity of the electoral process. Thus, it is essential to develop and implement strategies that can combat the negative effects of social media on electoral

processes while harnessing its potential positive impacts.

4. Effects of Fake News and Propaganda on Electoral Outcomes

The impact of fake news and propaganda on electoral outcomes is a matter of concern for democratic societies worldwide. In Nigeria, this problem has been further exacerbated by the widespread use of social media platforms to disseminate misinformation and propaganda during elections. Studies have shown that fake news and propaganda can significantly affect the outcome of elections by influencing the perception and decision-making processes of voters (Adetoun & Adesanya, 2020).).

In the context of Lagos, the influence of fake news and propaganda on electoral outcomes has been a significant concern. The use of social media platforms such as Twitter, Facebook, and WhatsApp has made it easier for political actors to spread false information and propaganda, making it difficult for voters to distinguish between fact and fiction (Apuke & Omar, 2021; Msughter, 2022; Owolabi & Alade, 2023).

Several studies have demonstrated that the influence of fake news and propaganda on electoral outcomes is not limited to specific demographic groups or geographic regions. Rather, it affects a broad range of voters, including those who are highly educated and politically active (Pate, Gambo, & Ibrahim, 2019; Apuke & Omar, 2023). The spread of misinformation and propaganda through social media platforms has made it easier for political actors to reach a broader audience, increasing the risk of widespread disinformation.

The impact of fake news and propaganda on electoral outcomes is not limited to individual voters' decision-making processes. It can also affect the overall legitimacy and credibility of the electoral process (Hassan, 2022; Centre for Democracy and Development, 2024). If voters believe that the election was not free and fair due to the widespread dissemination of fake news and propaganda, this can undermine public trust in the electoral process and lead to widespread protests and civil unrest.

In response to the growing concern over the impact of fake news and propaganda on electoral outcomes, several strategies have been proposed to combat this problem. These strategies include educating voters about the dangers of fake news and propaganda, promoting media literacy, and enhancing the regulatory framework for social media platforms (Apuke & Omar, 2020; Hassan 2023; West, 2022; IFES, 2019). Additionally, the use of fact-checking services and independent media outlets has been proposed to provide voters with accurate and reliable information during elections.

In conclusion, the impact of fake news and propaganda on electoral outcomes is a significant concern for democratic societies worldwide, including Lagos, Nigeria. The spread of misinformation and propaganda through social media platforms has made it easier for political actors to influence voters' perceptions and decision-making processes. Effective strategies for combating this problem include educating voters, promoting media literacy, and enhancing the regulatory framework for social media platforms. The use of fact-checking services and independent media outlets can also provide voters with accurate and reliable information during elections, increasing the legitimacy and credibility of the electoral process.

5. Theoretical Framework

5.1 Selective Exposure Theory

Selective Exposure Theory posits that individuals are more likely to choose information that aligns with their existing beliefs and attitudes, while ignoring or avoiding information that contradicts them (Iyengar & Kinder, 1987). This can result in political polarization, as individuals become more entrenched in their views and less open to opposing perspectives. In political communication, selective exposure can occur through a range of channels, including news media, social media, and interpersonal communication (Stroud, 2011). For instance, people who lean towards a particular political party may prefer news sources that reinforce their existing beliefs, while avoiding those that challenge them.

Selective exposure is also linked to the concept of confirmation bias, which is the tendency for people to seek out and interpret information in a way that confirms their preexisting beliefs (Nickerson, 1998). This can create a feedback loop, where people selectively expose themselves to information that confirms their beliefs, which in turn reinforces those beliefs. In political communication, this can result in individuals becoming more extreme in their political views and less willing to compromise or seek out alternative perspectives (Sunstein, 2001).

5.2 Selective Perception Theory

Selective Perception Theory refers to the phenomenon in which people tend to interpret information in a way that aligns with their preexisting beliefs (Taber & Lodge, 2006). This can result in people being less receptive to information that contradicts their beliefs, and more likely to accept information that confirms them. For instance, people may interpret ambiguous information in a way that confirms their beliefs, while disregarding or discounting information that challenges them.

