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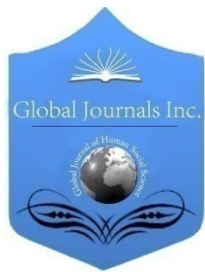
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Dance, A Sociological Tool in a Child's Moral Development: Dancing Monster and Uzoas Aparadigm

By Akas, Nicholas Chielotam

Nnamdi Azikiwe University, Nigeria

Abstract- The use of dance in contemporary society has seriously gone beyond mere movement of the body and entertainment. Before now, parents and teachers in secondary and primary schools see the essence of dance as a mere form of recreation, relaxation and body flexibility amongst the pupils, thereby de-emphasizing the socio-communitive purpose of dance. However, from the scholarly research point of view, dance in children's theatre was and still remains an indispensable tool in developing their sociological, psychological and religious co-existence amongst themselves in school. At this juncture, interpretative dance movements become a didactic tool in sensitizing the children from saying no to evil and embracing good deeds. In order to understand and achieve the sociological essence of dance in child's development, a qualitative analysis will be carried out on (The Dancing Monster and Uzor) as a working metaphor. This paper, therefore, will critically look at the sociological potency of dance in children's theatre.

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Dance, A Sociological Tool in a Child's Moral Development: Dancing Monster and Uzoas Aparadigm

Akas, Nicholas Chielotam

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I. INTRODUCTION

The family is an important social institution that functions as the organizer and stabilizer of social values of a given society. The University of the Family therefore makes it the primary social institution common in every communal enclave. Thus, the family according to Mezireobi is: A social group in which there are sexually cohabiting men and women with possibly off-springs or children resulting from the cohabitation (171).

This definition obviously reveals three different members of the family -the father, mother and the children. The father and mother are independent adults capable of fending for themselves, while the child is a minor, who is helpless and depends on the parents for support and upbringing. Evidently, the child is the weakest member of the family. The place of the child in the family entitles him to social welfare, participation, protection and survival rights. But the question to be answered is: What makes one a child? Canice Nwosu observes that a child is;

A designated member of the family, whose status attracts certain degrees of sentiments, these sentiments cannot be ignored when the family is

changing, because the family is an important social institution that functions as an organizer and stabilizer of social values of a given society (31).

The right of the child therefore comprises the entitlements, privileges and obligations of the child as stated by conventions, natural justices, fair play and laws of the land. The deplorable state of most families in Africa notwithstanding government and non-governmental organizations in Africa, appear to be responding to the global call to better the conditions of the child. The United Nations report on the state of the World's Children (2012) lends credence to this clarion call when it called on the international community to undertake the urgent actions that are necessary to realize the rights of every child everywhere without exception. Hodges confirms that;

Child movement gained recognition only in the 90s but it advocates the autonomy of children and constructs them as free agents capable of walking important decisions regarding their own lives (60)

The child is a minor and is commonly recognized in most cultures as a subordinate status. Thus in most communities, children are meant to be seen and not to be heard; even when they are even heard, the views expressed by them may not carry much weight when placed against the views expressed by adults. In some culture, birth order can affect a child's behaviour, personality and position in the family. Karen affirms that; The importance of birth order has its effect on a child's behaviour, personality and performance (2).

It is widely understood that during the pre-school period, that young children begin to understand who they are in relation to others. It is at this time that they move away from their parents, expanding social relationships and taking on the developmental task of building friendships with peers through communicative dance movement that will always serve as a watchdog to them in their daily activities towards their effective growth. The social use of communicative dance movement by children at their tender age, promotes a range of cognitive and learning skills such as taking turns, cues, sharing and understanding the perspectives of others. Pugh as cited by Deans Jan observes that;

Social dance is for all children, it broadly educates, it embraces all aspects of dance that have educational

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value, it increases aesthetic education and it affects the total education of the child. (24)

Dance based on its sociological potency educates and inspires the young. It stretches the body and the mind of children to it helps them see beyond their superficial state and inspires them to develop a critical mind towards understanding what gave risk to the emergence and sustainability of any dance movement being thought to them. Deans expresses that;

Social dance can be seen as the interpretation and expression of a child's ideas, feelings and sensory impressions expressed symbolically through natural, spontaneous and individual movement forms (143).

Dance as a sociological tool has at its core 'dance as an art' which brings into focus a framework that includes; creating, performing and appreciating. This framework provides opportunities for children to explore and communicate ideas, thoughts and feelings and at the same time involve themselves in creative thinking including imagining, improvising, problem solving, developing a movement vocabulary, decision making, selecting, sequencing, refining and appreciating. Smith Autard maintains that;

In relation to children viewing the dance of others, such an experience allows for the development of more sophisticated sensory awareness and encourages meta-cognition through an analytical process that involves the use of descriptive language, interpretation and critical judgments that fosters reflection upon personal creations and those of others (217).

The use of dance in children's theatre based on these scholarly findings is a holistic and integrated experience where children's cognitive, social and emotional learning is closely linked to their very aesthetic experience.

II. THE ESSENCE OF AWARENESS OF DANCE IN CHILDREN'S THEATRE

The core aim of awareness of dance in children's theatre is to educate the children that dance as an art form goes beyond mere movement of body or a teacher trying to put some steps together; rather, the use of dance while teaching the children helps them to understand its sociological effects of dance in their school curriculum base on the following;

- a. Dance as art represents creative self-expression through the medium of human movement. The essence of dance is to feel, create, compose, interpret, perform and respond. Smith John states that "dance in children's theatre is the physical expression of an idea developed through a process of research, inquiry and movement discovery" (24). So as the children inquire into

dance, they gain skills in creating, performing, viewing and responding using traditional materials or latest technologies as working metaphors.

- b. The purpose of dance education in pre-school through high school is to broadly educate the children/ students in dance to appreciate dance as an art form and also promote physical activity for fitness.
 - c. For the children to see and appreciate their bodies as communicative tools.
- When all these are understood, then the essence of awareness of dance in children's theatre becomes an indispensable tool.

III. THE SOCIOLOGICAL BENEFITS OF DANCE ON CHILD'S DEVELOPMENT

This gives a critical overview on how dance contributes in various forms towards the developmental stages of child's growth. The sociological benefits of dance in children's growth takes the communicative, corrective and interpretative essence of dance closer to the parents of the children or the society at large, who are ignorant at times about the importance of dance on a child's growth. Nellie Ma Caslin maintains that;

Dance in particular integrates kinesthetic learning with motivating preschool children to not conceptualize abstract process. They primarily learn to think in the concrete reality of movement. Thus, learning the art of dance helps young children develop knowledge, skill and understanding about the world (54).

So sociological benefits of dance in child's growth can come in various forms such as;

a) *Personal, social and emotional development*

1. Dance aids in enjoyable, exciting and motivating time.
2. It helps children to develop trust and co-operation.
3. Dance helps children in exploring the feelings and views of themselves and that of areas in the culture and belief.
4. Dance helps children in accepting the moral code on which discipline and courtesy within the group is based.
5. Dance helps children to interact with a new social group

b) *Creative development*

Dance helps children to communicate their ideas, thoughts and feelings non-verbally through the movement of their bodies. Dance helps children to use imagination in creating ideas, characters and narratives and It also helps in making movement responses.

c) *Physical development*

Dance helps children in bodily control, co-ordination, flexibility and balance. It helps children in the

development of spatial awareness and dancing with the props during performances helps children in developing manipulative skills.

Based on these, the sociological benefits of dance in children's theatre encourage independent initiative and self-esteem and also contributes to a substantial enrichment in the teaching-learning process and in acquisition of cognitive and socio-emotional skills.

IV. ELEMENTS TO BE CONSIDERED IN CONTEXTUALIZING DANCE IN CHILDREN'S THEATRE

Some elements in contextualizing dance in children's theatre stand indispensable. They are highly important in children's theatre because they guide children's perception, understanding and interpretation while watching a dance performance or participating in it. They are those required elements that state categorically the essence of dance in children's theatre beyond aesthetics, chant and stylized classroom movement.

The contextualization of dance movement in children's theatre helps clarify sociologically the essence of 4ws of "what, why, where and when", thereby making the children to understand and appreciate any movement they are doing. Those elements are;

- a. Occupation
- b. Folklore
- c. Cultural sacredness

a) *Cultural sacredness*

There are some dance movements that are not meant for everybody, not of any aesthetics, and strictly out of bound for non-indigenes. The children are taught that, when such dance movements are being performed, it is strictly to actualize its ideal purpose. At this point also, the children are meant to understand that the dance movement becomes strictly for the initiates who are well trained in the choreographic movement of the dance and know how to interpret the communicative potency of the movement.

b) *Folklore*

Folklore serves as an important tool in creating dance movement in children's theatre. Some of the dance movements when contextualized in children's theatre are reenacting the popular folklore stories into dance movements. The re-enactment of folklore into serious dance movements presents it as a didactic tool in the lives of developing children's moral standard.

c) *Occupation*

The people's occupation also affects their style, form and pattern of dancing. It is from the various dance styles or movements that people can differentiate where

each dance performance emerges. The occupation of a particular community clarifies what gave rise to its dance movements and also it automatically aids in exposing the sociological potency behind the creation of that particular dance movement.

V. DANCE, A SOCIOLOGICAL TOOL IN A CHILD'S MORAL DEVELOPMENT: THE DANCING MONSTER AND UZO AS A PARADIGM

a) *Synopsis*

This is a practical class production of 3rd year students in Theatre Arts, NnamdiAzikiwe University, Awka. It is a fifteen minutes dance production that centers on sensitizing the children using children's theatre performance on the side effects of disobedience, greed, lying, fighting and stealing. In the dance performance (the dancing monster & Uzo), Uzo being the lead character is a victim of all these vices. The mother of Uzo is seen as the person that misled him, According to the mother, Uzo is 'always right in anything he does, so he should not be punished at all'. In order to show how much she loves Uzo, she fondly calls him the "Special Egg". The over-protective nature of his mother, which his father is not in support of eventually lands Uzo into serious problems which he later regrets.

VI. AN INTERPRETATION ON THE SOCIOLOGICAL ESSENCE IN THE DANCING MONSTER AND UZO TOWARDS CHILD'S MORAL DEVELOPMENT

a) *Favouritism*

Uzo is the only child and son of his parents and is highly favoured by his mother in so many ways. The issue of favouritism by Uzo's mother makes him to see himself as a "golden child" that cannot be touched by anybody. Based on the rhythmic dance movement, Uzo's mother semiotically assures him that 'he is free to do anything and as far as she exists that nobody born by a woman can harm or harass him including his father'.

b) *Clash of Interest*

This is the conflicting interest between the both parents on either to correct him or spare him. The symbolic dance movement of his father shows punishment and correction, while that of his mother shows that it is an abomination to flog or punish her son. On several occasions in the scenes of the dance performance, the mother is seen fighting her husband for beating or harassing their only child. This clash of interest really makes Uzo to see his father as a beast, while he sees the mother as a priceless treasure on earth.

c) *Lying*

The dance movement here portrays Uzo as a "professional liar". His high level of lies at any given time is always portrayed by the tempo of the drum. It was made clear in the performance that each time he lies, the tempo of the drum will go high and drop back again. Based on the symbolic interpretative movement of Uzo on stage, he was caught severally stealing, bullying or trying to commit one offence or the other. In any of the offences he commits, the mother is always there to protect him and make him feel that he is right. The mother can go any length to fight anybody that calls her son whom she fondly calls "special egg," a liar. The protection and over assurance from the mother motivates Uzo to continue lying at free will.

VII. THE DANCING MONSTER

The dancing monster is just an imaginary symbolic figure. It is like a punishment that awaits any child that decides to disobey his/her parents. At a point in the dance performance, Uzo was so stubborn and so much under the protection of her mother that the father is no longer comfortable. As a result, his father decides to correct his son, his only child and make him independent and positive-minded. To help he achieve this, he employs some strong young men who kidnap uzo, flog him rhythmically for 3 days to serve as a form of corrective punishment.

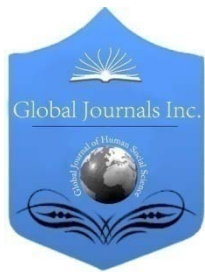
When uzo was released, he turned a new leaf and his mother, having recovered from the shock of not seeing her son for days, then decides to de-emphasize the so much attachment she has on her son and embrace the adage of 'spare the rod and spoil the child'.

VIII. CONCLUSION

The essence of dance in children's theatre is to awaken their conscious that even though they are been entertained, they should also understand and appreciate dance based on its informative potency. The core importance of dance in the performance, sociologically, is to develop the children religiously, mentally and morally to run away from evil and accept virtues as their working maxim.

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Media Entertainment and Commercialization of the Body

By Abiodun Omotayo Oladejo & Destiny Eze Agwanwo

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Abstract- The desire to accumulate material resources and to have good life-chance is rooted deeply in the sensibilities of human society. Every individual strives to ensure that he meets not only his essential needs of today and future but also accumulate well enough to gain social standing and be able to bequeath wealthy heritage to his children. This tendency predisposes man to looking for economic means with all intensity. And, whenever profit propensity is discovered in any endeavour or vocation, entrepreneurs (or capitalists) mobilize resources – financial, technical, human etc in that direction. This work, relying largely on extant literature which highlights the overarching influence of the mass media on society, media contents, profit goal of media investors and audience response, attempts to situate the roles nudity plays within the broad spectrum of media arts. The focus is on how media moguls profiteer from explicit media content involving the private parts of women and the aftermath connected with that.

Keywords: *entertainment, media capitalists, profit, women, nudity, censorship.*

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Media Entertainment and Commercialization of the Body

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Abstract- The desire to accumulate material resources and to have good life-chance is rooted deeply in the sensibilities of human society. Every individual strives to ensure that he meets not only his essential needs of today and future but also accumulate well enough to gain social standing and be able to bequeath wealthy heritage to his children. This tendency predisposes man to looking for economic means with all intensity. And, whenever profit propensity is discovered in any endeavour or vocation, entrepreneurs (or capitalists) mobilize resources – financial, technical, human etc in that direction. This work, relying largely on extant literature which highlights the overarching influence of the mass media on society, media contents, profit goal of media investors and audience response, attempts to situate the roles nudity plays within the broad spectrum of media arts. The focus is on how media moguls profiteer from explicit media content involving the private parts of women and the aftermath connected with that.

Keywords: *entertainment, media capitalists, profit, women, nudity, censorship.*

1. INTRODUCTION

There is no denying the fact that the media (the Internet, television, motion pictures, magazines) have become an integral aspect of social life today. The media has taken a remarkable new dimension. As such, the electronic and print media appear to have altered the traditional ways by which people have perceived their world. Thompson (1995) argues that, “the development of the media have transformed in a profound and irreversible way, the nature of communication in contemporary society”. Perhaps mass media, taken as an entity, is most influential in this age among the institutions of society that socialize individuals into proper social actors. Whereas some individuals may not have had the privilege of family life, school enrolment, and even employment opportunities (all of which are forums for acquiring the cultural expectations of society), almost everybody has had some degree of exposure to components of the mass media. Radio, Television, motion pictures, newspapers, magazine, cinema, novels and the Internet have widespread audience across the globe. The plethora of news the media furnishes us with is monumental, and this ranges from weather forecasts, stock market reports, politics, environment, entertainment and crime.

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Giddens (2006) opined that, “an important precursor to the advances in the mass media was the invention of the printing press in the mid-fifteenth century, which made the high-speed reproduction of texts possible for the first time. This position thus suggests that the earliest, most primary function of the mass media was information and/or education. Positing further, Giddens (2006) argued that technological advances have played a crucial part in the development of the mass media. He also mentioned that the influence of social, cultural and economic factors must also be taken into consideration. The advancement brought in its wake many mass media constituents thus expanding the functions of the mass from the traditional role of enlightenment or education to entertainment, conferment of status, value orientation, consumption stimulation etc (Schaefer, 2005).

Entertainment has gained superseding influence in the mass media today. Movies, music, magazine, motion pictures and sitcoms now have quite an enormous patronage far more than what one could have imagined in the years gone by. Its influence can be felt even in other aspects of the media not openly directed towards creating amusement and engendering leisure. News, weather forecasts and sport reportage are now conducted in a mass-friendly and entertaining manner. The costumes, sets, artistry etc are trimmed to catch the fancy of the audience. As Levinson (1999) submits, “in the world of media in motion, in which television was triumphing over books and newspaper is exerting profound impact on politics, entertainment, education and the general conduct of our lives”.

As every economy is a system of production, distribution and consumption of specific goods and services, the mass media - deal with the business of sights and sound. The matrix of complex interrelationships existing in the industry reveals certain degree of interdependence, division of labour and/or specialization. But, at the heart of the industry is financing. This requires the intervention of entrepreneurs (capitalists) who invest their means with an expectation of returns. They, based on hands-on knowledge of the workings of the system or understanding acquired from expert advice, invest wisely. Consequently, they become involved in almost every aspect of the media business. They invest their resources in projects that have wide appeal and also promise greatest returns. For them, a viable project must have inherent values, prescriptions

and contents that the audience will be willing to pay for. They also wield such a great capacity to lure audience into all sorts of things they want them to patronize (Ritzer, 2008).

Entertainment sector of the media business has come to be the fulcrum in the industry and it has massive consumers whose social conditions cannot be detached from the pleasures they derive from media entertainment. Mc Quail (2005) argued that “the largest category of media content can probably be labeled as ‘entertainment’ and it is the main reason why media are so popular.” Entertainment has occupied a chunk of media arts because of its profit prospects. It has been argued in some intellectual quarters that rather than place too much emphasis on the effects of media entertainment, it should be considered as the outcome or creation of preferences of the parties – producers and audiences involved (Zillmann and Bryant, 1994). Entertainment is the real deal in present-day society; it offers pleasure to the consumers, and high profit to the investors. It is thus critical to note the current trends in media business. There is now large-scale display of nudity in the media. This is because media moguls, having been aware of the profitability of media products with explicit contents, take advantage of this.

II. MODELS OF AUDIENCE RECEPTION OF MEDIA CONTENTS

a) *Hypodermic Needle Model*

This model likens the media contents to a drug injected by syringe. Audience consumption profile is such that they do not sift, analyse and reflect upon the media message. They merely take it sui generis. This model also posits that there is universalism of interpretation among members of the society.

b) *Gratification Model*

This model posits that the media meet peculiar, wide range of needs of the audience. People turn to the media to fill a void or satisfy a need. Although, the consumption or reception of media messages is universal, there appears to be differentials in audience needs.

c) *Mentorship Model*

I have also developed this model of audience response to the media goods. Mentor model focuses on how media audience perceives the actors in the media economy. Their understanding or rather, their estimation of these figures resonates “idol status”. Most of us have media-created idols that we aspire to be like.

These models have one commonality in their themes and that is the inestimable influence the mass media exert on all and sundry. Drawing from hypodermic needle model, rather than passively receive media contents and consider them on the bases of relevant and irrelevant messages, real and unreal

realities, acceptable and unacceptable behaviours etc, we receive them with all intensity. Our value orientation is not what it used to be anymore; we have turned to the mass media to show us the way. Ifeanchio (2012) argues that ‘there seems to be the conviction that what makes the print and electronic media must be true.’ Therefore, there is no critical evaluation of sights and sound from the media; we accept them as true representation of reality.

Gratification model is quite useful when one considers the social tolerance of media goods that meet sensual needs of the vast majority of media audience. The sensual and sexual proclivities of humans have been forthrightly reinforced by the nudity that is freely displayed in magazines, motion pictures and on the Internet. Media nudity has continued to thrive because it arouses sensual and/or sexual sensibilities and meet erotic needs of many media audience today. It is actually an alternative to real sexual experience.

Mentor model can explain how individuals model their lives after media icons. American entertainers such as Beyonce Knowles, 50 Cents, Oprah Winfrey, Rihanna, etc have mentored people across the globe. The influence of D’banj, Tonto Dike, Genevieve Nnaji, Wizkid, Tuface (all from Nigeria) etc on the African continent cannot be gainsaid. These icons freely display women’s bodies with reckless abandon and their sensual use of women’s bodies has brought about the prevalence of indecent dressing among women nowadays. They are trendsetters, hence, their followers, trounced by copy-cat syndrome, imbibe their lifestyles. Resultantly, breast cleavages, navels, thighs and buttocks must be visible for females to be attractive and fashion-trendy. Only the visually impaired have to a considerable degree, escaped the corruption nude dressing can do to the innocence of the human soul. Anywhere you turn, there is a good dose of nudity to go round; billboards, magazines, soap operas and movies can pride themselves in their ability to supply sights that can arouse erotic feelings. Recruitment for any media project is almost based on the willingness to reveal certain degree of nudity. Also, the very highly seductive, suggestive and mind-corrupting music has created an image in our minds leading to an aggravated desire to indulge oneself. The root of these conditions is the means of livelihood that made-for-the-tv nudity culture promises. Perhaps nothing excites media consumers today like nudity.