Selective Perception Theory is often linked to motivated reasoning, which is the tendency for people to use their cognitive faculties to justify their existing beliefs (Kunda, 1990). This can lead people to selectively interpret and evaluate information, in order to maintain their preexisting beliefs. In political communication, this can result in people becoming more entrenched in their political views, and less open to alternative perspectives (Lodge & Taber, 2013).

5.3 Selective Retention Theory

Selective Retention Theory posits that people are more likely to remember information that is consistent with their existing beliefs and attitudes, while forgetting or ignoring information that contradicts them (Holbrook, Berent, Krosnick, Visser & Boninger, 2005). This can result in people becoming more entrenched in their views, as they remember information that confirms their beliefs and forget information that challenges them.

Selective Retention Theory is often linked to the concept of attitude importance, which is the degree to which people perceive an attitude as relevant to their lives (Boninger, Krosnick, & Berent, 1995). Attitudes that are seen as more important are more likely to be retained in memory, as people devote more cognitive resources to processing and encoding information related to those attitudes. In political communication, this can result in people remembering information related to politically salient issues more than information related to less salient issues.

6. Methodology

The study adopted survey research design. A survey research design was deemed appropriate because it enables the researcher to collect data from a large sample of respondents in a systematic and standardized way (Babbie, 2016). This study used a cross-sectional design to collect data from the Lagos electorates with a multistage sampling technique where Lagos was first stratified along the senatorial districts, and two local governments each were randomly selected from the sampling frames.

A total of 606 respondents were disproportionately selected from each of the six local governments. Questionnaire was employed to gather the data using Google Forms. The data collected for this study was analyzed using descriptive statistics such as frequencies, percentages, and mean scores. The Statistical Package for the Social Sciences (SPSS) version 26 was used to analyze the data. The findings from the data analysis were presented using tables and charts.

7. Findings and Discussion

The results of the study indicates the demographics of the respondents, the extent to which the Lagos electorates exposed themselves to the Emilokan song and the ways in which the song resonated and

influenced their actions in the 2023 elections.

Table 1. *Frequency Distribution of Respondents on Socio-Demographic Data.*

S/	Response Label		Frequency	Percentage (%)
1	Gender	Male	201	33.2
		Female	405	66.8
2.	Age (Years)	18-25	397	65.5
		26-35	133	21.9
		36-45	45	7.4
		Above 46	31	5.1
3.	Marital Status	Single	444	73.3
		Married	102	16.8
		Divorced/Other	60	9.9
4.	Educational Qualification	SSCE	130	21.5
		OND/NCE	71	11.7
		B.SC/HND	304	50
		Professional Qualification	37	6.1
		Post-graduate	50	8.2
		No formal education	13	2.1
		Undergraduate	3	0.5
		others	1	0.2

Fieldwork Survey, 2023

Table 1 shows the frequency distribution of respondents on socio-demographic data. It provides insights into the gender, age, marital status, and educational qualifications of the respondents. The results indicate that out of the 606 respondents, 66.8% were females while 33.2% were males. This suggests that there were more female respondents than male respondents in the study. In terms of age distribution, 65.5% of the respondents were within the age range of 18-25 years, 21.9% were within the age range of 26-35 years, 7.4% were within the age range of 36-45 years, and 5.1% were above 46 years old. The majority of the respondents were within the age range of 18-25 years old, which indicates that the youth were well-represented in the study. The marital status of the respondents showed that 73.3% were single, 16.8% were married, and 9.9% were divorced or had other marital status. This suggests that most of the respondents were not married and were probably youths who were not yet settled down. In terms of educational qualifications, 49.7% of the respondents had a B.Sc/HND, 21.5% had an SSCE, 11.7% had OND/NCE, 8.1% had a Masters degree, 6.1% had a professional qualification, 2.1% had no formal education, 0.5% were undergraduates, 0.2% had an LLB degree, and 0% had an AAT qualification. This suggests that a significant number of the respondents had a tertiary education, with B.Sc/HND being the most common qualification. Demographically, the data provide a good understanding of the characteristics of the respondents in the study, which could help in interpreting the results of the analysis.

Table 2: Statistics showing exposure to the 'Emilokan' song.

Did you come across <i>Emilokan</i> song during the 2023 general election campaign?			
		Frequency	Valid Percent (%)
	Yes	543	89.6
	No	63	10.4
	Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation:

Table 2 shows that out of the 606 respondents surveyed, 543 (89.6%) reported that they came across the *Emilokan* song during the 2023 general election campaign, while 63 (10.4%) did not. This indicates that the song had a significant reach among the Lagos electorates during the campaign period.

Table 3: Statistics showing common channels of exposure to the *Emilokan* song.

How did you come across the <i>Emilokan</i> song?			
		Frequency	Valid Percent (%)
Valid	Television	76	12.5
	Radio	77	12.7
	Social Media Platforms	382	63
	Interpersonal Medium	28	4.6
	Others	43	7.1
	Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation:

Table 3 shows the frequency and valid percentage of how the respondents came across the 'Emilokan' song during the 2023 general election campaign. The results indicate that the majority of the respondents (63%) reported that they came across the song through social media platforms, followed by radio (12.7%) and television (12.5%). A smaller proportion reported interpersonal medium (4.6%) and other means (7.1%) as the source of hearing the song.

Table 4: Statistics showing level of selectivity in exposure to the 'Emilokan' song.

How did you come across the song?			
		Frequency	Valid Percent (%)
	Deliberately	136	22.4
	Unconsciously	411	67.8

Others	59	9.7
Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation:

Table 4 shows the frequency and valid percentage of responses on how the respondents came across the *Emilokan* song. About 67.8% of the respondents reported that they came across the song unconsciously, while 22.4% claimed to have deliberately come across the song. Additionally, 9.7% of the respondents reported that they came across the song through other means.

Table 5: Statistics showing level of exposure to the *Emilokan* song

How often did you come across the song?

	Frequency	Valid Percent (%)
Very Often	255	42.1
Occasionally	242	39.9
Rarely	76	12.5
Never	33	5.4
Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation:

Table 5 presents the frequency distribution of the respondents on how often they came across the *Emilokan* song during the 2023 general election campaign. The majority of the respondents, 42.1%, reported that they came across the song very often, while 39.9% reported coming across it occasionally. Only 12.5% of the respondents reported encountering the song rarely, while 5.4% reported never coming across it. This suggests that the *Emilokan* song had a relatively high level of exposure among the Lagos electorates during the 2023 general election campaign, as a significant proportion of respondents reported encountering it very often.

Table 6: Statistics showing motive for exposure to the *Emilokan* song.

What was the motive for exposing yourself to the song?

	Frequency	Valid Percent (%)
Political Information	162	26.7
Political Mockery	138	22.8
Entertainment	196	32.2
Political Support	65	10.7
Others	45	7.4
Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation:

Table 6 shows the frequency and valid percentage of the motives for exposing oneself to the song. The majority of the respondents (32.2%) reported that they listened to the song for entertainment purposes. 26.7% reported that their motive was to obtain political information, while 22.8% reported that the motive was political mockery. A smaller percentage, 10.7%, reported that they listened to the song for political support.

Finally, 7.4% of the respondents reported Others as their motive for exposing themselves to the song. Overall, the findings suggest that entertainment was the primary motive for exposure to the song, followed by political information and political mockery.

Table 7: Statistics showing level of belief in the Emilokan song.

Did you believe the lyrics of the song?			
		Frequency	Valid Percent (%)
	Yes	364	60.1
	No	242	39.9
	Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation

Based on Table 7, 60.1% of the respondents believed the lyrics of the song, while 39.9% did not.

This suggests that a majority of the respondents found the lyrics of the song to be believable, while a significant portion of the respondents did not.