III. THE MEDIA ECONOMY

The production, distribution and consumption of media goods constitute a wide spectrum of structural activities which engender employment, profit maximization and a major earner of income in this age. The subsets of the media economy have been largely corporatized, thus expanding the capacity and reach of

mass media, especially media entertainment. Typical of any economy, media economy is also dominated by the people who command the wherewithal to control how the activities of media professionals are carried out. Ownership of media companies is increasingly concentrated in fewer and fewer hands. Through mergers, acquisitions, buyouts, and hostile takeovers, a very small number of large conglomerates are coming to own more and more of the world's media outlets (Baran, 2010).

Media business has become an overly serious one. It has become an indispensable investment haven for both public and private interests. The monumental and momentous metamorphosis that the media have witnessed is such that the media business commands an unthinkable high wealth that makes it comparable to wealth of nations. Almost every country has a thriving media industry with large corporations which have huge capital outlay. For instance, according to Internet Movie Database (2004), the total gross revenue from 10 top rated movies in the US between 1993 and 2003 was approximately \$6.5 Billion Dollars. This figure is about one-fifth of the annual budget of Nigeria for 2014 which, according to Nigeria's Ministry of Finance was \$28.8 Billion Dollars (N4.6 Trillion Naira).

IV. CONTROL ISSUES AND LEGISLATION

There are agencies of government charged with the responsibility of making sure that media goods are wholesome and reinforce the values that ensure systemic maintenance. In Nigeria, there are Nigeria Film and Video Censors Board (NFVCB) and Nigeria Broadcasting Commission empowered by law to scrutinize media contents with a view to determining their suitability for public consumption. National Film and Video Censors Board (NFVCB, 2010 para.10) states that "censorship entails the examination of the contents of a film or video work to determine the age group of the target audience, based on the film's possible or inherent psychological, sociological and moral impact, among other factors." The NFVCB set up by Act No. 85 of 1993 is meant to contribute to the positive transformation of Nigerian society through the censorship and classification of film and video works, whilst balancing the need to preserve freedom of expression within the law, and limit social harm caused by films (NFVCB's mission statement). The Short Form of the Motion Picture Code (USA), inter alia, stipulates that: "indecent or undue exposure of the human body shall not be presented; illicit sex relationships shall not be justified. Intimate sex scenes violating common standards of decency shall not be portrayed; restraints and care shall be exercised in presentations dealing with sex aberrations; obscene speech, gestures or movements shall not be presented and; undue profanity shall not be presented."

Despite the gravity of their responsibilities, these censor agencies (in Nigeria) have not lived up to expectation. The days are gone when these agencies protected the sensibilities of Nigeria from the damage the unwholesome and obscene contents from the mass media are wreaking on the fibre of Nigerian society. Gone are the days when Hollywood had strict self-censorship standards. Such standards as no cleavage, no navels, separate beds for married couples, no kisses longer than four seconds, cut to the clouds overhead if sex is imminent, now seem ludicrous (Straubhaar & LaRose, 2008). This accounts for why music and motion pictures that have never been screened can be found in the market. The facelessness of the business interests makes prosecution of these people very herculean."

V. NUDITY AS ADVERTISING EFFECT

Advertising, which is an integral part of the media system, has the function of stimulating consumption in the society. Schaefer (2005) opined that media advertising performs the following functions: it supports the economy, provides information, and underwrites the cost of the media. Advertising, which is the essential business of the mass media began with the printing press, and gave it the economic nourishment to function independent of government and its funding. It is deducible from this position that the function of underwriting the cost of the media is incontrovertibly one reason why the media use diverse strategies to obtain consumer attention and provoke their patronage. The resilience of the media in the business of commercializing human body has continued to fan the ember of sensuality fantasy it sought vigorously to establish. What now drives sales in the media industry is nudity. Products with sex appeal tend to sell more than the ones without. Promotion of new products must have 'woman effect'. Even for products that have little or nothing to do with womenfolk, there must be a good-to-behold damsel that will facilitate a second look at the ads.

VI. THE CREEPING NAKED PRIVACY: PUBLICS VERSUS PRIVATES

Human existence involves two realms: one open to the glare of other members of society and the one protected from the knowledge of society. The act of passing excreta, bathing, act of sexual intercourse and the nakedness of the human body etc are examples of activities private to or at least should be, to all individuals. These are private phenomena that social sensibilities do not permit to be exposed. Most cultures do not tolerate publicizing naked privacy owing to the sanctity attached to the human body, and its proclivities such as its ability to arouse sexual stimulation. For instance, African culture prescribes modest dressing that does not provoke sexual drives. Likewise, most

world religions constrain their adherents to dress in a way that their sensitive body parts are properly covered.

Prior to this age, erotic thoughts would not attend to a man merely by sighting a woman but the case is different nowadays. More and more, on a daily basis, the realm of naked privacy is creeping to social life. Sights that provoke sexual and erotic desires are everywhere around us. Sights that should be seen behind closed doors have come to stay in our public spheres. This situation, owing to the nudity culture transmitted by the media, portends great danger to the sanity of our society. Parents and guardians now allow their wards to follow media trends without checks. Resultantly, the society is full of near-naked people. The case is more precarious in the tertiary institutions (in Nigeria) nonetheless a rule system that stipulates punitive sanctions for indecent dressing. One of the factors accountable for why this goes unabated is that the sights meet our erotic desires and offer momentary sexual transcendence. The nudity culture has reached an all-time peak in the society such that religious organizations have been forced to enact dress codes. Some of have had to post pictures of acceptable and unacceptable dressing at their entrances. As corrective and deterrent as this measure intends, it rather subtly gratifies phonographic desires of some sort for individuals with phonographic tendencies who will still derive gratification from looking at the unacceptable dressing. These dress restrictions legitimized in some quarters suggest the cataclysmic dilution of the public and private spheres. There is an indication that the continued tolerance of the fusion of the two realms will forge an inevitable transition to an age where there will not be any distinction between what can be done in public from what can be done in private.

VII. THE AFTERMATH OF WRONG MEDIA PORTRAYALS OF WOMEN

Nonetheless the contributions of the media to the social system, the dysfunctions are enormous. The massive nudity displayed in the media has continued to revise the value system and endanger the collective sensibilities. Our world is on a new course. The misgivings, wrong portrayals and misrepresentation of the human body create far-reaching and multifaceted problems. Some of the problems are discussed here.

a) Pornography

The New Addiction

"You hear about 'pornography addiction' all the time, but people never tell you what makes it so addictive, or why it even matters. You rarely hear the fact that viewing pornography messes with your brain in the same way drugs do. Pornography is directly related to negative perceptions, attitudes, and aggression towards the opposite sex."

Fightthenewdrug.org

On the surface, cocaine and porn do not seem to have a lot in common but studies are showing that viewing pornography tricks your brain into releasing the same pleasure chemicals that drugs do (fightthenewdrug.org). Science has shown that pornography exerts the same pressure on the brain as cocaine. According to Fightthenewdrug.org, "what's more is your brain actually begins to rewire itself because of this artificial stimulation. It may sound crazy, but it's true." A national survey conducted in the United States found that 75 to 83 percent of adolescents reported having Internet access at home and that 70 per cent of them reported being exposed to Internet pornography (Rich, 2003). Related to pornography is sexual violence against women. Media effect study conducted in the late 1970s found links between pornography and sexual violence against women (Giddens, 2006). Hypothetically, anyone addicted to porn is most likely going to have desire for the real sexual experience. Hence, if satisfying this urge cannot be achieved easily, individuals may resort to forceful sexual relations.

b) Language change

The decorum and moderation that used to guide discussions on sensual/sexual issues have disappeared. Unbridled bluntness and vulgar language used in the movies and music have corrupted the vocabulary of individuals in the society. Privates, which hitherto required guided constraints, are now articulated without caution. You hear such words as "shit!", "f*ck!", "motherf*cker!" etc. Ideas are unrestrainedly conveyed using 'private' vocabularies.

VIII. OBJECTIFICATION, DENIGRATION AND DEVALUATION OF WOMEN

Riesman (1950) pointed out that the mass media is full of stereotypes that misrepresent reality. The attendant consequences of the production, distribution and consumption of these media goods with explicit contents are the mistaken antipathy about women. Feminist Vivian Gornick (1979) asserts that 'the depiction of women in the media reflects "innumerable small murders of the mind and spirit that take place daily.' The media have helped to fan the ember of women subjugation and devaluation through overt, unbridled hankering for profit. According to Straubhaar & La Rose (2008) "experimental studies show that when males are exposed to explicit pornography, they are more likely to express negative attitudes towards women, to think that relatively uncommon sexual (such as fellatio and anal intercourse) are widespread, and to be more lenient with rape offenders in hypothetical court cases."

a) *Promiscuity*

Sex is demystified. Internet pornography and explicit scenes in motion pictures have advertently sent a message of sexual liberality. Promiscuity is so celebrated in today's world that scarcely can one find an individual who disapproves of sexual intercourse bereft of socially recognized union, that is, marriage. It is now a "vogue culture" to, without restraint, indulge in sex with multiple partners. It is "abnormal" to be chaste in this sex-happy society.

b) *Self Esteem Problems*

Basically, the target population that largely bears the strong onslaughts of commercialization of the body in the media is the female population. The media portrayal of female has the capacity to resocialize women into believing that they are not better than the next lying on their backs. It could also create inferiority-superiority complex in their relations with male counterparts. A related consequence of the misgivings of the media about the female body is the erroneous belief that may be held by male folk that women are just puppets for meeting sexual and/or leisure needs.

c) *Teenage and unwanted pregnancy*

"Recently, an article in China Daily reported that China Consumers Association called for a film ratings system to protect minors from inappropriate movie scenes because many parents bring their children to movies as a family activity and have expressed concern over violent and erotic scenes. Regrettably, the mass media of entertainment, which is centered to a large degree in Hollywood, has become not only the primary teacher of children, but also the primary parent. According to Cornell University, thanks to a great extent on Hollywood, 9 out of 10 children abandon the values of their parents."

-Baehr 2013

Baehr's (in movieguide.com, 2013) concern for children with regards to their large-scale exposure to media entertainment is a really important one. This is so especially when one considers the current sexual saturation of not only the mass media but also the society. Children now know and do what adults (mostly in marriage relationships) do. A major consequence of this is teenage pregnancy. Rich (2009) posits that media portrayals of sex as a fun, carefree, and common activity that does not warrant concerns, cautions, contraception, or consequences may cultivate similar beliefs and influence sexual behaviours among youth. In his research on the impact of viewing pornography film on violence of rape against women, Donnerstein (1978) found out that "viewing pornography, even for short periods of time, even by college student, increase the level of rape violence leading to unwanted pregnancy among women most times".

IX. GATE-KEEPING THE MEDIA: THE WAY FORWARD

One of the fall-outs of the untamed economic globalization is the capacity of corporations around the globe to influence and shape the social, economic and political events of states, without a commensurate influence on them by the government due to their vast capital base and the power of the media. The information power of the media and its inherent propensity to become a evoke behaviour modification, require a serious oversight of its activities. The logic of gate-keeping or overlooking the media- whether by the government through its relevant agencies; civil society, the church, international community or even the media themselves, is very apt. Information is like food or a drug, which requires inspection and certification before it can be made available to the public. To offer information unvetted is, on this reasoning, to risk poisoning the public, as it could be from spoiled food or bogus medication (Levinson, 1999). Therefore the following recommendations are drawn from the concept of gate-keeping.

X. RECOMMENDATIONS

1. The censor agencies should be revamped and properly funded so that they can perform their statutory functions.
2. Related to the first recommendation is the need to adequately apply sanctions on individuals who contravene the laws guiding media arts.
3. Education and/or enlightenment campaigns about the dangers of pornography.
4. Employment generation for the youth.
5. Value orientation and reorientation towards appropriate behavioural patterns.

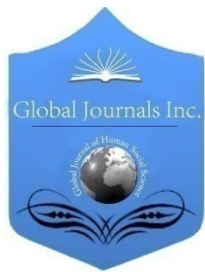
XI. CONCLUSION

From the work, it is clear how important the roles performed by the mass media are. All and sundry depend greatly on the contributions of the mass media to the social system, especially in this information age. Conversely, mass media have now considerably become 'dangerous' to human sensibilities. Media entertainment can be likened to juggernaut for which human society has lost the steering. The responsibility left for us is to make sure that the steering is regained. Business interests should be subservient to collective sensibilities.

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Evidence of Academic Self Efficacy, Perceived Teacher Support, Age and Gender as Predictors of School Burnout

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Abstract- School burnout is an increasing area of research in the adolescent education literature. The present study extended the literature by focusing on personal variables that can serve as a protective factor against school burnout among students in a rural public university where basic amenities and facilities are lacking. Therefore, the study investigated academic self-efficacy, perceived teacher support, gender and age as factors that predict school burnout.

The study was a cross-sectional ex post facto survey that involved 300 undergraduates randomly selected from a public university in southwest Nigeria. The sample comprised 143 males and 157 females, whose ages ranged between 14 years and 34 years (Mean = 22.55; SD = 3.37). Data were collected with a questionnaire made up of four sections that measured the variables of interest in the study. Demographic variables measured were age, sex, and, level of study. Standardized scales that measured school burnout, general self-efficacy perceived teacher support were used to administered on participants.

Result showed significant joint influence of academic self efficacy, perceived teacher support, gender and age on school burnout. Academic self efficacy and perceived teacher support had significant independent influence on school burnout.

Keywords: *academic self-efficacy, perceived teacher support, school burnout.*

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The results of the study were discussed in line with the findings. Teacher behaviour that promotes strong relationship and fosters a feeling of capability in students was recommended.

Keywords: *academic self-efficacy, perceived teacher support, school burnout.*

1. INTRODUCTION

There is a growing trend towards deepening school academic curriculum with a view to equipping students with cognitive and vocational skills that are relevant to the needs of modern society. The trend can be seen in the periodic review of academic curriculum to incorporate new courses that can address evolving social, economic and business challenges, and expanding scope of existing courses beyond traditional topics. Although functional education is desirable and should be encouraged, unless it is systematically implemented, there is a high likelihood for students who are supposed to benefit from such innovations to experience school burnout.

Burnout is a term mostly applied in organisational setting, and refers to a state of physical, emotional, and mental exhaustion that may result from long-term involvement in work situations that are emotionally demanding (Maslach, Jackson, & Leiter, 1996). Burnout may be viewed as a syndrome that incorporates emotive breakdown and sense of depersonalization, decreased effectiveness at work, and a poor evaluation of one's performance. Conceptually similar to job/work burnout, school burnout is also three-dimensional consisting of exhaustion due to academic demands, pessimism and detached attitude toward one's school/studies, and feelings of inadequacy/incompetency as a student (Kiuru, Aunola, Nurmi, & Salmela-Aro, in press; Salmela-Aro & Näätänen, 2005; Schaufeli, Martínez, Pinto, Salanova, & Bakker, 2002). Put simply therefore, school burnout may be construed as a chronic school-related stress syndrome presenting as fatigue, experiences of cynicism about school and a sense of inadequacy as a scholar.

Previously, the research community had believed that burnout was strictly a 'job-related' condition (Maslach, Jackson, & Leiter, 1996; Schaufeli, Maslach, & Marek, 1993) that affected only workers, and sustained a perception which promoted the idea that persons not directly involved in economic-oriented activities could not experience burnout. However, emerging evidence from studies with samples drawn from student population has shown that students can, and indeed, do experience burnout, (Balogun, Pellegrini, Miller, & Katz, 1999; Cushman & West, 2006; Hu & Schaufeli, 2009; Jia, Rowlinson, Kvan, Lingard, & Yip, 2009; Santen, Holt, Kemp, & Hemphill, 2010; Schorn & Buchwald, 2007). Findings from these studies suggested that burnout may be a psychological phenomenon related to any activity involving exertion of mental and physical effort in pursuit of a goal of which academic pursuit is one.

Although studying to earn a degree at the tertiary institution may not be considered an economic endeavor ('paid economic activity') in the strict sense of the word, however when viewed from a psychological perspective, engagement in scholastic endeavor may qualify as work. This is because core scholastic activities involve lectures, research work, term papers,

group projects, field trips/excursions, and examinations, all of which involve certain degree of physical, emotional, and mental exertion. The demanding nature of these undertakings may lead to feelings of emotional and physical exhaustion, negative evaluation of one's ability to cope, and consequently academic-related burnout among students.

Findings from past research establish motivation for empirically studying school burnout among undergraduates in the contemporary era. One, findings have shown high levels of burnout in a significant percentage of college student population (Jacobs & Dodd, 2003; Salmela-Aro & Näätänen, 2005); two, significant relationship has been established between academic performance and measures of burnout in college students (Jacobs & Dodd, 2003); three, a myriad of mental and psychological health issues such as depression has been linked to burnout (Glass & Mc Night, 1996); four, burnout can interfere with relationship among students, and between other members of the academic community such as faculty, and finally, burnout can affect students enthusiasm towards education, and this has serious implication for their employability. When the individual and interactive effects of these motivations on the individual and societal levels of analysis are aggregated, the case for studying burnout among students is compelling.

There are personal and social factors that are predictive of burnout. One personal variable that may predict school burnout is academic self-efficacy. Self-efficacy is defined as the belief that an individual can do something successfully (Woolfolk, 2004). It generally makes reference to an individual's "subjective belief about their capabilities to organize and execute courses of action required to attain designated types of performance" (Bandura, 1977b). People with high self-efficacy tend to analyze situations to ascertain the requirements for success, and develop strategies that may guarantee success. They also tend to keep striving and maintain high level of motivation until they have attained full accomplishment of their set goals.

Some early studies have linked self-efficacy with scholastic success (Ashton & Webb, 1986; Ross, 1998), and motivation (Multon, Brown & Lent, 1991). Highly efficacious students' generally belief in their capacity to attain their academic goals. Such belief would reflect in their cognition and behavioural tendencies manifesting as positive attitude towards school work, requesting for assistance from teachers, and preparing well for examinations. Academic responsible behaviours such as these would reduce the likelihood of experiencing academic stress which in turn may decrease the likelihood of burnout (Schaufeli, et al. 1993).

An empirical study using sample drawn from college students found that self-efficacy was negatively associated with depersonalization and emotional

exhaustion (Evers, Brouwers, & Tomic, 2002). The same study also showed that self efficacy had positive relationship with decreased personal accomplishments. The findings signify that highly efficacious students were more likelihood to believe that they would do well academically. They were also less likely to experience feelings of detachment and emotional exhaustion as a result of academic work. Interestingly, the positive relationship between self-efficacy and decreased personal accomplishment was an indication that efficacious students experienced a higher sense of accomplishment with their current performance.

Owing to the strong positive association between self-efficacy and self esteem, studies were designed to explore how both factors related to academic success. One of such studies was conducted in the United States among secondary school students and found a significant relationship between self-esteem and academic achievement for seventh-graders (Alves-Martins., Peixoto, Gouveia-Pereira, Amaral, & Pedro, 2002). Similarly, the result of a longitudinal study that tested the interrelationships among self esteem, self-concept and academic achievement among seventh-graders showed that self-concept beliefs predicted later achievement (Trautwein et al. 2006). After analyzing data obtained from the National Educational Longitudinal Study, Ross & Broh (2000) noted that a sense of personal control was found to be related to self-efficacy (Schunk, 1995; Pajares, 1996), which in turn predicted subsequent academic achievement. These findings are significant because they suggest that self-concept and self esteem may moderate the relationship between self-efficacy and academic achievement. It may also help in explaining the buffering effect of self-efficacy against school burnout.

The availability of social support within the school community is another factor that may influence school burnout. Social support is defined as the existence or availability of people on whom one can depend on for care and love (Sarason, Levine, Basham, & Sarason, 1983). Perceived availability of support is believed to give people the confidence that they can deal with stress as well as a feeling that others care for them. One form of social support network in school setting that may influence school burnout is perceived teacher support. Teacher support is a critical psychosocial resource that can help students cope with stress and may serve as a remedy against burnout.

Investigation of the relationship between teacher support and academic burnout is considered critical because students tend to engage in intense relationships with teaching staff throughout the duration of their studies in school. Students view their teachers as learning resources, mentors, and may also depend on them for psychological support to successfully meander the challenges posed by the complex nature of life in school. Therefore, it is natural for them to seek

assistance with academic issues, and other personal challenges from teachers. Based on their evaluation of teacher behaviour as demonstrated by teachers' sensitivity to their feelings and willingness to assist, students who perceive their teachers as supportive are more likely to report lower level of school burnout (Naami, 2009).

Related to this are studies which found that teacher disposition influences development of positive sense of self among students (Helm, 2007). Additional studies have equally confirmed the significance of teacher support on students' academic engagement (Garcia-Reid, Reid, & Peterson, 2005). Support for the positive influence of teacher support in reducing school burn was provided by Salmela-Aro, Kiuru, Pietikainen & Jokela (2008) who found a negative relationship between faculty climate, availability of positive motivation from teachers and academic burnout. In a study that highlighted the importance of teacher support in promoting academic achievement, Gregory & Weinstein (2004) found that student-perceived teacher connection was the factor most closely associated with growth in achievement from 8th to 12th grade. The finding suggests that the quality of student-teacher interaction at secondary school may have significant implication for performance in college.

Similarly, according to data from National Longitudinal Study of Adolescent Health, students who had robust, warm relationship with teachers were found to exhibit lower rates of emotional distress, suicidal ideation, suicidal behavior, violence, substance abuse, and early sexual activity (Resnick et al., 1997). The finding is a confirmation of the positive role that teacher support can play in assisting students complete their programs, and also limit their involvement in risky behaviours in order to escape life's difficulties.

Also, fair treatment and support have been found to be key factors protecting from burnout in the work context (Maslach & Leiter, 2000). In the school context, positive motivation as a pedagogical goal by teachers, including fairness, encouragement toward pupils, and pupil-teacher bonding (Crosnoe, Johnson, & Elder, 2004) on the one hand, and the availability of support from school on the other (Aunola, Leskinen, & Nurmi, 2006) are believed to serve as protective factors against school burnout. The finding implies that a supportive school environment (provision of conducive learning environment, and other facilities) and interest in students' academic progress may protect against burnout.

Salmela-Aro et al. (2008) found that positive motivation received from teachers typical of the school was related to a low level of school-related burnout in a sample of upper secondary school students in Finland. They also found that in school that promoted intergenerational pupil-teacher bonding, students

reported low level of school burnout. The authors reported that negative school climate related to burnout.

The association between adolescents' school burnout and parents' work burnout was the focus of a study conducted in Finland. The finding showed that school burnout was more likely among children of parents who themselves were suffering from burnout (Academy of Finland). The finding highlighted the role of parents in promoting or ameliorating academic burnout among their children and bringing to the fore, the need for parents to effectively manage work burnout.

The studies reviewed showed that a supportive environment at home and school are significant in the investigation of school burnout. When students perceive that they can rely on significant others such as teachers for scholastic guidance, academic mentoring, and to clarify personal issues, they are more likely to feel competent about achieving their academic goals. Hence, it is argued that perceived teacher support will be negatively related to school burnout.

Although gender difference is believed to be common in every sphere of human endeavor, Beer & Beer (1992) maintained that this may not be the case with the experience of burnout. The authors found that men and women were comparable in their experience of burnout, explaining that the outcome may be as a result of differences in the perception of stressors among both sexes. Other studies noted that differences only existed in the dimension of burnout experienced by males and females. The finding that female tend to be higher on emotional exhaustion, while males were higher on depersonalization (Purvanova & Muros, 2010; Smit, 2007) provided further support for the finding.

Lee, Puig, Lea & Lee (2013) explored age differences in academic burnout among Korean adolescents', and reported that all four sub-scales of academic burnout (exhaustion, antipathy, cynicism, and inefficacy) were positively related with age. This signified that academic burnout was more likely to occur among older students. Also, the authors observed a progressive increase in stress with subsequent school transitions for most students, suggesting that burnout increased as learning demand increased also. However, other studies which examined this relationship have found non-significant influence of age on burnout. One such study was conducted by Bianchi, & Schonfeld (2014), and involved 5575 participants who supplied personal information such as age and job tenure while they completed burnout measure. Among their findings, the authors reported that age and job tenure did not predict burnout.

II. HYPOTHESES

- i. Academic self efficacy, perceived teacher support, gender, and age will have significant independent

and joint influence on school burnout among undergraduates.

- ii. Male undergraduates will be significantly higher on school burnout than female undergraduates
- iii. Age will significantly predict school burnout among undergraduates

III. METHOD

a) Design and participants

The design of the study was a cross-sectional ex post facto survey. A total of three hundred (300) respondents comprising 143 males and 157 females, whose age ranged between 14 years and 34 years (Mean = 22.55; SD = 3.37). Participants were randomly selected among undergraduates in a public university in southwest Nigeria. The geographical location of the university which is situated one hour drive from the capital city, and the inadequacy of facilities such as accommodation, electricity, and other amenities all make learning a daunting task.

IV. INSTRUMENTS

Material for data collection was a questionnaire comprising four sections. Age, sex, and, level of study were the demographic information measured in the study.

a) School burnout

This was measured with school burnout scale developed by Salmela –Aro, Kiuru, Leskinen & Nurmi (2009). The 9-item scale is divided into three subscales that measured components of school burnout in higher education. Four of the items measured exhaustion, 2 measured cynicism while three measured sense of inadequacy as a student. Items on the scale are rated on a 6-point Likert format with options that ranged between completely disagree (1) to completely agree (6). Scores in the scale are interpreted such that those above the mean indicated high school burnout, while scores below the mean indicated low school burnout. The Cronbach Alpha of the scale in this study is .64.

b) Self-efficacy scale

Academic Self-efficacy was measured with the General Self-Efficacy Scale (Jerusalem & Schwarzer, 1981) because self efficacy is a personal attribute that

can generalize to other areas of life. It is a 10-item psychometric scale designed to assess a person's optimistic self-beliefs to cope with a variety of difficult demands in life (such as academic challenges). Items on the scale had options that ranged from, not at all true (1), to exactly true (4). Respondents who indicated exactly true to positive statements were scored 4, and those who indicated not at all true scored 1. Scores were summated and averaged to determine the mean score. High scores above the mean indicated high self-efficacy, while scores below the mean indicated low self-efficacy. The Cronbach Alpha of .60 was established for the scale in the present study.

c) Perceived Teacher Support scale

This was measured with 12 items extracted from Harvard University and the Tripod Project for School Improvement Measures of Effective Teaching (Ferguson, 2012). The 12 items evaluated the extent to which students felt teaching method adopted by the teacher enhanced learning. Items on the scale were rated on a 5point Likert format with options that ranged from strongly agree (5), to strongly disagree (1). Scores above the mean is interpreted as an indication of high teacher support, while scores below the mean signified low teacher support.

V. PROCEDURE

Questionnaires were distributed to a random sample of undergraduates in a state-government managed university. Two strategies were adopted in the distribution of the questionnaires. In the first strategy, simple balloting was used to randomly select students during lecture with the permission of the lecturer in the class during that period. The second method involved random distribution of questionnaires to students who were resting at the Relaxation Centre (RC) on campus. In both cases, only those who gave oral consent to participate were given the study material to complete. It took less than 10minutes to complete a pack of questionnaire. Three hundred and forty-seven (347) questionnaires were distributed in all, however only 300 were eventually found usable for further analysis, thus given a response rate of more than 86%.

VI. RESULTS

Table 2 : Multiple Regression predicting school burnout from gender, age, academic self efficacy and perceived teacher support

Predictors	β	t	p	R	R^2	F	p
Gender	-.01		-.16	>.05			
Age	-.04		-.70	>.05	.22	.05	2.43
ASE	-.16		-2.80	<.05			
PTS	.12		2.21	<.05			

ASE = academic self efficacy; PTS = perceived teacher support

Table 1 indicated that sex, age, ASE and PTS predicted school burnout $F(4, 294) = 2.43$; $p < .05$ and jointly accounted for 5% of the variation in school burnout. ASE ($\beta = -.16$, $t = -2.80$; $p < .05$) and PTS ($\beta = .12$, $t = 2.21$; $p < .05$) had significant independent influence on school burnout. ASE had negative relationship with school burnout indicating that school

burnout decreased with higher ASE. Similarly, the result showed positive relationship between PTS and school burnout, such that favourable PTS led to increased school burnout. However, gender and age respectively had no significant independent influence on school burnout. The hypothesis was partially confirmed.

Table 2: Summary of t-test of independence showing the influence of gender and age on school burnout

<i>School burnout</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>df</i>	<i>t</i>	<i>p</i>
Male	143	28.27	6.76	298	.25	> .05
Female	157	28.07	7.06			
<i>Age</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>df</i>	<i>t</i>	<i>p</i>
Old	134	28.02	7.28	296	-.29	> .05
Young	164	28.26	6.65			

Table 2 indicated that gender had no significant influence on school burnout, $t(298) = .25$; $p > .05$. The result showed that male and female undergraduates alike were comparable on school burnout. Also, there was no significant influence of age on school burnout, $t(296) = -.29$; $p > .05$. This signified that old and young undergraduates were comparable on school burnout. Therefore, hypotheses 2 and 3 were not supported.

VII. DISCUSSION

The study explored academic self-efficacy, perceived teacher support, gender and age as factors of school burnout. Influenced by findings in extant literature reviewed, it was hypothesized that academic self-efficacy, perceived teacher support, gender and age would have significant independent and joint influence on school burnout. The result indicated significant joint influence of academic self-efficacy, perceived teacher support, gender and age on school burnout ($< .05$). At the level of independent influence to the variance in school burnout, the result showed that academic self-efficacy and perceived teacher support predicted burnout.

The finding showed significant negative influence of academic self-efficacy on school burnout with the negative beta sign indicating that as academic self-efficacy increased, school burnout decreased also. In addition, the finding showed that academic self-efficacy contributed the most to school burnout compared to the other predictors. The finding is consistent with previous studies (Evers, Brouwers, & Tomic, 2002; Ross, 1998; Schaufeli, et al. 1993) which indicated that efficacious students reported low level of school-related burnout compared to less efficacious students. Efficacious students exude a high sense of self-concept which may have led them to believe in their capacity to succeed in their academic undertaking. By believing in their ability to do well in school work, efficacious students might have made adequate preparations to overcome all obstacles that might stand between them and their goal. Such preparations include

activities that reduced stress such as early preparations for examination, timely submission of all homework/assignments, and regular attendance in class. Similarly, efficacious students tend to have more social skills and are good at initiating interpersonal relationship. These skills might have enabled them to form beneficial relationship with more academically endowed students, and teachers who might have assisted to clarify difficult and unfamiliar concepts.

The finding showed that perceived teacher support had significant positive influence on school burnout, such that school burnout tended to increase with more favourable teacher support. The finding contradicted a large body of past research which reported that teacher support was an important buffer against school burnout (Crosnoe et al. Elder, 2004; Naami, 2009; Resnick et al., 1997; Salmela-Aro et al. 2008). The fact that the educational sector in developed countries is prioritized and adequately funded might have accounted for the negative relationship between teacher support and school burnout reported by past studies.

The present study was conducted in a developing country where education is poorly funded and basic learning facilities are lacking in most schools. Because the study was conducted in public a university tended to be poorly funded, it is not unlikely that lecturers could not offer the students the type of support they expected from them. This might account for higher level of burnout even when students actually received support from their lecturers. It might mean weak teacher-student support such that the support received was not congruent with students' most salient needs.

It was hypothesized that gender would significantly predict burnout among students. The finding showed no significant gender influence on school burnout. It showed that male and female students reported similar level on school burnout. Previous research found that male and female reported comparable level of burnout (Beer & Beer, 1992). A possible reason behind this finding might be similarity in

reaction to factors that precipitated school burnout. In addition, it is possible that both sexes might have had equal exposure to stressors that increased vulnerability to school burnout such as lectures, assignment, and examinations. As a result, their level of school burnout might be similar.

In this study, age did not have significant influence on school burnout. The finding indicated that students reported similar level of burnout irrespective of their age. The finding supported the research by Bianchi & Schonfeld (2014) who found that age did not predict burnout among participants cut across different age. Participants in this study were final year students, and might have developed a similar pattern of coping with stress.

VIII. CONCLUSION

In conclusion, the findings of this study contribute to our understanding of school burnout among students studying in public university that are poorly funded, and highlight the significance of academic self efficacy, and perceived teacher support in ameliorating burnout. Teacher behaviour that promotes strong relationship and fosters a feeling of capability in students is recommended.

IX. LIMITATION

The present study is not without some limitations. First, the findings were based on results collected from self-report questionnaires. Self-report questionnaires are notorious for social desirability bias. Second, rather than use pencil-paper test as was the case in this study, which allows for faking of responses, future studies might try utilizing objective measures for burnout, such as measurement of heart rate. Objective measures are less vulnerable to faking by respondents. Third, the study was cross-sectional, a factor that made it impossible to analyse any causal relations between the variables. Fourth, the study was carried out in one public university thus caution is advised in generalizing findings to other contexts such as to private schools which might differ in philosophy and school policy.

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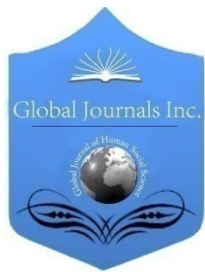
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The Writer as a Dreamer: Utopia and the Ideals of Utopianism in Ngozi Chuma-Udeh's the *Presidential Handshake*

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Abstract- Literature mirrors society and literary artists reflect the realities of lives in their various societies through their literary works. Ngozi Chuma-Udeh is one of the Nigerian writers who use their literary works to advance political goals all geared and targeted towards a more humane and prosperous society. Utopia as a concept is coined from the two Greek words: outopia which means 'no place' and eutopia which means 'the good place' and both words combined together to mean "the good place in no place". This is the idea of a perfect world that obviously conflicts with our real world of reality. Utopian novels, therefore, are the type of novels where the writers create a perfect and beautiful world; a world where everything is good and ideal, a paradise where people and society thrive in harmony and human development and achievements flower at their peaks. This world is far from our world of reality, our world of flesh and blood but writers create them perhaps to show a picture of an ideal world and also to see if we can through constant effort and quest strive to model our world to a greater extent in the form of the ideal world. This paper adopted the utopian perspective in literary works as the framework for this study. The paper is interested in determining the real life social – political and economic realities that obviously gave rise to the issues in the novel under discourse.

Keywords: *utopia, utopianism, dreamer, society, corruption, political disillusionment, disenchantment, idealism, reformation.*

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Strictly as per the compliance and regulations of:



The Writer as a Dreamer: Utopia and the Ideals of Utopianism in Ngozi Chuma-Udeh's *the Presidential Handshake*

Asika, Ikechukwu Emmanuel^α & Chike Okoye^σ

Abstract- Literature mirrors society and literary artists reflect the realities of lives in their various societies through their literary works. Ngozi Chuma-Udeh is one of the Nigerian writers who use their literary works to advance political goals all geared and targeted towards a more humane and prosperous society. Utopia as a concept is coined from the two Greek words: outopia which means 'no place' and eutopia which means 'the good place' and both words combined together to mean "the good place in no place". This is the idea of a perfect world that obviously conflicts with our real world of reality. Utopian novels, therefore, are the type of novels where the writers create a perfect and beautiful world; a world where everything is good and ideal, a paradise where people and society thrive in harmony and human development and achievements flower at their peaks. This world is far from our world of reality, our world of flesh and blood but writers create them perhaps to show a picture of an ideal world and also to see if we can through constant effort and quest strive to model our world to a greater extent in the form of the ideal world. This paper adopted the utopian perspective in literary works as the framework for this study. The paper is interested in determining the real life social – political and economic realities that obviously gave rise to the issues in the novel under discourse. Politics and political disillusionment as peculiar to our society formed the bedrock of the novel. The study discovered that the writer in her disposition to correct some of the social anomalies brought about by our misconception of politics and leadership both from the perspective of the masses and the leaders became rather a dreamer in her literary work. The writer ended up creating what seemed like a somehow utopian view of the leaders and politics in society. How the writer lived out her dream of a perfect society and generation leaders yet to come and the relevance of this utopian view in our modern day society is the crux of our study.

Keywords: *utopia, utopianism, dreamer, society, corruption, political disillusionment, disenchantment, idealism, reformation.*

1. INTRODUCTION

Literature as a mirror reflects society and literary artists all around the globe reflect their societies in their literary works. Writers across the world have embraced this unique gift of literature to express the

socio-political, economic, religious and even cultural milieu of their people. These writers, under the umbrella of literature have created works whose goals are channeled towards the ideas of socio-political, economic, cultural and religious reformation. This situation and its manifestation is made possible by the "inner-light" believed to be possessed by any gifted writer with which may geared towards the better mind of mankind. According to Wole Soyinka:

The writer possesses an inner light not available to masses of his people and that it is his duty to use this inspiration and insight to guide his society towards a beautiful future. (7) [3]

Writers and literary artists have embraced the genres of literature to preach, shout, satirize and mock in order to purge their societies of all the canker worms that militate against positive and developmental inclination. As David Ker opines:

The writer is a member of a society and his sensibility is conditioned by social and political happenings around him. These issues will therefore perforce be present in his work. (*Literature and Society in Africa*, 7) [4]

No devoted and patriotic writer can escape this task of social crusading, re-ordering, re-orientation, re-educating, engineering and re-shaping that must be done in the society. In the views of Donatus Nwoga: "if it is necessary to throw bombs in order to change the society, then a writer should recognize his obligation to his society and throw as many bombs as possible" (4)

A writer ought not to be like the proverbial man who was busy pursuing a rat while his house was on fire. A writer in a society is the moral conscience of his society and his art should gear towards social issues and social rehabilitation. It is in tandem with this known fact about literature and literary writers in the society that this paper attempts a sociological reading of Ngozi-Chuma-Udeh's *The Presidential Handshake* with the aim of exploring the various socio-political and economic realities of our society that formed the matrix of the work; and the writers viewpoint in the quest for a better and ideal society of our dream.

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II. CONCEPTUAL FRAMEWORK

By conceptual framework we have in mind the concept on which a given research is based. The adopted theoretical and conceptual framework for this study is the idea of utopian and ideals of utopianism in literature. Utopia novel is the type of novel where the writer creates a perfect and beautiful world; a world where everything is good and ideal, a paradise where life thrives in harmony and human development and achievements flower at its peak. This world is far from our world of reality, our world of flesh and blood but writers create them perhaps to show a picture of an ideal world and also to see if we can through constant effort and quest strive to model our world to a greater extent in the form of the ideal world. According to M.H Abrams and Geoffrey Harpham:

The term utopia designates the class of fictional writing that represents an ideal, non-existent political and social way of life. It derives from Utopia, a book written in Latin by the renaissance humanist Sir Thomas More which describes a perfect commonwealth; More formed this title by conflating the Greek words "eutopia" (good place) and "outopia" (no place). The first and greatest instance of the literary type was Plato's *The Republic* which set forth in dialogue, the eternal Idea or Form, of a perfect commonwealth that can at best be merely approximated by political organizations in the actual world. Most of the later utopias like that of Thomas More, represent their ideal state in the fiction of a distant country reached by a venturesome traveler. There have been many utopias written since More gave impetus to the genre, some of mere Aracadian dreams, others intended as blueprints for social and technological improvements in the actual world. (416)

a) According to Charles Nnolim

Man writes utopian literature, it seems either as a personal revolt against the human condition (ie against things as they are) or in his perpetual search for a heaven on earth- an earth that partakes of the kingdom idea, namely: fullness, richness, manifoldness, satisfying individuality, paradise on earth. Utopian literature has always expressed man's longing for things as they might or ought to be, for it is the aim of utopian literature to invite the wretched of the earth to partake, even if vicariously, of the delights and satisfaction denied them in this valley of tears. (64)

The concept of utopia and the utopian leanings is the adopted framework for this study. Our interest is on how the writer created several unrealistic aspects of our society which is only part of the dream of the writer for a better and harmonious society.

III. ALLIED LITERATURE: THE IDEALS OF UTOPIANISM VIS-A-VIS AFRICAN LITERATURE

As earlier stated, utopia can be defined as an ideal or perfect place or state, or any visionary system of political or social perfection. In literature, it is projected to refer to a detailed description of a nation or commonwealth ordered according to a system which the author proposes as a better way of life than any known to exist. It is a system that could be instituted if the present one could be cancelled and people could start over.