This information could be useful in understanding how the song may have impacted the opinions and beliefs of the respondents towards the election campaign.

Table 8: Statistics showing perception of Tinubu's health status.

Did you believe Tinubu is healthy?			
		Frequency	Valid Percent (%)
	Yes	206	34
	No	400	66
	Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation:

Table 8 shows the frequency distribution and valid percentages of respondents' belief in the health status of Tinubu where 34% of the respondents believed that Tinubu is healthy, while a majority, 66% did not believe he is healthy. This suggests a significant level of skepticism among the respondents regarding the health status of Tinubu.

Table 9: Statistics showing perception of respondents relating the song to Tinubu's health status.

Do you believe the <i>Emilokan</i> song truly reflects Tinubu's health state?		
	Frequency	Valid Percent (%)
Yes	331	54.6
No	275	45.4
Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation:

Based on the data presented in *Table 9*, it can be interpreted that 54.6% of the respondents believed that the *Emilokan* song truly reflects Tinubu's health state, while 45.4% of the respondents did not believe it. This indicates that more than half of the respondents believed that the song accurately portrayed Tinubu's health state, while less than half of the respondents disagreed.

Table 10: Effect of the 'Emilokan' song on electoral perception of respondents.

Did the content of the song affect your view of his candiacy?/party?		
	Frequency	Valid Percent (%)
Yes	306	50.5
No	300	49.5
Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation:

Table 10 shows the frequency and valid percentage of respondents who were asked if the content of the 'Emilokan' song affected their view of Tinubu's candidacy or party in the 2023 general elections. Out of the 606 respondents, 306 (50.5%) answered 'Yes', indicating that the content of the song did affect their view of Tinubu's candidacy or party, while 300 (49.5%) answered 'No', indicating that it did not.

Table 11: Influence of the *Emilokan* song on electoral opinion of the respondents.

How did *Emilokan* song influence your opinion on the candidacy of Tinubu in the 2023 general elections?

	Frequency	Valid Percent (%)
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Positively	141	23.3
Negatively	211	34.8
Neutrally	248	40.9
Others	6	0.1
Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation:

Table 11 shows the responses of individuals on how the *Emilokan* song influenced their opinion on the candidacy of Tinubu in the 2023 general elections. Out of the 606 respondents, 23.3% said that the song influenced their opinion positively, 34.8% said it influenced their opinion negatively, 40.9% said it had no influence on their opinion, and 0.1% chose *others*.

This table suggests that a significant number of respondents were influenced by the *Emilokan* song, with a larger percentage (34.8%) being influenced negatively. This may indicate that the song played a role in shaping some people's perception of Tinubu's candidacy, either positively or negatively. However, it is important to note that a larger percentage of respondents (40.9%) said that the song had no influence on their opinion, suggesting that there are other factors at play in people's decision-making process.

Table 12: Statistics reflecting respondent's electoral decisions.

Whom did you vote for?

	Frequency	Valid Percent (%)
Bola Tinubu	228	37.6
Peter Obi	259	42.7
Kwankwanso	22	3.6
Atiku	21	3.5
Others	76	12.5
Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation

Table 12 shows the frequency and valid percentage of responses from a survey question asking whom the respondents voted for in the 2023 presidential election in Lagos State. The results indicate that out of 606 respondents, 228 (37.6%) voted for Bola Tinubu, 259 (42.7%) voted for Peter Obi, 22 (3.6%) voted for Kwankwaso, and 21 (3.5%) voted for Atiku. The remaining 76 respondents (12.5%) voted for other candidates not specified in the table.

Table 13: Statistics reflecting the number of respondents that shared the *Emilokan* song.

Did you share or sing the <i>Emilokan</i> song to others?		
	Frequency	Valid Percent (%)
Yes	295	49
No	307	51
Total	606	100.0

Source: Field Survey; April, 2023.

Interpretation:

Based on the data presented in *Table 13*, 49% of the respondents answered "Yes" when asked if they shared or sang the "Emilokan" song to others, while 51% answered "No".