Utopia, as a word and concept has its own peculiar history. The one major work preceding More's in the field was Plato's *Republic*. Its influence on *Utopia* is said to be extensive and unmistakable. The central theme of both Plato's *Republic* and More's *Utopia* is the search for justice. In the *Republic*, the rulers are to be a group of intelligent, unselfish men called the guardians or philosopher-kings, who conduct public affairs for the good of the whole nation. Gold and silver coinage is outlawed, and there is a rigid proscription against luxury and ostentation. Life in the society is directed by a highly moral code of conduct. An educational system for the intelligentsia is elaborately and idealistically designed. Equality of men and women is proposed in both works, though with certain qualifications. There is allowance made in Plato's scheme for the practice of slavery, as there is in More's. There are, on the other hand, departures from Plato in *Utopia*, some quite radical. The *Republic* establishes sharply defined class distinctions — the ruling intelligentsia; the warrior class; commoners, consisting of merchants, artisans, and laborers; and finally, at the lowest level, the slaves. Utopians recognize no such gradations among their citizens. The religious beliefs and practices in the two books are, of course, quite different. These are among the various areas of similarities and differences evident in the two works pioneering the ideals of utopia in our various societies. Be it as it may, utopia in common parlance has come to mean an impractical or idealistic scheme for social and political reform in our various societies. In the opinions of Bill Ashcroft:

Wherever utopias occur, three key contradictions emerge: the relation between utopias and utopianism; the relation between the future and memory; and the relation between the individual and the collective. The dialogic ways in which postcolonial writers and thinkers negotiate such ambiguities create a distinct form of cultural and political hope. It is this negotiation and resolution of such ambiguities that demonstrates the utility of postcolonial utopianism.... The function of utopianism is the energizing of the present with the anticipation of what is to come. For Bloch, utopias are pipe dreams. Without utopianism, however, we cannot

live. We can see this confirmed in the fact that all "achieved utopias"... But despite these failures and the ambiguous relationship between utopias and dystopias utopianism remains necessary.... To emphasize this Bloch explicitly separates utopianism, which he sees as a universal human characteristic, from utopias, which, as playful abstractions, are pointless and misleading—a parody of hope. (4)

African literature from its inception has embraced the ideals of utopianism as a veritable way of ushering in change and bringing into the continent, the ideals and quality of life that are not in existence but yet, are highly essential and are sine qua non in the collective struggle to build a new Africa. African writers infuse in their works, the inventions of utopianism by creating a society that is larger than their immediate environment, a society that is ideal, corrupt-free, prosperous and harmonious in many accounting. This is a society these writers believe is obtainable and capable of replacing our corrupt society if only our bountiful human and natural resources, and enviable economy will be prudently managed and our socio-political and philosophical ideology reformed for the better. According to Craig Smith:

Since its emergence during the nationalist years of 1945-60, African fiction has persistently explored the dialectic between the promise of change and the pressures of compromise. The desire to re-imagine the nation-to constitute it anew, at any and all scales-is the lifeblood of this literature.... Utopia draws upon desire: desire for change, for escape both from the here-and-now and to what will be better, that goal which Ngugi describes as "true communal self-regulation and self-determination ... through a real control of all the means of communal self-definition in time and space." At their most powerful moments, the novels call for the creation of something new: a social order that will heal the scars of colonization, either by returning to pre-colonial values or by breaking free into a truly egalitarian polity. (81)

a) *The critic went further to posit thus*

...Yet at the same time that they envision this national rebirth, these works also inscribe the powerful resistance to change of specific social collectivities and ideologies. Texts become sites of struggle for control of the nation's imagination--the way it imagines itself to itself as well as to readers outside its boundaries. And the moments at which texts fight these social struggles open up new possibilities for understanding how political consciousness and literary expression work upon each other. (81)

The African continent has been a continent with a chequered history and unpleasant experiences. First is her experience with slavery that robbed her of great men and women of enviable skills and manpower. Again, she witnessed the inevitable colonialism that destroyed her

culture and left her in pains of humiliation and perpetual search for what is left behind that will guide her in the perfect direction and sooth her wounds forever. In the views of Bill Ashcott:

African utopianism...reverts either to an historic sense of pharaonic identity or embeds a sense of cultural 'Africanness' in a mythic consciousness that extends beyond any particular nation. The later novels of Ayi Kwei Armah are particularly engaged in the recovery of an African classicism in the appropriation of Pharaonic Egyptian culture to African history. Most commonly associated with the work of Chiekh Anta Diop in the 1970s... Ben Okri on the other hand generates a utopianism through an exuberant language that provides a richly utopian view of the capacity of the African *imaginaire* to re-enter and reshape the modern world. It is not merely a hope for African resurgence, but a vision of Africa's transformative potential. (7)

The African continent by the knowledge of her experiences is no stranger to misfortune, tragedies, backwardness and exploitation. Problems of leadership, poverty, neo-colonialism, dictatorship, corruption, ethnic rivalry and all sorts of afflictions characterize the map and identification of the continent, and though unarguably one of the richest continents in the world, Africa still remains undeveloped and poor when compared with the rest of the world. In congruence with this, Africa writers across the globe have taken it upon themselves the laborious task of addressing several nuances of injustices and past errors in their creative works. Utopian literature provides an escape route in the miasma of these socio-political and economic anomalies. It points at the way forward and serves as a beacon of hope and faith in the glories of the continent yet to come. Some African writers create utopian literature first, as a means of escape from the gory realities around them, second, as a form of elixir and consolation, third, as a symbol of hope and continual belief in a glorious future yet to come and lastly, in demonstration of their collective dreams as writers with visions and prophetic ideas of a new nation where peace and harmony, decorum and prosperity is the order of the day. According to Charles Nnolim:

Every utopia is but one manifestation of what man has as an inner aim and what he must have for fulfillment as an individual. To deny that man needs promise of a better future to exist is to reject utopia, to deny the truth about man's essence. According to Paul Tillich, it is impossible to understand history without utopia, for neither historical consciousness nor action can be meaningful unless utopia is envisaged both at the beginning and at the end of history. He further asserts that utopia has one positive characteristic: its fruitfulness – its ability to open up possibilities for man which would have remained lost to him if not

envisaged by utopian anticipation, for every utopia is an anticipation of human fulfillment. And many things anticipated by man in utopian literature have turned out to be real possibilities.

b) *Nnolim went further to posit thus*

Without this anticipatory inventiveness, countless possibilities would have remained lost to man and remained unrealized. And where no anticipatory utopia is created to open up possibilities for man, we find a stagnant, sterile present: we find a situation in which not only individual but cultural realization of human possibilities are inhibited and remain unfulfilled. (65)

All these are parts of the deep rooted beliefs and ideas of utopianism as relates to African literature. This type of literature smacks of fantasy; highly imaginary and unrealistic but in reality is apt and energizing in the face of the ever increasing need to search out for better ways to change the fortune and physiognomy of the continent for the better. Also, to continue to ensure the unwavering nationalist spirit that will help the Africans to work collectively to achieve the dreams of their 'African paradise' on earth is an inclusive aim and venture.

IV. SOCIO-POLITICAL DISILLUSIONMENT IN NGOZI CHUMA-UDEH'S *THE PRESIDENTIAL HANDSHAKE*

Ngozi Chuma-Udeh's *The Presidential Handshake* is a sequel to her first novel, *Teachers on Strike*. The novel is a continuation of the first novel where we had earlier met teacher Nebe. The story in the novel centers around a teacher named Nebe. Teacher Nebe was described as a teacher with high moral standards and values for life. He is a great activist and social crusader who always stands on the path of truth and what is right irrespective of what the leaders and society think about it. That was the only reason he was still a poor teacher despite the long years he had spent in the profession. He had rejected several avenues to enrich himself from bribery and ill-gotten wealth offered by some political leaders. He is armed with the belief that teaching is a passion, a calling and not a money-making venture. In *Teachers on Strike*, Teacher Nebe was a strong activist and the leader of the Teacher's Union who wedged a long and drawn-out war with the then sole-administrator who had sacrificed the educational standard of the state on the altar of politics, selfish and economic gains. In *The Presidential Handshake*, Teacher Nebe had refused to let go his experiences during the strike actions and that led to his bitter disposition towards politics. It was until the President, Supo visited his school that the anger was resuscitated and his hatred from the memory of the strike and its effect on the education sector came alive again. The writer captured this in these words:

... Supo's coming has brought so many bad memories to his soul. It had revived the ghosts of buried memory of the long, devastating teacher's strike action against the non-payment of their salaries by the immediate past District Administrator. It was a battle for life by the teachers. So many things were lost both physically and psychologically. People withered and died as if they were flowers starved of water. It was a terrible carnage on educational sector (24)

This is the plight of Teacher Nebe as a result of the strike action in the first novel. The strike left an indelible mark on the teacher, the society and the education sector as a result of a leader's insensitiveness. The strike took a greater percentage of the teacher's life, and that made the hatred for politics to take root and live with him. He hated the leaders and would wish to avoid them at all costs. The strike robbed him a part of him. Teacher Nebe became a representative of many teachers who may still battle to get over the psychological and traumatic experiences of the strike as the writer portrayed thus:

Since that strike, teacher Nebe had never been his real self. A very significant part of him went into the strike action but at the end of the protest, not all of him returned and he had been trying for years, to figure out which part of him that was still missing. He weighed his spiritual self, he weighed his physical and psychological self. Yet, he could not lay his hands on any tangible component of his being that was missing but he was sure something was missing. Another thing he was sure of was that the experience gathered from the strike action had taught him that no politician was worth giving an ear. He had made up his mind to create a safe distance from the politicking in the nation as he would give a hungry cheetah dangling gold in his claws. Politics was, indeed for the teacher, a very dirty game, a game of the sheathed claws of monster ready to pounce and tear ... (24).

It is this definition of politics accruing from Teacher Nebe's experiences from the strike actions that shaped his life. Teacher Nebe hated politics with a passion. He sees politicians as evil and oppressive sets of individuals who would continue to feed fat on the gullibility of the poor masses. Politics to him is a dirty game not worthy of venturing into. Our politicians in his concept are liars, oppressors, exploiters, and bloody-thirsty looters who are very insensitive and unconcerned about the plight of the masses that elected them into power. That was his belief and he vowed to stay away from politicians. That was the only reason he saw himself running far into his fellow teachers' farmland, just to escape the noise and applause coming from the hall where the school was honouring and celebrating the president of the country, Supo who came to visit the school. Supo was a former student of the school. Nebe

knew him as a student full of wit, cunning and deceit and could use the power of his wit to escape from any trouble and predicament he finds himself. Supo would have loved to see his ex-student prosperous and doing well in the labour market if not for the side Supo had identified with in the society. Teacher Nebe would have been happy and full of admiration and praise for Supo if he had been a successful business man. But Supo was a politician and that drew the gap between the teacher and his ex-student. His realization that Supo had succeeded in the game of blood to ascend to the pinnacle of politics and become the president of the country was a noble feat but Teacher Nebe's hatred for politics would reign supreme and that was why he took the decision not to honour, appreciate, regard or even identify with his former student who had become the president of the country. He was much convinced that Supo will only be one of the politicians that feed the masses with thousands of lies they have no hope of fulfilling. He would only feed on the gullibility of the masses. He would make them promises that would never come true and amass their resources which are stashed in foreign accounts around the world. This is why the applause for Supo's address which was still reaching him many miles in the bush where he was taking refuge was a noise and irritation to him as the writer depicted thus:

The teacher wondered what this last ear-splitting prolonged applause was all about because it surpassed the 'joy' of the visitor's presence among his 'people'. It almost uprooted the school from its very foundations. Whatever it was, be it a promise to build a castle in the moon for his people, tar the roads with diamonds, water the fields with silver, he vowed never to be moved like the rest of the gullible people around him. He sat put, undaunted on the stomp of wood in Aristo's bare existentialist farm (17)

This is the personality of teacher Nebe, a man who sees nothing in the ever delightful and promise-filled chants of our Nigerian politicians. Today in society we are familiar with politicians making empty promises to the masses during every electoral campaign period. Some of the politicians go as far as promising what civilization is yet to offer and this is an untold aspect of the realities of the lives of the people in society. The society is used to having politicians who promised heaven on earth and once elected, they begin to amass wealth and have no more business with the people who voted them into power. Their interest will be on the number of houses and properties they would acquire abroad and the millions of dollars they would transfer into foreign accounts before their dispensation will be over. Once their tenure is over, the vicious cycle of another set of thoroughly corrupt and unscrupulous politicians who promise all, but give nothing sets in again. They loot the treasury and squander the wealth of

the masses. The once disappointed masses continue to hope and pray with longing eyes and hungry stomachs for messiahs to come. This is of serious concern to the teacher as the writer depicted thus:

Teacher Emeka Nebe was not very happy about this mid-day roaming in the school garden but his heart was heavy, very heavy. His physical heart seems to have pains in it, as if small, sharp crystals were cutting into it. Everything seemed wrong to him, nothing was ever right these days. It was not just the ordinary quandary or misunderstanding or the tiny injustices prevalent in the daily National lives which majority of people feel pressing down on them. He felt rather serious brooding or premonition that the country was weighing down on him. (26)

Teacher Nebe becomes symbolic of those patriotic characters in society who still have the moral conscience in them, a conscience that still allows them to feel and be part of the sufferings, failures, broken promises, victimization, oppression, exploitation and corruption that have become part of the realistic aspects of society. Through the eyes of the teacher we feel and become part of the real life sufferings of many people in society made possible by mismanagement, corruption and political instability and dichotomy. The rich are getting richer, while the poor continue to languish in poverty. It is not that the nation lacks the economic and financial muscle to pull the masses from the cesspool of poverty, but corruption and bad leaders have continued to frustrate and ensure that the wealth of the nation is not evenly distributed among the owners of the wealth, the citizens in the country. Through the eyes and character of Nebe which the writer provides as lens, we see our society struggling to survive on the altar of bad politicking, exploitation and mismanagement. This is what Teacher Nebe has come to symbolize in the novel thus:

The teacher had passed through hard times in the country. He has towed the path of war with humiliating governmental policies. He had been a major stakeholder in the struggles of the masses to rise above debilitating governmental actions and decrees but the nation's quandaries seem to be growing in intensity instead of diminishing. In his society, the poor are downtrodden, though they do not seem to mind it anyway. If they do, they would not be shouting their heads off because a seeming oppressor came on a campaign tour ... (27).

This is the state of affairs of our society as captured by the writer in the novel. While Teacher Nebe was busy running away from Supo and his presidential entourage, little did he know that the president had come solely for him and to pull him into the politics he had avoided all his life. Just like the Biblical Jonah, Teacher Nebe was to go to Nineveh against his wishes. Unknown to the teacher, the applause that rang greatest

in his ears far away in the farm where he was hiding, came when the president announced his invitation to the presidential villa for a presidential handshake and other ceremonies. That was when the agonizing fate of Nebe in the hands of politicians and the society began. The moment Teacher Nebe came out from his hiding aware that the president had gone, he was greeted with applause, dance and ululation by the entire teachers who no longer see an ordinary teacher Nebe, but one who had just been invited to the presidential villa and with that singular invitation he will be drafted into the inner caucus of the president and whatever that will happen next will be a successful story of Teacher Nebe's journey to greatness in the political corridor. The reason for the cheerful celebration is because this is what politics and political appointment means to the masses – an avenue to enrich one's pocket and say goodbye to poverty. Teacher Nebe was received and addressed in the depiction of the writer thus:

... Everybody wanted to touch him as if he was some sort of relics. "You are a presidential guest", Dike cracked in his deep voice. As if to explain more, a barrage of voices interpreted the information to him in various ways. "*Iburu go kwa madu government*", "*obia ndi oyibo*", "Teacher, *okwa gi bu zi kwa na elu orji*" "*onye isi ala si gi bia rie, bia nua*", "Teacher *tinye kwa m na budget gi oo*".... (34)

All the italicized words are praises showered on teacher Nebe, signifying people's perception of his "life transformation" following his invitation for a presidential handshake. This is a deep exposition of the people's mentality and mindset towards politics. The above is a typical portrayal of how our actions and inactions help to fuel the political exploitation and disorder all around us. The news was not good to Teacher Nebe but that was not what the society cared for. Everybody wished to identify with him so that he could help advance their political, economic and other selfish interests to the president. Rather than trying to bring in positive change or sanity in the society, people are eagerly waiting for their own turn to amass the wealth of the nation. The news soon spread like wild harmattan fire that teacher Nebe had been invited by the president for a handshake. In tandem with that, cows, goats, gifts and money became a regular sight in Teacher Nebe's house from people who needed their interest to be sold to the president. Millions of naira were promised the teacher by different businessmen who wished to advance their business goals and interests. People urged him to accept the offer and alleviate himself and his family from poverty. It was indeed a lifetime opportunity in their eyes. The writer captured Teacher Nebe's situation in this scene:

"The teacher is back". A voice rang out from the roadside like the panic of a mad herd of cattle, the crowd surged forward. Nebe just had enough time to

wind up the window of Dife's Jalopy before they mobbed the car ... As the gate opened, the two men thought they were dreaming. Nebe wiped his eyes thoroughly to make sure he was not having a nightmare in broad day afternoon ... As he alighted the car, he noticed that the compound was full of different types of commodities ranging from bags of rice, heaps of yams to varieties of domestic animals, there were about fifteen cows tethered in the compound, countless rams, each with gigantic horns, jars of palm oil (116)

People from all works of life flooded Nebe's house seeking one help or the other. Teachers, traditional rulers, bank workers, the students and youths, Alhajis and market union leaders all came to Nebe begging for one selfish desire or the other. The fact that Teacher Nebe continued to reject the gifts did not stop more visitors with more enticing offers for him. One of the most peculiar and provoking episode worthy of note is the visit of the Traders of the under Bridge market. The market was described as a death zone that has recorded and continues to record great numbers of dead people because of the location of the market under a bridge. It was in the view of the increasing number of the people dying almost on daily basis that the government decided to build an ultra modern complex for the traders in a rather remote area far away from underneath the bridge. The idea is to protect lives and property of the people since the market is always flooded with buyers and sellers and can thrive anywhere it is located. But the leaders of the trade union of the market did not want such change. The reason is in the selfish deal that they profit heavily from the location of the market under the bridge. They had come to bribe Teacher Nebe with millions of naira to help them convince the president that the market should not be moved. Despite being reminded about the worrisome death tolls of people and the hazards in the location, the traders argued thus in advancement of their selfish economic interest:

"Yes, oga, Teacher, but death will come when it will, even when you are asleep in your bed. We are only doing our honest business. If one person dies, the market will continue. Human life and the market is the same thing. As people die, others are born. As one trader goes, another comes. Will a soldier refuse to go to war because he may be shot? Do we because termites will eventually eat the body refuse to have our baths? The pang of childbirth is great, but women get pregnant every day. The leader-trader philosophized to Dife's greatest annoyance. (145)

This is the view of the traders who would wish to remain under the bridge to maximize profit rather than moving to a safe ultra modern complex the government built for them. The head bridge market is real as well as the story surrounding it. It is located somewhere at

Onitsha, the River Niger Bridge that almost marked off the territorial boundary between Anambra and Delta States of Nigeria. The above scenario and many others in the novel is a bitter exposure of the mindsets of people in the society. As this continued to increase and the perversion in the society continued to be exposed in the demands and actions of those who visit teacher Nebe, the teacher lamented bitterly:

Why had the society reduced every variable to money and nothing more? Money... money, that is what he got to hear every microsecond of the day, money was valued far above human life, money was valued far above the human soul, and money was valued far above the sanctity of the human spirit. Money! (147)

This is the pervert mind of many people in our society. This is what brings tears to the eyes of Nebe. It was not just the traders who would wish to advance their selfish goals; even the youths came to Nebe to help them negotiate the sales of their voter's cards to the president. Dife had advised in these words:

"Do you know that these cards are your franchise and by selling them, you are selling your right to vote in the leaders of your choice? You will have no rights to participate in the nation's polity. Is that what you really want? These cards are the only power you hold over these politicians and if you dispose of them, you have disposed of the only franchise you have to make a meaningful contribution to your society. You will be selling away your rights to a broad egalitarian life for just twenty thousand naira (154)

But suffice it to say that this was a mere sermon to the youth who left Nebe's house still burning with desires to sell their voter's cards to a better buyer. There were so many other real life aspects of our society reveal in the novel which was only a pointer that our social life and perception of politics is in a real mess. Our mindsets need to be adjusted if we nurse any hope of building a harmonized and prosperous society.

V. THE WAY FORWARD- THE UTOPIAN DREAMS OF THE WRITER

We have demonstrated earlier how writers use the avenue of their literary works to decry injustice, corruption, bad governance among other forms of vices which have eaten deep into the fabrics of our society and militate against our desired peace and progress. In *The Presidential Handshake* the writer sets out to expose the role the masses play in ensuring that this cycle of exploitation, bad leadership and political exploitation continues all around us. The problem, as we realize from the position of the writer in the novel, is not just with the leaders but also with the society, the masses who support the leaders to exploit them. It was when Teacher Nebe visited the president that he realized that the man was suffering. His ideas of politics

was different from what the people thought and he needed people like Nebe to help him make some positive changes and change the people's view of politics. The president, Supo had lamented bitterly thus:

... Because I felt time has come for necessary redirection of our people's mode of thoughts towards positivism. You see, teacher, it is not easy being a public figure. Everybody has a wrong notion of you, including your closest of associates. Your people expect you to bring back home all the money in the coffers of the government... they expect to go to bed and get rich the next morning because the president is their kinsman. I found myself in a most bizarre situation and I had to apply certain stringent measures one of which was to stay clear until I figure out ways of tackling the problems of making our people come to full realization that nobody is the government. The government is everybody. (348)

The president was full of lamentation on the state of affairs of the nation and what the people expect of him. From his perspective, it was the masses that in many ways push the leaders and give them room to exploit them. That was the only reason he had invited Teacher Nebe to join him in the task of re-orienting the mindsets of people in the society for effective and good governance. The president had confessed thus:

Teacher, as I told you before, the reorientation of our people is a task uphill which only the most dedicated souls could achieve and that is where you came in. Our people were bearing so much erroneous grudges for me because I disappointed their expectations of siphoning all the money in the economy back to the purses of my friends and relatives. I needed someone to illustrate to them the falsehood of their impressions about the nation's politics. I needed someone very intelligent and incorruptible to hammer real sense into their heads and you have started doing that. (348)

It was then that Teacher Nebe realized the plot. The president had chosen him to help him fight people's concept of politics and change their erroneous opinion about politics and national cake. The president, aware of all Teacher Nebe passed through from people from all works of life since he was invited for the handshake pleaded with him to feel what he had felt in the three years of being a president. It was while the president continued to explain that it all dawned on Teacher Nebe the reality of it all. The writer faithfully captured the scene of the realization in these words:

Realization dawned on the teacher that the problem in the country emanated from the erroneous perception of the entire society and not wholly from the nation's polity. All had misconstrued the core essence of governance. This misplacement of values had eaten so deep into the people and required very critical persistent modification. The teacher knew it would be



a long journey... this march for the redemption of the country but there was hope for emancipation through a great deal of capacity building inductions for reorientation of consciousness. (351)

The novel ended with the president and teacher Nebe, the politician and activist uniting in a common cause, a cause to salvage politics and re-orient the mindsets of the people towards the all important idea that politics is not really a call to loot but a call to serve and better the lots of the entire people in the society. It is a call to ameliorate the sufferings of many people in society and advance the nation's growth towards a more civilized, harmonious and idealized society. The people should realize that government does not belong to the leaders and politicians. Everybody is part of government. This is the message, the idea the president needed to impart on the people and he needed the likes of teacher Nebe, an incorruptible social activist and crusader to help him reach out and achieve this feat. This is the point where the utopian dreams of the writer were made manifest.

What we now establish in this section of the paper is that writers also in their bid to satirize, mock and correct through their literary works often create an unrealistic perspective of the society. This makes them dreamers who only live out their dreams and expectations in their literary works, a dream far removed from the real life socio-economic and political ideas of the society. Writers are in many ways, dreamers. They dream of things which in many cases are not in existence and wish they could through the powers of their imagination and creativity bring them into existence. According to Freud, dreams are wish fulfillment and they repress desires and fantasies which we conceal when we are awake because society abhors them. Dream according to Freud is a window to the unconscious. It could be a valuable tool for psychoanalysts in determining unresolved conflicts in the psyche. Sigmund Freud sees the writer as a dreamer and his works are as a result of his repressed desires. There is connectivity between the dream and the artist in that both express repressed fantasies. To write a story or a poem then is to reveal the unconscious. Such view makes the writer a complete individual working out his or her problems. According to Freud in his introductory lectures on psychoanalysis as quoted by Ann Dobie:

The artist has also an introverted disposition and has not far to go to become a neurotic. He is one who is urged on by instinctual needs which are too clamorous. He longs to attain to honour, power, riches, fame and the love of women; but he lacks the means of achieving these gratification so, like any other with an unsatisfied longing, he turns away from reality and transfers all his interest, and all his libido too, to the creation of his wishes in the life of fantasy,

from which the way might readily lead to neurosis. (61)

The above view and statement is necessary and apt here to demonstrate how a writer is a dreamer and how his dreams inescapably diffuse into his literary works and formed part and parcel of his quest to achieve a new order of things and events which in many ways conflict with the traditional ways these ideas and events have been conceived and accepted. Ngozi Chuma-Udeh obviously as a writer, we can argue, is filled with dreams of a beautiful society; a society where the leaders know their roles and the limits of their powers and the masses equally recognize theirs. The writer dreams of a society where there is peace, progress and harmony. The writer also dreams of a corrupt-free society where excellence, merit and qualification will count in all spheres of lives; a society where the leaders serve and do not loot and all the basic amenities and infrastructures are well provided for the betterment of mankind in the society. She dreams of a society where education prospers and economy booms for the well-being of even the lowest citizen of the society. These are part of the dreams of the writer which unconsciously formed the matrix of her literary work. In the novel, *The Presidential Handshake*, the writer created a society where a president fully recognizes his role as a leader which is a call to serve and not to loot. This is why it was impossible for him to amass wealth from the nation's treasury to enrich his people as they expected of him in conformity to what is obtainable in society. Every leader once he seizes power is expected to loot and plunder the nation's economy until his tenure is over. His family and relatives are not expected to lack anything financially for life courtesy of money stolen from the nation's treasury termed the 'national cake.' This was a practice, the modus operandi which Supo decided to challenge and uproot as a president. The writer made President Supo to bear and fan the embers of goodwill and transformation needed in our nation's polity. Supo, irrespective of his rather infamous background as a student in teacher Nebe's class was fast to change his mindset the moment he became the president of the country. He was willing to institute positive change and he needed selfless and incorruptible activists like teacher Nebe to assist him in the struggle and quest to build a new society of our dreams. This is the dream of the writer as one can argue that such calibers of leaders are still nowhere to be found in most of our African and Nigerian society today. If they ever exist, they are still encumbered and far away from the corridor of power. But the writer's conceptualization of such idealized and long waited leaders, the 'saviours' of our world shows in actual sense that they are capable of existing in our real world.

The emergence of these leaders, symbolized in the character of President Supo who will connect with

the ever waiting patriots and visionists like Teacher Nebe and unite politics and activism under one common umbrella, is the dream of the writer for her society. Our argument is that the writer had only succeeded in leaving in the novel, a rather prophetic ideology that ought to live in our minds, and that is the idea of the emergence of the new sets of selfless, sincere, honest and patriotic leaders who will lead our society to their promised land. Perhaps, someday the future generation will discuss the novel on the basis of a dream come true just like one can argue that to a greater extent, 'the beautiful ones' are being born in modern Ghana today. And more are in the womb waiting to see the light of the day, all armed with visions and zeal to make Ghana a corrupt-free society which was the dream and vision of Ayi Kwei Armah in his highly satirical and scatologist piece, *The Beautiful Ones are not Yet Born*, described as a bitter and biting criticism of the corrupt and socio-political and economic quagmire of the Ghanaian society in the wake of political independence. The least we could do is to watch, pray and hope in the best yet to come and condition our mindset for the advent and emergence of ideal leaders and society which we believe are intertwined in the future yet to come.

VI. CONCLUSION

This paper has done much to expose some of the social issues highlighted in the novel, *The Presidential Handshake*. The novel examined the various social issues and aspects of social reality portrayed by the writer which bothers on the politics and polity of the nation. The idea and information gleaned from the novel may sound absurd from our knowledge of our political leaders today but the truth is that the writer succeeded in reflecting many real life experience and affairs of the society. The novel was able to locate the problems of politics. With familiar characters, in familiar places of society, the writer made a point that politics will be better and society too if only we can change our mindsets towards politics and political leaders. If only we will know our rights and our powers and if leaders will realize that politics could still be a call to serve and not one to loot and plunder. The president, President Supo in the novel becomes symbolic of the rare kind of leaders which we clamour for and continue to wait for in our society. The president is symbolic of the new generations of leaders yet to come, the leader that will help once again to restore order and sanity in our political sector and restore politics to the enviable height of a responsible, transparent and accountable government. Teacher Nebe on the other hand, is symbolic of those patriots who still nurse in them the frail hope that society could still be better and took it upon themselves to shine as light; a light others ought to imitate in order to foster peace, prosperity and good ethical values in the society.

If the politician and activist could unite in one common cause like they did in the novel, we too could reconcile our differences and only then would we be ready to build the desired socio-political, economic and academic polity we are all in dire need of. But for now presently, we are hopeful dreamers like Ngozi Chuma-Udeh wishing fervently that our utopia metamorphoses into complete reality as soon as possible.

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India Elections 2014: Time-Lagged Correlation between Media Bias and Facebook Trend

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Abstract- After establishing print media bias and Facebook trend as reliable predictors of election outcome, the study analyses the relationship between the two before and during the 2014 Indian Lok Sabha election. Time-lagged correlation is used to study the immediate effect of newspaper reports on the political behaviour of Facebook. Further, a correlation was found to exist between the long-term political trends in the print media and Facebook. That is, the number of positive and negative news reports published on a party in the newspapers affected the number of 'likes' recorded on the Facebook fan page of the party or its candidate.

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India Elections 2014: Time-Lagged Correlation between Media Bias and Facebook Trend

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Abstract After establishing print media bias and Facebook trend as reliable predictors of election outcome, the study analyses the relationship between the two before and during the 2014 Indian Lok Sabha election. Time-lagged correlation is used to study the immediate effect of newspaper reports on the political behaviour of Facebook. Further, a correlation was found to exist between the long-term political trends in the print media and Facebook. That is, the number of positive and negative news reports published on a party in the newspapers affected the number of 'likes' recorded on the Facebook fan page of the party or its candidate.

I. INTRODUCTION

Media effect on the masses is an intensely-studied area of communications research, but the relationship that exists between different media platforms and the way they interact and influence each other have been barely explored. Print media remains to be a main source of political information in India and it also influences voter decisions (Chiang and Knight, 2011). On the other hand, the online social media has become a tool for free expression of political opinion—its content being user generated (Woolley, et al., 2010). Hence, it can be consciously and cautiously assumed that print media behaviour could affect the political trend observed on online social media. To test this theory in the context of the 2014 Indian Parliamentary election, four leading English newspapers and Facebook were chosen.

Perhaps, India's 2014 general election was the world's largest democratic exercise—with about 814.5 million eligible voters—conducted in nine phases from April 7 till May 12, 2014. The Indian National Congress (INC or just the Congress), Bharatiya Janata Party (BJP) and the Aam Aadmi Party (AAP) were the dominant parties contesting the election. Arvind Kejriwal led the AAP, while Rahul Gandhi, son of former Prime Minister Rajiv Gandhi and Congress President Sonia Gandhi, was portrayed as the face of INC. BJP nominated Narendra Damodardas Modi as its prime ministerial candidate, who led his party to a thumbing victory.

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While the Congress party secured 106,935,311 (19.3%) votes, the BJP amassed 171,637,684 (31%). AAP managed a meagre 11,325,635.

Both the mainstream print and the online social media played decisive roles during the election period, spreading political news and moulding public opinion (Pansare, 2014; and Swamy, 2014). In India, newspapers are witnessing steady growth in circulation numbers bucking the global trend (Hooke, 2012). India is home to the world's largest English-language newspaper readership (Hayden, 2012) and the fastest growing newspaper market (The Economist, 2011, and All About Newspapers, 2010). This apart, India recorded the fastest Facebook growth in 2014 (PTI, 2014). Facebook announced on March 31, 2014, that its Indian user base had just crossed the 100-million milestone (Singh, 2014).

As the circulation of newspapers and the number of Facebook users increase, their influence on the electorate is only amplified. Hence, it becomes important to study their political behaviour during elections. Accordingly, the aim of the present study is stated to be:

To identify the political trends that prevailed in the print media and Facebook during the period of study—January 24 to May 12, 2014.

To validate those political trends by correlating them with the election results.

To associate the political trends by correlating them with each other.

For the present study, the top four English newspapers published from India—readership wise—were chosen. By content analysing the newspapers, the political trend that prevailed during the study period can be estimated using time-series analysis.

Similarly, the top national parties chosen for the study were the Congress, BJP and AAP, as the prospects of others claiming a majority at the Centre were bleak.

Political influence of print media: Bartels (1993) analysed the persuasive effects of media exposure and concluded that new information absorbed via media exposure must be about three times as distinctive as has generally been supposed in order to account for observed patterns of opinion change. Rhee (1997) found that news frames in election coverage affected individuals' interpretation of campaigns. Druckman and

Parkin (2005) investigated how editorial slant—defined as the quantity and tone of a newspaper's candidate coverage as influenced by its editorial position—shaped candidate evaluations and vote choice. Combining comprehensive content analyses of the papers with an Election Day exit poll, the researchers assessed the slant of campaign coverage and its effects on voters. The researchers claimed to have found compelling evidence that editorial slant affected electoral decisions. Exposure to newspapers affects political behaviour and opinion (Gerber, et al., 2006). Kuypers (2002) charted the potential effects that the press has upon the messages of political and social leaders when they discuss controversial issues. Endersby (2011) observed that news consumers who read papers are more likely to modify their perceptions of party ideology in the direction of press bias. Furthermore, media consumption correlated with ideological preferences and perceptions of political parties. Reviewing the past studies, it can be cautiously assumed that the print media could exhibit bias in their election coverage—and thereby, influence the voters.

Political communication on Facebook: Williams and Gulati (2007) investigated the extent of Facebook profile use in 2006, and analyzed which Congressional candidates were more likely to use them, with what impact on their vote shares. As part of a 2006 election feature, Facebook created entries for all U.S. congressional and gubernatorial candidates. Candidates or their campaign staff then could personalise the profile with everything from photographs to qualifications for office. Facebook members could view these entries and register their support for specific candidates. They also received notification every time one of their Facebook friends registered support for a candidate. Facebook displayed the number of supporters for each candidate and calculated the percentage of —votes that candidate had in his or her race. The study found that the number of Facebook supporters was an indicator of a campaign resource that did matter, and was independent of the impact of other variables in their predictive model. This theory is applied in the present study as well, however, instead of the profile pages that were created for the US Congressional candidates, the Indian politicians have verified fan pages functioning on the social network. Kushin and Kitchener (2009) studied the emergence of Facebook as a platform for political discourse and raised new questions for study of online political discussion as it occurred in the emergent Internet technologies of social network sites.

Vitak (2011) observed that in the 2008 US presidential election, social network sites such as Facebook allowed users to share their political beliefs, support specific candidates and interact with others on political issues. The researchers also found evidence

that political activities on Facebook affected political participation among young voters.

Reviewing the past studies, it can be inferred that various aspects of Facebook and political communication happening on the social network has been studied and the online social network is recognised as a crucial tool for propaganda and political deliberation. However, using the number of 'likes' recorded on Facebook fan pages and predicting election outcomes have not been studied, at least, in the studies reviewed. Facebook, like a few other online platforms, offers users the power to freely express their political opinion. The present study uses the count of 'likes' recorded on the Facebook fan pages of 'Narendra Modi', 'Arvind Kejriwal' and 'Indian National Congress' during the study period to trace the political trend of Facebook.

Furthermore, time—that is an important aspect of communication—has been ignored in the past studies. But the present study employs reliable methodologies to study the political trends in the print media and on Facebook, and track their shift over time. On Facebook, the number of 'likes' recorded on the fan pages of the politicians can help estimate the political trend prevailing on the social network. But for the newspapers, the political polarity of each of the political news items published on the three parties—that is, whether it is favourable, unfavourable or neutral—and their position in the papers—that is, on which page, the news items were published—have to be considered to track the political trend.

a) *Research questions*

At this stage, to bring in some focus to the study, the following research questions are asked:

- RQ1. Do the newspapers show a particular partisan political orientation?
- RQ2. Is the political trend in the papers associated with the election results?
- RQ3. Which political party is popular on Facebook and to what extent?
- RQ4. Is Facebook popularity associated with the election results?
- RQ5. Is the press trend associated with the Facebook popularity?

b) *Hypotheses for the newspapers*

Press popularity can be defined in many ways. Even the number of mentions of a party name could be used to estimate popularity. But the present study is focussed on studying latent content rather than manifest content as the former is considered more meaningful. Since, the study considers the political polarities of political news items and their respective positions in the paper, the following hypothesis is proposed for the newspapers:

More number of strategically-positioned positive reports on a party in the newspapers means more votes for that party in the election.

This hypothesis takes into account only the positive reports published on a particular party. Newspapers publish both positive and negative reports and hence, another hypothesis is proposed to take into account the negative reports as well:

More number of strategically-positioned positive reports and comparatively lesser number of strategically-positioned negative reports on a party in the newspapers means more votes for that party in the election. This hypothesis could be simplified by introducing a term 'positivity' which will stand for 'strategically-positioned positive reports and comparatively lesser strategically-positioned negative reports' as: *More positivity for a party in the newspapers means more votes for that party in the election.* Testing this hypothesis will answer RQ1 and RQ2.

c) Hypotheses for Facebook

On Facebook, leaders of two of the three chosen parties had verified fan pages. However, for the other party, the fan page of the party was taken into account for analysis. The number of 'likes' recorded on the fan pages of the representative of the parties were more than that of the party, which means, the leaders were more popular than their respective parties on social media.

Hence, the hypothesis for Facebook would be:

More number of 'likes' recorded on the fan page of a party or the representative of the party means more votes for that party in the election.

Likes are termed positive. However, the number of 'likes' keeps adding up. At the start of the study, the parties had different number of 'likes' and hence, calculations based on them could be erratic. Hence, to track the actual political trend on Facebook, the number of new 'likes' recorded every day was taken into account. For that analysis, the hypothesis is as follows:

More number of new 'likes' recorded on the fan page of a party or the representative of the party means more votes for that party in the election.

Testing this hypothesis will answer RQ 3 and RQ 4.

d) Hypotheses for print media-Facebook association

The above-mentioned hypotheses identify the political trends that prevailed in the print media and Facebook during the period of study and validate them. But the present study also seeks to analyse short- and long-term effects of the print media on the people and Facebook by comparing the content of newspapers with that of the online social network. People are the connection between mass media and the online social media. So, if the trends and shocks observed in the press is reflected and felt on the online social media then the amount of influence that these media exert on

the people and vice-versa can be deduced. Hence, the following hypothesis is proposed to infer and check the effects of the print media:

More positivity for a party in the newspapers means more number of new 'likes' recorded on the fan page of a party or the representative of the party.

After the hypotheses are proposed, the next step would be to choose appropriate methods of research. The method of research chosen is explained in the following chapter.

II. METHOD OF RESEARCH

a) Newspapers

Based on readership figures, the following broadsheet dailies were selected for the study: *The Times of India* (ToI), *Hindustan Times* (HT), *The Hindu* (TH) and *The Telegraph* (TT). Political news items published in the chosen four newspapers were collected on a daily-basis from January 24 to May 12, 2014—the period of study. In this study, 'news item' refers to news stories, editorials, op-ed pieces, columns, standalone pictures, info-graphics and opinion pieces published in the newspapers. The unit of analysis is a news item. Of the news items published, the ones that were related to the chosen parties—the Congress, BJP and AAP—were segregated.

Each of the items was analysed and classified as positive, neutral or negative for a party based on its content. A common formula was applied to each of the news item in this comparative study to mitigate any inherent bias in the data analysis.

Scoring guidelines for polarity: Nine categories were chosen for categorisation of political polarity—Congress positive, Congress negative and Congress neutral; BJP positive, BJP negative and BJP neutral; AAP positive, AAP negative and AAP neutral. While reporting an issue or controversy, if a news item presented the view or statement of a party or the views that favour that party, then the news item was classified as positive for that party.

In the case of multiple views, the dominant view was considered.

If a news item had the mention of a party and was found to be damaging the image of that party, it was rated as negative. If a news item was based on the political campaign of a party, then it was classified as positive for that party. Positive and negative statements were tracked in news reports to decide their polarity. If a news item mentions more than one party, then the party that is dominantly discussed in the news report is considered.