This indicates that almost half of the respondents shared or sang the song to others, while the other half did not. However, it is important to note that the reasons behind their decision to share or not share the song are not provided in the table.

Test of Hypotheses

To test this hypothesis, we will be using regression analysis to determine the strength of the relationship between these variables. Additionally, we will use descriptive analysis to provide a summary of the data collected from our field survey.

Table 14 Descriptive Statistics

	Mean	Standard Error	Standard Deviation
E.E.S	4.940397	0.01933	0.237537
L.E.L.C.E.S	4.715232	0.069293	0.851489
P.E.S.T.H.S	4.788079	0.040536	0.49812
A.L.E.T.E.S.T.H.S	4.397351	0.05722	0.703131
R.I.E.S	3.788079	0.101906	1.252247

E. *E.S means: Exposure to Emilokan song.*

F. *L.E.L.C.E.S means: Level of exposure of Lagos electorates to Emilokan song. P.E.S.T.H.S means: Perceptions of Emilokan song and Tinubu's health status. A.L.E.T.E.S.T.H.S means: Attitude of Lagos electorates towards Emilokan song and Tinubu's health status.*

R. *I.E.S means: Resonance and influence of Emilokan song*

Table 14 presents the descriptive statistics for the variables included in the study. The mean value represents the average score for each variable, with higher scores indicating higher levels of exposure, perceptions, attitudes, and resonance. The standard error provides an estimate of the standard deviation of the sampling distribution of the mean, while the standard deviation reflects the variability of scores within each variable. Based on the table, the Lagos electorates in the study had a mean score of 4.94 for Exposure to Emilokan song (E.E.S), indicating that they were generally exposed to the song. The mean score for Level of exposure of Lagos electorates to Emilokan song (L.E.L.C.E.S) was 4.72, suggesting that the electorates had a moderate level of exposure to the song. The mean score for Perceptions of Emilokan song and Tinubu's health status (P.E.S.T.H.S) was 4.79, indicating that the electorates had a positive perception of the song and Tinubu's health status. The mean score for Attitude of Lagos electorates towards Emilokan

song and Tinubu's health status (A.L.E.T.E.S.T.H.S) was 4.40, implying that the electorates had a relatively neutral attitude towards the song and Tinubu's health status. Finally, the mean score for Resonance and influence of Emilokan song (R.I.E.S) was 3.79, suggesting that the song had a moderate level of resonance and influence among the Lagos electorates.

Hypothesis One:

H₁: Lagos electorates were significantly exposed to the Emilokan song during the 2023 elections.

Independent variable: Exposure to Emilokan song

Dependent variable: Level of exposure of Lagos electorates to Emilokan song

Table 15 Regression.

Regression Statistics								
Multiple R	0.234985							
R Square	0.055218							
Adjusted R Square	0.053654							
Standard Error	0.297154							
Observations	606							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	3.117073	3.117073	35.3008	4.77E-09			
Residual	604	53.33342	0.0883					
Total	605	56.4505						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	4.689435	0.036809	127.399	0	4.617146	4.761724	4.617146	4.761724
L.E.L.C.E.S	0.050505	0.0085	5.941448	4.77E-09	0.033811	0.067199	0.033811	0.067199

Computation: Excel (Data Analysis) 2023

8. Interpretation of Results

The regression analysis in Table 15 shows that there is a significant relationship between the independent variable, exposure to *Emilokan* song, and the dependent variable, level of exposure of Lagos electorates to *Emilokan* song ($p < 0.001$). The coefficient of determination (R-squared) indicates that exposure to *Emilokan* song explains only 5.5% of the variability in the level of exposure of Lagos electorates to *Emilokan* song. The intercept value of 4.6894 indicates that even in the absence of exposure to *Emilokan* song, the level of exposure of Lagos electorates to *Emilokan* song is expected to be around 4.69. The regression coefficient of L.E.L.C.E.S (0.0505)

indicates that for every unit increase in exposure to *Emilokan* song, the level of exposure of Lagos electorates to *Emilokan* song is expected to increase by 0.0505. The ANOVA table shows that the regression model is significant ($p < 0.001$) and explains a significant amount of the variability in the dependent variable.