A news item that did not exhibit a perceivable political polarity was categorised as neutral. Only the news items that exhibited a political polarity—that is, either positive or negative—were considered for further analysis of political orientation of the newspapers.

Scoring guidelines for position: Based on the position of the news item in the paper—that is on which page it appeared—weightage was assigned to it. Front page news item - 5; editorial - 4; news item on editorial or op-ed page - 3 and news item on nation page - 2.

Independent variables in this study are newspaper, party and 'time', while the dependent variables are political polarity and the position of news items in the paper, which were measured in ratio points. Political orientation of a newspaper was calculated based on the two dependent variables. Calculation was done daily to track the trend over time as the four papers analysed are daily broadsheets. For the independent variable time, the unit of measurement was one day.

Reliability: An 'a priori' coding scheme describing all the measures was created and the scoring guidelines were served to the coders, who were trained with samples before the study period. Since a human coding method was employed, the meaning and content of the news items were better analysed to estimate the political orientation of the chosen four newspapers.

Inter-coder reliability was tested. Cohen's κ was run to determine if there was agreement between two coders using a sample of 50 news items and the guidelines proposed. There was almost perfect agreement between the coders' judgments, $\kappa = .856$ (Std. error .055), $p < .0005$.

b) Facebook

For the content analysis of Facebook, the official verified fan pages of Narendra Modi and Arvind Kejriwal were chosen to represent their respective parties—BJP and AAP. Rahul Gandhi did not have a verified fan page on Facebook. However, during the middle of the study, through promotional campaigns and adverts, the Indian National Congress party publicised its website and official Facebook fan page. After that, the Indian National Congress official fan page was chosen to represent the Congress party on Facebook. The number of 'likes' recorded on these fan pages were recorded on a daily-basis during the study period—January 24 to May 12, 2014.

The unit of analysis is a 'like'. The number of 'likes' for a day was randomly recorded at different times during the day. However, the number of 'likes' on each of the fan pages was recorded at the same time during a day to mitigate bias and inter-subjectivity. Since a 'like' carries a positive character and there was not a negative equivalent to it on Facebook, the number of 'likes' was only used to understand the political trend on Facebook. Independent variables are party and 'time', while the dependent variable is 'like', which were measured in ratio points. Political trend that prevailed on Facebook was deduced using the counts of 'likes' that were recorded on each of the chosen fan pages. It was recorded daily to track the trend over time. For the

independent variable time, the unit of measurement was one day. Political trends were calculated for the whole study period to conclude which party was favoured and to what extent on Facebook. The political trend of Facebook was determined using the number of actual 'likes' and the number of new 'likes' recorded on the fan pages.

The data were collected and analysed using Microsoft Excel spreadsheet and a portable version of the SPSS statistics software. For the time-series analyses, linear and quadratic regression models and SPSS Expert Modeler were employed.

III. FINDINGS AND DISCUSSION

RQ1. Do the newspapers show a particular partisan political orientation?

Political news published in the four chosen newspapers—*The Times of India*, *Hindustan Times*, *The Hindu* and *The Telegraph*—were reviewed on a daily basis during the period of study—January 24 to May 12, 2014. Of them, the political news items published on the front page, editorial page, Op-ed page and nation pages on the three national parties selected for the study were rated as positive and negative for a party. That was identified as the political polarity of a news item. Based on the news item's position in the paper—that is, on which page it was published—each news item was assigned a weightage. Daily scores for the papers were calculated by summing up the weightages of the positive and negative news items. The first part of the analysis deals with finding out the political orientations of the four newspapers—that is, which newspaper supported which political party and to what extent.

a) One-way Anova: Party vs Positivity

To determine the political orientation of the newspapers, the political polarities identified in its reports with the position weightage attributed to each of the polarity were summed up for the whole study period. Then the negative scores were subtracted from the positive scores to get the positivity scores, which were used to define the political orientation of the newspapers.

One-way Anova was performed to find out if there were statistically significant differences among the three chosen parties with regard to the positivity scores that each of them earned in the daily newspapers during the study period and the results are presented in Table1.

Table 1 : One-way Anova results: Party vs. Positivity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12284.642	2	6142.321	19.907	.000
Within Groups	99972.275	324	308.556		
Total	112256.917	326			

There was a statistically significant difference among the parties with regard to their average positivity scores as determined by one-way Anova ($p < .0005$). A Tukey post-hoc test revealed the political orientations of the newspapers (BJP-21.44; Congress-15.66 and AAP-

6.55) were in favour of the BJP, see Table 2. The Aam Aadmi Party drew the least amount of support from the newspapers—that is, it saw the least number of favourable news reports.

Table 2 : Table of means

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Congress	109	15.6606	19.24800	1.84362	12.0062	19.3149	-18.00	84.00
BJP	109	21.4404	21.09697	2.02072	17.4349	25.4458	-39.00	70.00
AAP	109	6.5505	10.49293	1.00504	4.5583	8.5426	-21.00	34.00
Total	327	14.5505	18.55657	1.02618	12.5317	16.5692	-39.00	84.00

RQ2. Is the political trend in the papers associated with the election results?

The daily positivity scores are summed up for the whole study period and these scores are used to

find an association between press trends and election results. The sum of the overall positivity scores for the three chosen parties and the election results are tabled in Table 3.

Table 3 : Political orientation of the papers vs. election results

	Congress	BJP	AAP
Press trend	1707	2337	714
Popular vote share	106760001	171459286	11325635
Press trend %	35.88	49.12	15.01
Popular vote share%	36.87	59.22	3.91

To measure the strength and direction of association that exists between press trends and elections results, Spearman's rank-order correlation coefficient was calculated and the test results are presented in Table 4. The coefficient will provide a

nonparametric measure of association between the political trends in newspapers (media bias) and poll results, and will be used to test the hypothesis that press trends are positively associated with election results.

Table 4 : Spearman's correlation results: newspapers vs. election results

			Press trend	Popular vote share
Spearman's rho	Press trend	Correlation Coefficient	1.000	1.000**
		Sig. (1-tailed)	.	.
	Popular vote share	Correlation Coefficient	1.000**	1.000
		Sig. (1-tailed)	.	.

** . Correlation is significant at the 0.01 level (1-tailed).

A Spearman's rank-order correlation was run to determine the relationship between the political trend on the newspapers and election results. There was a strong, positive correlation between them, which was statistically significant ($r_s = 1.000$, $p < .01$).

Hence, the hypothesis that more positivity for a party in the newspapers means more votes for that party in the election is tenable.

RQ3. Which political leader is popular on Facebook and to what extent?

BJP's prime ministerial candidate Narendra Modi and AAP's Arvind Kejriwal had verified 'Fan pages' in their respective names on Facebook. But Congress's Rahul Gandhi did not have one. Hence, for the study, the Facebook fan pages of 'Narendra Modi', 'Arvind Kejriwal' and 'Indian National Congress' were

considered and the varying number of 'Likes' on each of those pages were recorded on a daily-basis for analysis. Each of these fan pages will represent one of the chosen parties—the Congress, BJP and Aam Aadmi Party.

To estimate the political trend on Facebook—that is, how popular the party and politicians chosen for

the study are on Facebook—a one-way Anova test was conducted which would identify statistically significant differences among them with regard to the number of new 'likes' recorded on their respective Facebook fan pages during the period of study.

The results are presented in Table 5.

Table 5 : One-way Anova results: Party vs. New likes

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	75052301982.529	2	37526150991.265	63.409	.000
Within Groups	156830582914.706	265	591813520.433		
Total	231882884897.235	267			

There is a statistically significant difference among the three chosen parties with regard to the average number of new 'likes' that they secured each day during the period of study as determined by the one-way Anova ($F(2,267) = 63.409, p < .0005$), refer Table 6. A Tukey post-hoc test revealed that Narendra Modi (49589.44 ± 36178.298 likes, $p < .0005$) was

more popular than the Indian National Congress (21720.38 ± 14957.793 likes) and Arvind Kejriwal (13307.04 ± 7084.970 likes) on Facebook. There was no statistically significant difference between the average numbers of new 'likes' recorded by INC and Kejriwal ($p = .103$).

Table 6 : Table of means

	N	Mean	Std. Deviation	Std. Error
MODI	108	49589.44	36178.298	3481.258
INC	52	21720.38	14957.793	2074.273
KEJRIWAL	108	13307.04	7084.970	681.752
Total	268	29560.74	29469.904	1800.161

RQ4. Is Facebook popularity associated with the election results?

The average number of new 'likes' recorded during the period of study is used to find an association

between Facebook political trends and election results, see Table 7.

Table 7 : Political trend on Facebook vs. election results

	BJP	INC	AAP
Average number of new likes recorded during the study period	49589.44	21720.38	13307.04
Percentage	58.60	25.67	15.73
Popular vote share – election outcome	17,16,37,684	10,69,35,311	1,13,25,635
Percentage	59.21	36.89	3.91

To measure the strength and direction of association that exists between Facebook's trends and elections results, Spearman's rank-order correlation coefficient was calculated and the test results are presented in Table 8. The coefficient will provide a

nonparametric measure of association between the political trends on Facebook and poll results, and will be used to test the hypothesis that Facebook popularity is positively associated with election results.

Table 8 : Spearman's correlation results: Facebook trend vs. election results

		ANL	VOTES
Spearman's rho	ANL	Correlation Coefficient	1.000
		Sig. (1-tailed)	.
	VOTES	Correlation Coefficient	1.000**
		Sig. (1-tailed)	.

ANL— Average number of new likes recorded during the study period;

VOTES— Popular vote share – election outcome.

A Spearman's rank-order correlation was run to determine the relationship between the political trends on Facebook and election results. There was a strong, positive correlation between them, which was statistically significant ($r_s = 1.000$, $p < .01$).

There is a strong correlation between the average number of new likes recorded during the study period and the election results.

Hence, the hypothesis that more number of new 'likes' recorded on the fan page of a party or the representative of the party means more votes for that party in the election is tenable.

RQ5. Is the press trend associated with the Facebook popularity?

Based on the polarity and position of political items published in the newspapers, daily scores were

assigned to the parties under six categories—Congress positive, Congress negative, BJP positive, BJP negative, AAP positive and AAP negative. These daily scores for the parties in the four newspapers combined were used to understand the underlying political trends in the newspapers. Similarly, the Facebook fan pages of 'Narendra Modi', 'Arvind Kejriwal' and 'Indian National Congress' were considered and the varying number of 'Likes' on each of those pages were recorded on a daily-basis for analysis. To measure the effect of press trends on Facebook, the daily positivity scores for the three parties chosen in the newspapers and the number of new 'likes' recorded on each day of the study period have to be correlated. The daily scores for the parties in the papers and Facebook are presented in Table 9.

Table 9 : Daily scores for the parties in the newspapers and Facebook

Date	PCONG	PBJP	PAAP	FBJP	FCONG	FAAP
24-Jan-2014	6	13	5			
25-Jan-2014	-6	18	0	78796		11994
26-Jan-2014	5	5	15	117183		18221
27-Jan-2014	4	4	16	45075		12368
28-Jan-2014	44	9	4	149679		24993
29-Jan-2014	-7	7	-5	110274		28889
30-Jan-2014	7	8	27	21920		8643
31-Jan-2014	26	14	8	67892		24926
01-Feb-2014	23	22	28	35194		13398
02-Feb-2014	3	0	-2	21056		7799
03-Feb-2014	6	27	-15	32844		10752
04-Feb-2014	23	-5	28	99996		17483
05-Feb-2014	-2	9	4	103576		13194
06-Feb-2014	-11	37	12	135441		10794
07-Feb-2014	18	9	4	65647		18512
08-Feb-2014	16	19	26	237202		12219
09-Feb-2014	-14	25	26	70981		12424
10-Feb-2014	5	37	25	162104		26964
11-Feb-2014	18	9	-9	7455		42333
12-Feb-2014	41	31	29	79816		29396
13-Feb-2014	9	21	34	19115		19291
14-Feb-2014	7	36	1	14545		14701
15-Feb-2014	-16	-2	3	17240		16022
16-Feb-2014	8	-20	-2	16288		13959
17-Feb-2014	15	-15	21	12279		6691
18-Feb-2014	23	7	15	25315		14915
19-Feb-2014	-3	13	-7	3269		2472
20-Feb-2014	22	14	6	21843		11578
21-Feb-2014	31	4	12	29402		26056
22-Feb-2014	15	4	13	39720		14376
23-Feb-2014	4	14	2	24583		13528
24-Feb-2014	12	-9	28	25927		13384
25-Feb-2014	4	19	8	23784		13802
26-Feb-2014	18	23	-6	7287		4559
27-Feb-2014	-9	35	6	24601		12860
28-Feb-2014	23	19	23	29823		14364
01-Mar-2014	5	18	5	39675		11853
02-Mar-2014	4	21	12	12952		15338
03-Mar-2014	9	26	14	24660		12914
04-Mar-2014	2	9	8	4660		10914
05-Mar-2014	10	16	8	44661		14915

06-Mar-2014	13	-7	10	24660		5914
07-Mar-2014	0	14	-13	104661		19914
08-Mar-2014	6	3	17	14660		1726
09-Mar-2014	7	0	-21	54661		2000
10-Mar-2014	4	42	17	74566		1892
11-Mar-2014	-1	17	-8	39882		4938
12-Mar-2014	21	14	-4	39941		12469
13-Mar-2014	-9	-2	7	89941		10469
14-Mar-2014	-8	13	6	9880		16941
15-Mar-2014	0	39	3	59883		14934
16-Mar-2014	-8	70	27	41021		5336
17-Mar-2014	62	38	8	30842		10111
18-Mar-2014	17	4	12	47899		14430
19-Mar-2014	21	22	2	43147		10121
20-Mar-2014	35	6	5	39733		7671
21-Mar-2014	45	50	4	36884		12082
22-Mar-2014	16	-23	2	54126	11497	11061
23-Mar-2014	7	-39	13	12254	12519	16215
24-Mar-2014	4	23	8	44912	26680	17697
25-Mar-2014	3	8	15	20220	8890	9327
26-Mar-2014	19	23	18	54229	29537	23098
27-Mar-2014	84	48	-2	41211	31118	16183
28-Mar-2014	-13	7	0	53761	49881	18984
29-Mar-2014	3	30	-4	36813	36586	14524
30-Mar-2014	23	-19	10	43428	56581	14515
31-Mar-2014	8	29	8	73429	16599	14423
01-Apr-2014	32	63	-5	13428	36571	14619
02-Apr-2014	13	51	19	74428	56585	14521
03-Apr-2014	75	45	10	12429	16584	14518
04-Apr-2014	-18	16	-4	43427	36582	14522
05-Apr-2014	37	19	-7	12115	36585	14520
06-Apr-2014	46	7	14	111711	43621	19261
07-Apr-2014	66	35	4	63711	37621	19161
08-Apr-2014	18	3	4	7971	10701	990
09-Apr-2014	32	35	-1	63956	42144	34430
10-Apr-2014	26	41	10	60837	34605	25881
11-Apr-2014	44	38	15	12670	7644	5824
12-Apr-2014	41	9	17	55382	27276	20233
13-Apr-2014	1	2	-14	64361	27968	19611
14-Apr-2014	0	20	7	90695	31533	22180
15-Apr-2014	38	39	8	93594	37139	23903
16-Apr-2014	25	52	-1	27244	12242	7161
17-Apr-2014	39	63	2	90331	44006	21011
18-Apr-2014	10	6	3	25975	11779	6501
19-Apr-2014	16	67	3	78275	24728	17344
20-Apr-2014	31	18	0	29507	14331	6365
21-Apr-2014	5	34	2	29509	4339	6356
22-Apr-2014	8	-35	-1	60002	37435	12958
23-Apr-2014	33	20	-9	66264	30903	13541
24-Apr-2014	-1	15	12	54703	21471	9981
25-Apr-2014	40	49	0	45987	5193	9845
26-Apr-2014	15	31	10	48903	5092	10640
27-Apr-2014	64	45	0	44002	3994	10314
28-Apr-2014	17	45	2	40717	4320	9345
29-Apr-2014	29	20	-2	54011	8061	11562
30-Apr-2014	14	13	8	52588	8786	9504
01-May-2014	2	16	11	59385	6994	9178
02-May-2014	23	36	10	53328	8303	8164
03-May-2014	30	41	4	23152	3296	3700
04-May-2014	28	32	-4	60652	16772	8876
05-May-2014	5	56	2	60652	8771	8776
06-May-2014	-4	57	2	39433	19008	5634
07-May-2014	32	45	2	50503	15360	7201

08-May-2014	13	49	6	45934	16345	7421
09-May-2014	0	56	2	30463	10110	3967
10-May-2014	0	41	12	39357	12776	6316
11-May-2014	31	38	4	40223	11766	5718
12-May-2014	-6	43	-13	33440	232	4838

PCONG – Daily positivity score for the Congress in the newspapers

PBJP – Daily positivity score for the BJP in the newspapers

PAAP – Daily positivity score for the AAP in the newspapers

FCONG – Increase in the number of 'Likes' for 'INC' over the previous day's score

FBJP – Increase in the number of 'Likes' for 'Narendra Modi' over previous day's score

FAAP – Increase in the number of 'Likes' for 'Arvind Kejriwal' over the previous day's score

These positivity scores for the Congress, BJP and AAP, calculated daily, were used for further analysis. In time-series analysis, the first step would be to plot the data, to acquire a basic understanding of the

nature of the time-series and which models and type of analysis would best suit them. The scores of the three parties—Congress, BJP and AAP—are plotted in Fig. 1.

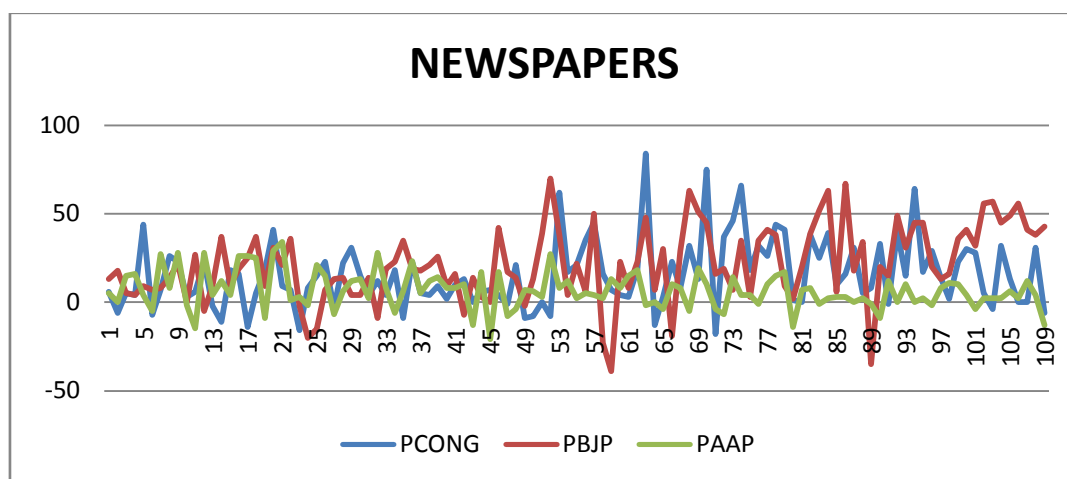


Figure 1 : Time-series plot for positivity scores

Similarly, the daily increase in the number of 'likes' is plotted in Fig. 2.

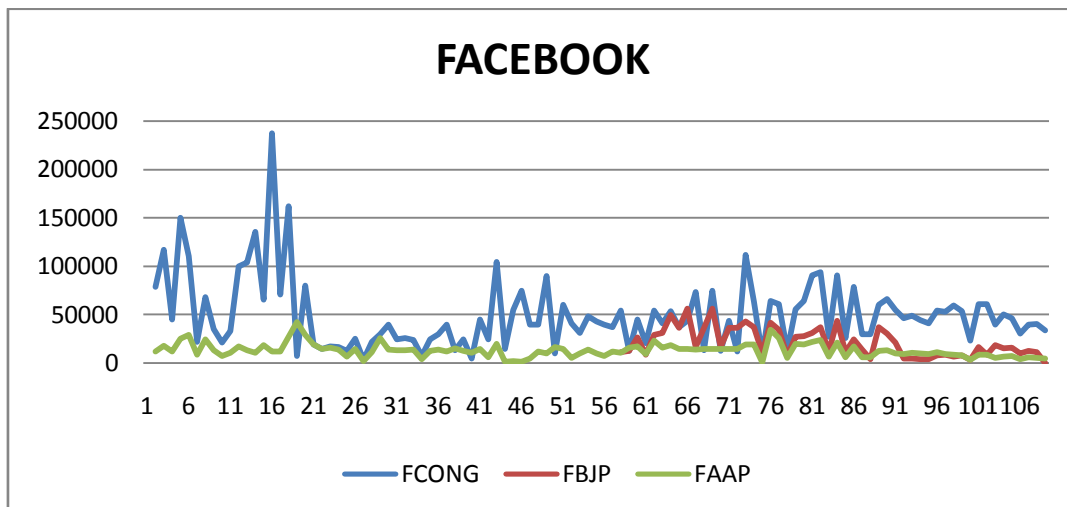


Figure 2 : Time-series plot for daily increase in the number of Fan page 'likes'

Analysing Fig.1 and 2, it is observed that the curves exhibit seasonal fluctuations hiding the underlying trend. It is also observed that the curves sport a trend and not stationary. A series is stationary if

its mean and variance stay about the same over the length of the series.

To estimate the immediate effect of the print media on Facebook using cross-correlation, the time-

series need to be stationary. Hence, using the first order of difference of the time-series, the original curves are converted into stationary curves. Then the time-series for

Congress party in the newspapers and Facebook were cross-correlated and the results are presented in Table 10.

Table 10 : Cross-correlations: Series pair PCONG with FCONG

Lag	Cross Correlation	Std. Error ^a
-7	-.148	.100
-6	.104	.100
-5	-.043	.099
-4	-.019	.099
-3	.065	.098
-2	.002	.098
-1	-.070	.097
0	.024	.097
1	.103	.097
2	-.179	.098
3	.072	.098
4	.062	.099
5	-.072	.099
6	-.048	.100
7	.105	.100

a. Based on the assumption that the series are not cross correlated and that one of the series is white noise.

The analysis shows that the press trend (positivity scores) for the Congress party is a leading indicator for the number of likes that the fan page of Indian National Congress secures. As shown in the plot (Fig. 3), most of the correlations are small. There is a fairly large negative correlation of -0.179 at lag 2. A

positive lag indicates that the first series leads the second series. It can be concluded that the leading indicator press trend of Congress really is a leading indicator and that it works best at predicting the value of new Facebook 'likes' two periods later.

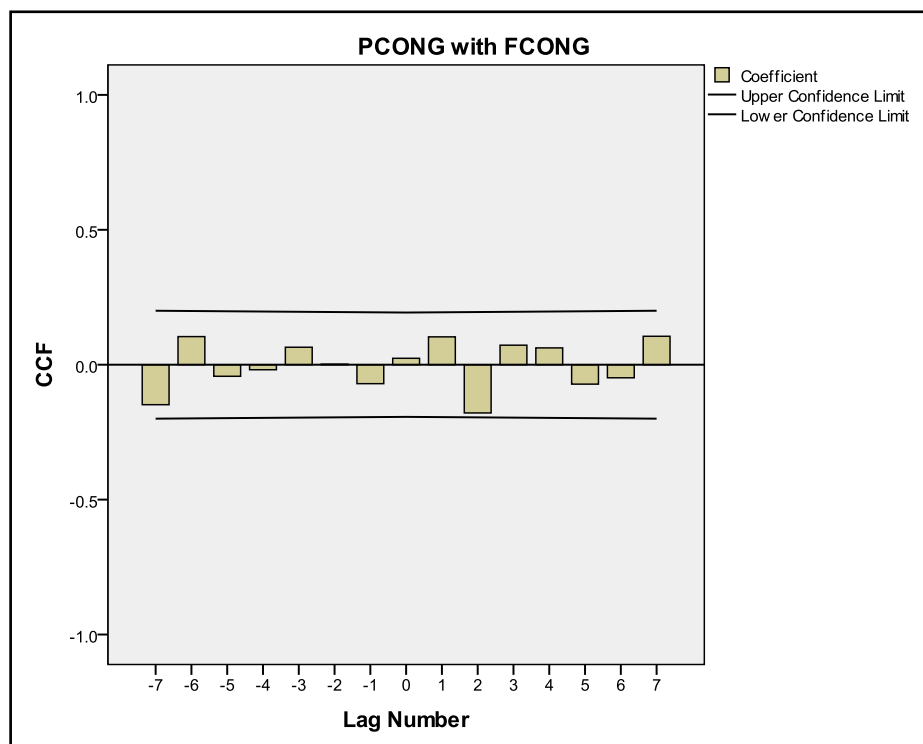


Figure 3 : Cross-correlations: Congress

Similarly, the time-series for BJP in the newspapers and Facebook were cross-correlated and the results are presented in Fig. 4. In the case of BJP,

too, the press trend (positivity scores) was found to be a leading indicator for the number of likes that the fan page of Narendra Modi secured. As shown in the plot

(Fig. 4), most of the correlations are small. There is a fairly large positive correlation of 0.226 at lag 6 and a fairly large negative correlation of -0.239 at lag 7. The

leading indicator works best at predicting the value of Facebook 'likes' seven days later.

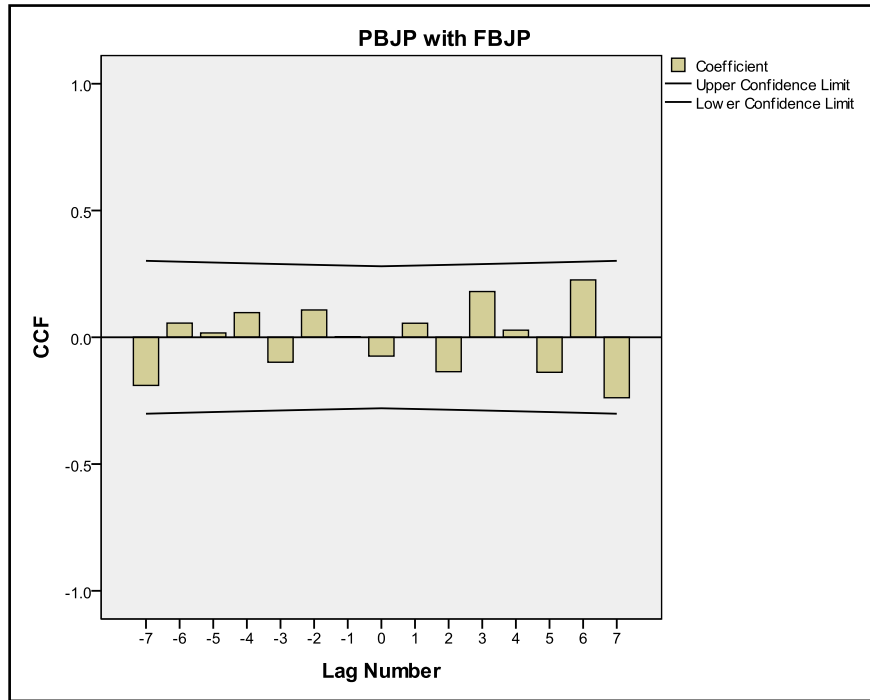


Figure 4 : Cross-correlations: BJP

Similarly, the time-series for AAP in the newspapers and Facebook were cross-correlated and the results are presented in Fig. 5. In the case of AAP, too, the press trend (positivity scores) was found to be a leading indicator for the number of likes that the fan page of Arvind Kejriwal secured. As shown in the plot

(Fig. 5), most of the correlations are small. There is a fairly large negative correlation of -0.174 at lag 0 and a fairly large positive correlation of 0.214 at lag 3. The leading indicator works best at predicting the value of Facebook 'likes' three days later.

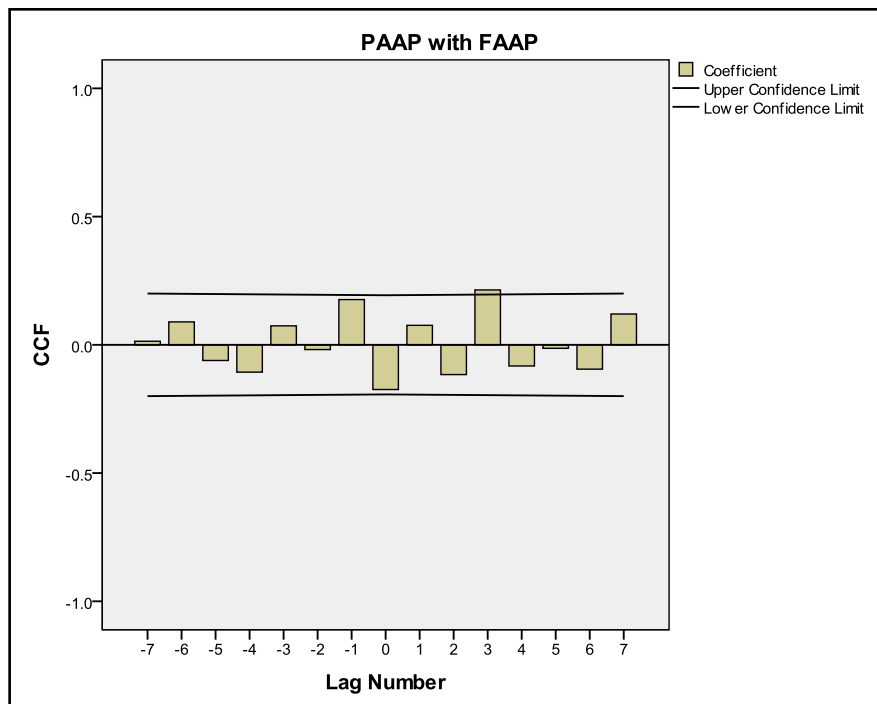


Figure 5 : Cross-correlations: AAP

Though the time-lagged correlation coefficients found an association between the press and Facebook trends at several lags, those are about seasonal fluctuations. The study aims at establishing a correlation between the long term political trends of Facebook and the print media. Since the original curves are highly distorted by seasonal fluctuations, the curves are

decomposed to extract the seasonal component by calculating the moving averages for seven periods—since data were collected on all the seven days of a week. After the seasonal component is removed from the original curves, the residual data is subjected to correlation analysis and the results of the analysis are presented in Table 11.

Table 11 : Correlation results: Press trends vs. Facebook trends

		FB	FC	FA
PC	Pearson Correlation	-.073	.304	.177
	Sig. (1-tailed)	.232	.015	.038
	N	102	51	102
PB	Pearson Correlation	.177	-.141	-.212
	Sig. (1-tailed)	.038	.163	.016
	N	102	51	102
PA	Pearson Correlation	.235	.081	.576
	Sig. (1-tailed)	.009	.286	.000
	N	102	51	102

PA — Deseasonalised newspaper scores for AAP; PB — Deseasonalised newspaper scores for BJP; PC — Deseasonalised newspaper scores for Congress; FA — Deseasonalised Facebook scores for AAP; FB — Deseasonalised Facebook scores for BJP; FC — Deseasonalised Facebook scores for Congress

A Pearson product-moment correlation was run to determine the relationship between the deseasonalised daily positivity scores that the Congress earned in the newspapers and the number of new 'likes' recorded on the Facebook fan page of the Indian National Congress during the study period. The data showed no violation of normality, linearity or homoscedasticity. There was a strong, positive correlation between the press and Facebook trends, which was statistically significant ($r = .304$, $n = 51$, $p = .015$). Similarly, there was a significant correlation between the deseasonalised daily positivity scores that the BJP earned in the newspapers and the number of new 'likes' recorded on the Facebook fan page of Narendra Modi during the study period ($r = .177$, $n = 102$, $p = .038$). The deseasonalised daily positivity scores that the AAP earned in the newspapers was also positively correlated with the number of new 'likes' recorded on the Facebook fan page of Arvind Kejriwal during the study period ($r = .576$, $n = 102$, $p < .0005$).

IV. CONCLUSION

As the results of the empirical analyses show, both the political trends in the print media and on Facebook were reliable predictors of the outcome of the 2014 Lok Sabha elections. Press trend or media bias (Congress – 35.88%; BJP – 49.12% and AAP – 15.01%) was highly in favour of the BJP party and correlated with the popular vote share of the parties in the polls that the BJP won. Similarly, the political trend on Facebook (Congress – 25.67%; BJP – 58.6% and AAP – 15.73%) that was tracked using the number of 'likes' recorded on the fan pages of the parties and their popular candidates was highly in favour of the BJP and

correlated with the election results (Congress – 36.89%; BJP – 59.21% and AAP – 3.91%). That is, analysing the bias in the press reports published during the election, the probable winner of the elections can be predicted. In simple terms, more positive news and comparatively lesser amount of negative news published in the newspapers means more votes for the party in the elections. Similarly, the number of 'likes' recorded on the Facebook fan page of a party or its candidate can be used to estimate how popular the party or candidate is among the people. The study results have shown that the political trend on Facebook can also be used to predict the probable winner.

The thread that connects the print media and Facebook are the people. People who read news reports published in the papers are influenced by it and when they lend their support to their favourite parties on Facebook, that influence is felt. This theory was found to be tenable through statistical tests. A correlation was found to exist between press and Facebook trends. That is, the effect of political news published in the papers during the election period was felt on Facebook with variations in the number of 'likes' recorded on the fan pages of the parties.

The present study investigated both short- and long-term effects. Cross-correlation analyses were performed to estimate the immediate effects. It was found that in all three cases—the Congress, BJP and AAP—the press trend was a leading indicator. That is, the press trend can be used as a predictor for the Facebook trend. In other words, analysing the number of positive and negative reports published in the newspapers, the probable increase or decrease in the number of 'likes' recorded on the Facebook fan pages

can be predicted. However, the strongest amount of correlation between press and Facebook trends was found to be several lags away. That is, the effect of media reports on Facebook was not immediately felt, but several periods—in the present case, several days—later. The study was more interested in finding a correlation between the long-term political trends of the newspapers and Facebook.

Positive correlations were reported indicating that the newspapers had an effect on Facebook—which in turn, shows that the newspapers had an effect on the people.

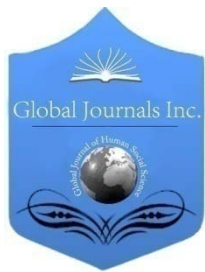
Since media bias, Facebook trend and the election results correlated, the present study concludes that just by studying the content of a mass media that people avidly use, the outcome of the election—or any other future behaviour of the people—can be predicted.

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Personality Predictors of Polychronicity among Young Adults

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Abstract- Researchers are increasing their attention to the multitasking demands of current organizational settings and focusing on the Time-use related values and strengths of individuals. Several researches have been carried out to explore and examine the dimension of polychronicity in this perspective. Polychronicity is the attitude and preferences associated with time use and it has been identified as a critical competency in organizing various life domains. However, there has been substantial ambiguity existing in the literature and empirical researches regarding psychological predictors of polychronicity. The incongruent conceptualization of the construct might have revealed contradictory results in several studies across the globe. The present study conceptualized polychronicity as an individual difference construct and explored the personality predictors of polychronicity among 902 young adults. By using a cross sectional, descriptive design the participants were administered HEXACO-Personality Inventory, Sensory Sensitivity scale (FCB-TI) and Multitasking Preference Inventory (MPI). Correlational analysis and Hierarchical regression was used to analyze the data. Results revealed that Polychronicity was significantly related to Personality and Sensory Sensitivity. The results of hierarchical regression showed that Sensory Sensitivity, Conscientiousness and Extraversion as significant predictors of polychronicity among young adults.

Keywords: *polychronicity, personality, sensory sensitivity, young adults.*

GJHSS-A Classification : *FOR Code: 170199*



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Personality Predictors of Polychronicity among Young Adults

Angana Bhattacharyya^α, A. Suresh^σ & Joan Tirzah Selvaraj^ρ

Abstract- Researchers are increasing their attention to the multitasking demands of current organizational settings and focusing on the Time-use related values and strengths of individuals. Several researches have been carried out to explore and examine the dimension of polychronicity in this perspective. Polychronicity is the attitude and preferences associated with time use and it has been identified as a critical competency in organizing various life domains. However, there has been substantial ambiguity existing in the literature and empirical researches regarding psychological predictors of polychronicity. The incongruent conceptualization of the construct might have revealed contradictory results in several studies across the globe. The present study conceptualized polychronicity as an individual difference construct and explored the personality predictors of polychronicity among 902 young adults. By using a cross sectional, descriptive design the participants were administered HEXACO-Personality Inventory, Sensory Sensitivity scale (FCB-TI) and Multitasking Preference Inventory (MPI). Correlational analysis and Hierarchical regression was used to analyze the data. Results revealed that Polychronicity was significantly related to Personality and Sensory Sensitivity. The results of hierarchical regression showed that Sensory Sensitivity, Conscientiousness and Extraversion as significant predictors of polychronicity among young adults. The results of the study highlighted the role of individual personality and temperament in predicting multitasking preference among young adults. Future research directions and limitations of the study are discussed.

Keywords: *polychronicity, personality, sensory sensitivity, young adults.*

1. INTRODUCTION

There are various aspects of time that characterize human life. Every individual values time from a different perspective. Broadly, there may be two approaches of time-use a) Objective approach and b) subjective approach. Time is considered as a uniform commodity in the objective approach. Past studies have considered time in terms of amounts available, assessing “deficits” or pressures which result from having too little time (Arndt et al., 1981; Becker, 1965; Gronau, 1977; Hill, 1985). Objective time is characterized by concrete or measurable quantities of time which people actually have to work with, whereas Subjective time is based on people’s perceptions of the

amounts of time available, relative to the things they have to do (Graham, 1981; Hornik, 1984). With this time-use perspective in background, individuals may be categorized into two types, polychronic and monochronic individuals. The perception of time for monochronic and polychronic people differs in context of their preference of time-use. Polychronicity may be defined as “a non-cognitive variable reflecting an individual’s preference for shifting attention among ongoing tasks, rather than focusing on one task until completion and then switching to another task” (Poposki et. al., 2009). Task was defined as a discrete set of activities engaged in for the purposes of attaining a goal, and can be considered and measured from relatively subjective and/or objective points of view (Poposki et. al., 2009). On the other hand Monochronic individuals are those who prefer to handle each task at a time rather than multitasking.

Although the role of polychronicity in work place has been empirically studied and established as a crucial factor for many organizations, the studies have been focused on different dimensions. Several researches have been conducted to find its relationship with cultural variations, work environment, cognitive capabilities or with other individual difference variables.

As several researches provide views regarding the antecedents of polychronicity, there remains much ambiguity. Due to the fact that polychronicity was initially conceptualized as a cultural variable, existing literature for the role of culture as a predictor of polychronicity is elusive. A summary of these studies by König and Waller (2010) revealed contradictory results. No significant differences in polychronicity was found among Bulgarian, Chinese, Hungarian, Mexican, Polish, Ukrainian and US small business owners (Carragher et al., 2004), French and US students (Conte et al., 1999), Anglo Americans and recent Latin American immigrants (Cotte & Ratneshwar, 1999), India, U.S., and Venezuelan managers and white collar workers in hospitals (Moustafa et al., 2005). On the other hand significant differences were found among Japanese students studying in the U.S. and U.S. students (Lindquist et al., 2001), Chinese and U.S. Americans (Zhang et al. 2003). The opposing findings in several studies may be due to the reason that the questionnaires used to measure polychronicity varied across cultures, although such measurement invariance in testing has been argued to be a prerequisite to testing mean differences between

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cultures (Vandenberg, 2002; Vandenberg and Lance, 2000). Different interpretation of task and time may also have resulted in variation among different cultures.

Many a times, to reach to sufficient performance level and attain several goals, individuals may be required to multitask. Those successful individuals who tend to follow this activity may be likely to develop a preference for multitasking, thus increasing their levels of polychronicity. Researchers have stated two assumptions behind the role of work environment as predictor of polychronicity. First, the work environments differ in the required amount of multitasking, and the second is that being driven or required to work in multitasking way leads to developing a preference for multitasking (i.e. polychronicity). The first assumption can be supported by studies of interruptions as triggers of multitasking (Carlson, 1951; González & Mark, 2005; Kurke & Aldrich, 1983; Oshagbemi, 1995). The second assumption comes from cognitive dissonance theory by Festinger (1957), which predicts that people experience discomfort when they engage in behaviours that conflict with one's beliefs or preferences. This discomfort can be reduced by modifying the preferences. It means that an individual who is forced to multitask, who would not prefer to do so, may change one's preference by becoming more polychronic (Conte et al. 1999). Although, this view lies on the assumption that polychronicity can change, which all polychronicity researchers may not believe. As Slocombe and Bluedorn (1999) stated that "preferences for monochronic or polychronic behaviour seem more likely to be fundamental personality traits than ephemeral states." The study by Hecht and Allen (2005) empirically supports the view that environment plays an important role in influencing polychronicity. Significant correlation was found between polychronicity and "polychronicity supplies".