8.1 Hypothesis Two

H2: The *Emilokan* song had a significant impact on the actions of Lagos electorates during the 2023 elections.

Independent variable: Resonance and influence of *Emilokan* song

Dependent variable: Actions of Lagos electorates in the 2023 elections

Table 16 Regression Analysis

Regression Statistics								
Multiple R	0.221443							
R Square	0.049037							
Adjusted R Square	0.047462							
Standard Error	0.834141							
Observations	606							
ANOVA								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	21.6708	21.6708	31.14553	3.62E-08			
Residual	604	420.2582	0.695792					
Total	605	441.929						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.41009	0.320099	7.529194	1.87E-13	1.781447	3.038733	1.781447	3.038733
R.I.E.S	0.386114	0.069186	5.580818	3.62E-08	0.25024	0.521988	0.25024	0.521988

Computation: Excel (Data Analysis) 2023

8.1 Interpretation of Results

Based on the provided regression analysis in Table 16, we can interpret Hypothesis Two as follows: the level of resonance and influence of the *Emilokan* song had a significant impact on the actions of

Lagos electorates during the 2023 elections. The coefficient for the independent variable "R.I.E.S" is 0.386114, indicating that for every one unit increase in resonance and influence of the *Emilokan* song, the actions of Lagos electorates in the 2023 elections increased by 0.386114 units. The p-value for this coefficient is very low (3.62E-08), indicating that it is statistically significant. Additionally, the R-squared value of 0.049037 indicates that the level of resonance and influence of the *Emilokan* song explains approximately 5% of the variance in the actions of Lagos electorates during the 2023 elections.

9. Discussion of Findings

The study aimed to investigate the impact of the *Emilokan* song on the Lagos electorate's attitude and behavior during the 2023 elections. The study tested two hypotheses to examine the relationship between exposure to the *Emilokan* song and actions of the Lagos electorates during the elections.

The findings of the study revealed that Lagos electorates were significantly exposed to the *Emilokan* song during the 2023 elections, supporting Hypothesis One. This finding is consistent with previous studies that have highlighted the effectiveness of music as a campaign tool to gain voter's attention and influence their behavior (Barnes, 2019; Kornbluh, 2020).

Hypothesis Two proposed that the *Emilokan* song had a significant impact on the actions of Lagos electorates during the 2023 elections. The data indicated that the resonance and influence of the *Emilokan* song significantly influenced the actions of the Lagos electorates during the election. This finding is consistent with earlier research that has identified music's potential to mobilize voters and shape their decision-making process (Choi, 2021; Wolpert, 2020).

Overall, the findings provide support for the use of music as a campaign tool in Nigerian politics. The *Emilokan* song was an effective means of gaining voter's attention and shaping their opinions, attitudes, and behavior. The implications of the study extend to political campaigns' planning, where campaign teams can integrate music into their communication strategies to increase their chances of winning an election.

10. Conclusions

Based on the findings of the study, it can be concluded that the *Emilokan* song had a significant impact on the actions of Lagos electorates during the 2023 elections. The song was widely exposed to the electorates and influenced their actions during the elections.

The resonance and influence of the *Emilokan* song were positively related to the actions of Lagos electorates during the elections. Political parties and politicians should be cautious about the songs they use during election campaigns, as it can have a significant impact on the actions of the electorates. The media should be more objective in their reporting and analysis of political events and avoid sensationalizing issues that can influence the actions of the electorates. Finally, the study has contributed to knowledge in several ways.

First, it has provided empirical evidence on the impact of the *Emilokan* song on the actions of Lagos electorates during the 2023 elections. Second, it has highlighted the need for political parties and politicians to be cautious about the songs they use during election campaigns. Third, it has identified the role of the media in shaping the perception and actions of electorates during elections. Forth, it has provided a basis for further research into the impact of political messaging on the actions of electorates during elections.

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