The general mental ability of an individual might play a role in developing one's polychronic tendency, but researches have not yet found very significant relation between these two dimensions. König et al. (2005) argued that polychronic people might have a preference for working on several things at once because they have found themselves to be adept at multitasking. However, empirical evidence for this hypothesis is weak. Polychronic people may have a preference for multitasking because they find it relatively easy due to their high general mental abilities. Conte and Jacobs (2003) found a positive relationship between polychronicity and mental abilities among train operators, but they also report slightly lower correlations between polychronicity and mental abilities among student sample that was not significant.

Several researchers have stated polychronicity to have significant relation with the Big Five personality traits. König and Waller (2010) summarized the studies and found that polychronicity seems to be unrelated to

neuroticism, openness and agreeableness and the evidence regarding conscientiousness is inconclusive. But there is a weak but consistent positive relationship between extraversion and polychronicity across five different studies (Conte & Jacobs, 2003, Conte & Gintoft, 2005, König et al., 2005, Merkulova, 2007, Payne & Philo, 2002). Research on extraversion has demonstrated that extraverts prefer stimulating and arousing situations (Matthews, Davies, & Lees, 1990; Matthews, Jones, & Chamberlain, 1989). Introverts, on the other hand, would likely feel less comfortable and more stressed in highly arousing situations. The increased anxiety that introverts would be expected to experience in a situation that demands multitasking would likely impair their performance. Extraverts, on the other hand, would not have that extra feeling of anxiety, so they would likely perform better. Polychronicity is also expected to be negatively related to emotionality. Individuals low in emotional stability are characteristically anxious, insecure, self-doubting and exhibit ineffective coping strategies (McCrae & Costa, 1987). An important element of the ability to successfully multitask is the ability to remain calm and control anxiety that is produced by the need to switch tasks (Oswald et al., 2007). Because multitasking requires an individual to switch attention between tasks, often unexpectedly and in the presence of time pressures (Delbridge, 2000), it is expected that anxious individuals will perform less effectively in such an environment as consistent with previous research (Oswald et al., 2007). The existing literature reports weak negative correlations between neuroticism and polychronicity, although some not reaching the level of significance (Conte & Gintoft, 2005; Conte & Jacobs, 2003; Oswald et al., 2007; Poposki et al., 2009a) but one study reports positive correlations using multiple measures of polychronicity (Stachowski, 2011). If individuals high in neuroticism are not successful multitaskers, it is expected that they will prefer to work on only one task at a time.

Polychronic individuals may find it difficult to work effectively in highly organized settings (Arndt et al., 2006). It is likely that individuals high in conscientiousness will prefer to work on one task at a time through to completion, according to their preferred schedule. The polychronic nature of work does not seem to align with the methodical nature of conscientious workers. It is expected that individuals high in levels of conscientiousness prefer to complete one task at a time. Therefore, it is likely that conscientiousness individuals will not be polychronic (Sanderson, 2012).

Agreeableness is a personality trait marked by flexibility, trusting, tolerance, and cooperativeness (Barrick & Mount, 1991). It is likely that flexibility will be associated with a willingness to shift attention between tasks when interrupted. Polychronicity is related to tolerance for ambiguity and unstructured work

environments (Haase, Lee & Banks, 1979). Furthermore, previous meta-analytic research has found agreeableness to be related to job satisfaction (Judge, Heller & Mount, 2002), another attitudinal construct positively related to polychronicity (Arndt et al., 2006). Therefore it is likely that agreeableness is positively related to polychronicity.

Openness to experience is characterized as artistic, intelligent, open minded, cultured, and exhibiting broad interests (Barrick & Mount, 1991). Most of the existing research reports weak non-significant positive relationships (e.g., Conte & Jacobs, 2003; Conte & Gintoft, 2005) between polychronicity and openness to experience.

In 1999, Conte et al. argued that having a Type A behaviour pattern (Friedman & Rosenman, 1974) leads to Polychronicity. People who exhibit Type A behaviour pattern are characterized by traits such as impatience, aggressiveness, a sense of time urgency, and the desire to achieve recognition and advancement. Empirically, correlation between Type A behaviour pattern (and/or its sub-dimensions) and polychronicity have been identified (Conte et al., 1999; Ishizaka, Marshall, & Conte, 2001). Polychronicity is likely to be related to both achievement striving and impatience or irritability which are classic Type A behaviour. Conte et al. (1999) stated that "achievement-oriented individuals may attempt to multi-task in order to accomplish more goals in the same time."

Although there are several studies with contradicting results regarding personality and polychronicity, the relationship between temperament and polychronicity has not been much explored. According to Allport (1937, 1961, cited in Strelau, 1998) temperament refers to the characteristic phenomena of individual's emotional nature, including his susceptibility to emotional stimulations, his customary strength and speed of response, the quality of his prevailing mood, and all peculiarities of fluctuation and intensity in mood; these phenomena being regarded as dependent upon constitutional make-up, and therefore largely hereditary in origin. Newberry, Clark, Strelau, Angleitner, Hollinger-Jones & Elias (1997) stated that temperament is at least partly distinct from personality and that temperament variables appear to concern the "how" of behavior, whereas personality describes the "what" of behavior. It may be considered that personality is the result of temperament and the influence of experience. In this study, it is also intended to explore whether polychronicity has any link with temperament. As temperament includes formal behavioral traits only, manifested in all kinds of reactions and actions independent of content, it might be linked to an individual's approach towards time stimulus. One of the dimensions of temperament is Sensory Sensitivity, which is related to sensory thresholds. Eysenck (1967) used sensory sensitivity in his description of the extraversion-

introversion dimension. Although Strelau and Zawadzki (1995), and Fruehstorfer (2005) found that introversion-extraversion was not related to Sensory Sensitivity. Strelau (1993) suggested that sensory sensitivity is primarily noticed in reactions to tactile, olfactory and visual stimuli, although thresholds obtained in the laboratory are only weakly related to questionnaire measures of Sensory Sensitivity (Strelau & Zawadzki, 1995). Strelau and Zawadzki (1995) indicated that sensory has a relationship with openness- this may be representative of experience seeking. It is feasible that sensory sensitivity may be more characteristic of one's openness to experience—one who is keenly aware of self, surroundings and relationship among stimuli. Polychronic individuals are more likely to react to surrounding stimuli while continuing a task or shifting attention among ongoing tasks. Therefore, Polychronicity may have a significant relationship with temperament of an individual. Thus, as a biological predisposition of personality Sensory sensitivity has been included in the predictor battery of the study. The aim of this study is to study the relationship among Personality, Sensory sensitivity and Polychronicity in young adults and to explore the personality predictors of polychronicity.

II. RESEARCH DESIGN

For this study a cross sectional, descriptive design was used.

Objectives

- To study the relationship among Personality, Sensory Sensitivity and Polychronicity in young adults
- To explore the personality predictors of Polychronicity among young adults

III. METHOD

a) Participants

The sample for the present study consisted of 902 young adults. The mean age of the participants was 21.3 years (SD=2.34), out of which 690 (76%) were male and 212 (24%) were female. The candidates belonged to different streams of education.

b) Measures

The predictor battery included measures of personality, Sensory Sensitivity Scale and demographic details. Criterion included measure of Polychronicity.

Personality: The 60 item HEXACO-Personality Inventory– Revised developed by Ashton & Lee (2009) was used to measure the six major dimensions of personality including Honesty-Humility (H), Emotionality (E), Extraversion (X), Agreeableness (A), Conscientiousness (C), and Openness to Experience (O). Participants were asked to indicate their agreement on a series of items ranging from 1 (strongly disagree) to 5 (strongly agree).

Each of the six HEXACO scales had acceptable internal reliability (H: $\alpha=.82$; E $\alpha=.75$; X $\alpha=.78$; A $\alpha=.78$; C $\alpha=.80$; O $\alpha=.66$).

Sensory Sensitivity: 23 items measuring sensory sensitivity was used to measure the ability to react to low-intensity physical stimuli. These items were taken from the Formal Characteristics of Behavior-Temperament Inventory (FCB-TI), adapted from the original Polish FCB-TI (Strelau & Zawadzki, 1995b; Strelau & Zawadzki, 1993; 1995a). The scale was found to be internally consistent with Cronbach's alpha .72.

Polychronicity: The 14-item Multitasking Preference Inventory (MPI) was developed by Poposki and Oswald (2010) to measure an individual's preference to engage in multiple tasks simultaneously. The scale was developed and validated on multiple samples, in which the scale demonstrated adequate internal consistency, with the Cronbach's alpha reliability estimates ranging from .88 to .91. Items were scored on a five point Likert scale with the response options ranging from 1 (Strongly disagree) to 5(Strongly agree).

c) Procedure

All the participants were asked to complete a questionnaire consisting of three scales, namely the HEXACO-60, the Sensory Sensitivity Scale and the

Multitasking Preference Inventory. The HEXACO-60 and the Temperament Inventory was used to find whether personality and sensory sensitivity of an individual predicts one's preference for multitasking. Data was collected from 902 participants in Mysore, Varanasi and Dehradun. Individuals were explained the nature of the measures and proper instructions were given before administering the tests.

IV. RESULTS

Descriptive statistics for all the predictor variables and the criterion variable was calculated. Correlational analyses were conducted to examine the relationships between personality variables, temperament variable and polychronicity. Table 1 presents descriptive statistics and correlation among the study variables. The results indicated that polychronicity was positively related to Honesty-Humility ($r=.182$, $p<.01$), Emotionality ($r=.162$, $p<.01$), Extraversion ($r=.235$, $p<.01$), Agreeableness ($r=.195$, $p<.01$), Openness to experience ($r=.155$, $p<.01$) and Sensory Sensitivity ($r=.412$, $p<.01$). Conscientiousness ($r=-.120$, $p<.01$) was negatively related to polychronicity. Thus, personality and Sensory sensitivity was related to polychronicity.

Table 1 : Mean, SD, Correlation Coefficients and Reliability of study variables (N=902)

Variables	Mean	SD	1	2	3	4	5	6	7	8
Honesty-Humility	35.47	6.86	1.00(.76)							
Emotionality	26.57	6.23	.203**	1.00(.74)						
Extraversion	35.75	6.82	.656**	.199**	1.00(.81)					
Agreeableness	33.36	6.24	.678**	.270**	.629**	1.00(.78)				
Conscientiousness	35.30	6.70	.707**	.186**	.735**	.632**	1.00(.83)			
Openness to Experience	34.22	6.80	.607**	.289**	.660**	.585**	.672**	1.00(.77)		
Sensory Sensitivity	80.02	8.18	.523**	.282**	.558**	.559**	.484**	.519**	1.00(.82)	
Polychronicity	36.10	10.48	.182**	.162**	.235**	.195**	-.120**	.155**	.412**	1.00(.89)

Note. ** $p<.01$

1= Honesty-Humility, 2= Emotionality, 3= Extraversion, 4= Agreeableness, 5= Conscientiousness, 6= Openness to Experience, 7= Sensory sensitivity, 8= Polychronicity
The values in parentheses are coefficient alphas.

An independent sample t-test was performed to determine if there were significant mean differences between the two genders. Results of the t-test are summarized in Table 2. and it shows that there were no significant difference in polychronicity among males and females, $t(900) = .263$, $p>.05$. There was significant difference among males and females on Honesty-Humility, $t(900) = -4.39$, $p<.01$, Emotionality, $t(900) = -4.18$, $p<.01$, Extraversion, $t(900) = -2.58$, $p<.05$,

Agreeableness, $t(900) = -1.55$, $p<.05$, Conscientiousness, $t(900) = -3.89$, $p<.05$, Openness to Experience, $t(900) = -2.82$, $p<.05$ and Sensory Sensitivity, $t(900) = -7.5$, $p<.05$. Thus, there was no significant difference in Polychronicity among male and female participants.

Table 2 : Mean, SD and gender differences among study variables (N=902)

Dimensions	Males (N=690)	SD	Females (N=212)	SD	t
Honesty-Humility	34.92	7.09	37.26	5.75	-4.39**
Emotionality	26.09	6.28	28.12	5.82	-4.18**
Extraversion	35.43	7.08	36.81	5.78	-2.58**
Agreeableness	33.94	6.45	34.82	5.43	-1.55**
Conscientiousness	36.85	6.97	33.86	5.46	-3.89**
Openness to Experience	33.85	7.07	35.37	5.70	-2.82**
Sensory Sensitivity	78.26	9.05	85.77	11.27	-7.00**
Polychronicity	36.15	11.33	35.93	7.05	.263

Hierarchical regression analyses were conducted to determine whether the six dimensions of personality and sensory sensitivity provided incremental validity above the contribution of demographic variables. Before entering the predictor variables into the model, multicollinearity of the predictor variables were checked from Table 1. Although all the predictor variables were inter-correlated, there were no perfect collinearity between the variables. Low levels of collinearity did not pose much threat to the model estimates. Gender and Age were entered in step 1 and the personality variables along with sensory sensitivity were entered in step 2. The predictor variable (Personality variable) that has the highest correlation with Criterion Variable

(Polychronicity) is entered first into the regression analysis. With reference to the correlational coefficients from Table1, Sensory Sensitivity was entered first into the model, followed by Extraversion, Agreeableness, Honesty-Humility, Emotionality, Openness to experience and Conscientiousness respectively. All the personality variables were entered into the model as all the variables were significantly correlated to polychronicity. The relative contributions of these variables were examined by inspecting their standardized regression coefficients (β). The significance of the change in variance accounted for in step 2 were examined for evidence of incremental validity of the personality and temperamental variable.

Table 3 : Hierarchical Regression predicting polychronicity from Sensory Sensitivity, Conscientiousness and Extraversion

	Predictor	ΔR^2	β
Step 1	Control Variable	-.002	
	Gender		-.012
	Age		.010
Step 2	Predictor Variable		
	Sensory Sensitivity	.17	.43**
	Conscientiousness	.19	-.16**
	Extraversion	.20	.17**
N=902			

Dependent Variable: Polychronicity

** $p < .01$

Table 3 represents the results of hierarchical regression analysis. In step 1, the value of change in R^2 of control variables was -.002 ($p > .05$) which indicated that gender and age did not account for any variance in the criterion variable. The result showed that when personality variables were entered into the model in step 2, only three variables predicted polychronicity. These

predictor variables were Sensory Sensitivity ($\beta = .43$, $p < .01$), Conscientiousness ($\beta = -.16$, $P < .01$) and Extraversion ($\beta = .17$, $p < .01$) and these variables accounted for 20% of the variance in polychronicity. Sensory Sensitivity accounted for 17% variance in polychronicity ($\Delta R^2 = .17$). The addition of Conscientiousness as predictor variable along with

Sensory Sensitivity accounted for 19% of variance in polychronicity ($\Delta R^2=.19$). With addition of Extraversion along with Sensory Sensitivity and Conscientiousness, the predictor variables accounted for 20% of variance in Polychronicity ($\Delta R^2=.20$). Thus, Sensory Sensitivity, Conscientiousness and Extraversion accounted for variance in polychronicity.

V. DISCUSSION

The purpose of this study was to examine the relationship between personality dimensions and polychronicity and to explore the personality predictors of polychronicity. Polychronicity was found to significantly correlate with all the six dimension of personality. As polychronicity is one's preference for time use, it is related to the personality dimensions. Research shows an inconsistent result regarding its relation to individual difference variables. Extraversion is marked by sociability, and extraverts tend to be active, talkative and friendly (Barrick & Mount, 1991). The activity level of extraverts are high and polychronic individuals tend to be distracted more easily by other tasks in the workplace (Sanderson, 2012). Individuals high in polychronicity tend to be more concerned with social interactions than schedules and deadlines (Arndt et al., 2006) and may not be much stressed by pressures and deadlines in the workplace. Previous research evidence have found extraversion to be a correlate of polychronicity (e.g., Conte & Gintoft, 2005; Conte & Jacobs, 2003; Kantrowitz et al., 2012; König et al., 2005; Poposki et al., 2009). In the present study, polychronicity is positively related to emotionality, although the correlation is very small. In 2011, Stachowski found positive correlation between polychronicity and neurotism using multiple measures of polychronicity. An individual high in emotional stability may prefer to complete one task and then switch to another. Individuals low on emotional stability may prefer to jump from one task to another. Thus, polychronicity and emotionality may have a positive, yet small correlation.

Conscientiousness is characterized by reliability, striving for achievement, concern for detail and organization (Barrick & Mount, 1991). Polychronic individuals may find it difficult to work effectively in highly organized settings (Arndt et al., 2006). It is likely that individuals high in conscientiousness will prefer to work on one task at a time through to completion, according to their preferred schedule. The polychronic nature of work does not seem to align with the methodical nature of conscientious workers. It is expected that individuals high in levels of conscientiousness prefer to complete one task at a time. Therefore, it is likely that conscientiousness individuals will not be polychronic.

Openness to experience is characterized as being creative, inquisitive, intelligent, and cultured

(Barrick & Mount, 1991). Openness to experience also includes flexibility in approach towards tasks which links it to polychronicity. Openness to Experience was significantly related to four measures of Polychronicity in a study by Sanderson (2012). Agreeableness is a personality trait marked by flexibility, trusting, tolerance, and cooperativeness (Barrick & Mount, 1991). In the present study, polychronicity was significantly related to agreeableness. It is likely that flexibility will be associated with a willingness to shift attention between tasks when interrupted (Stachowski, 2011). Polychronicity is related to tolerance for ambiguity and unstructured work environments (Haase, Lee & Banks, 1979). Another dimension used in this study is sensory sensitivity, which is the ability to react to sensory stimuli of low stimulative value. Sensory sensitivity may be more characteristic of one's openness to experience and extraversion, one who is keenly aware of self, surroundings and relationships among stimuli. Thus, it is likely that sensory sensitivity will be related to polychronicity as polychronic individuals are likely to react to low stimulus values in the environment. Extraversion and conscientiousness were significant unique predictors of polychronicity in a study by Sanderson (2012). Although there is not much evidence of the relationship between sensory sensitivity and polychronicity to support the findings of this study, it leads to a new concept to explore further. The above findings supported the present study, in which sensory sensitivity, extraversion and conscientiousness were significant predictors of polychronicity.

There are some limitations of the present study. The measures of this study were administered to mostly students as opposed to a working population. There may be a difference in time use preferences among students and employees. The numbers of male subjects were much more compared to female subjects in the study. This variation in number of data may have influenced the analysis. Apart from these limitations, self report measures used for the study have its own disadvantages which can not be overlooked. Socially desirable responses may have distorted the data to certain extent.

Based on the limitations described above, a number of recommendations for future research can be made. A similar study may be carried out with a working population. It is possible that the results from this study with young adults might not be generalized to the greater population of people in the workplace. Data may be collected from a sample more diverse in age. To study the gender differences a comparable number of samples of both gender may be considered. Future studies may also explore the measurement of polychronicity and personality and test the reliability of the measures of these constructs in diverse samples. Finally, the link between sensory sensitivity and

polychronicity may be explored in a diverse sample to strengthen the evidence.

In today's working environment, time orientation is an important consideration for all organizations. With increasing demand of multitasking, polychronic individuals are potential employees in several organizations. Information about personality predictors of polychronicity may provide selection practitioners with meaningful facts regarding the potential utility of polychronicity assessments during recruitment and job allocation. Results of this study showed that polychronicity was significantly related to all the dimensions of personality. It also revealed that sensory sensitivity, extraversion and conscientiousness predicted polychronicity in this study.

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The Employment of Women in the Manufacturing Industry after NAFTA. Discrimination and Segregation

By María Elena Cardero, Miguel Angel Mendoza & Pablo Galán

Introduction- During the NAFTA negotiations, the impact that the execution of this Agreement would imply was comprehensively speculated and investigated. It was guaranteed, among other things, that Mexico would be the country with the greatest impact and a significant number of analysts pointed out that said impact would be positive (Lustig, 1992). While it was additionally mentioned that there would be some problems in sectors such as agriculture —where Mexico would be a losing country—, overall it was argued that there would be a greater growth for our country, that also the reforms initiated with the assumption of the Washington Consensus were going to be secured¹ Since the early 1980s the country began to experience very important reforms regarding the previous growth model. Along with the accelerated openness that started in the mid-1980s with the entrance to the GATT, public companies began to be privatized (the government productive, financial and services capacity was reduced from 1090 entities, in the beginning of 1984, to 258 in 1994), the structure of public expenditure was modified, and the high public deficit became a surplus, fighting inflation and financial openness were prioritized and deregulation of the economy started., that the country would grow more, that most of the jobs would be created in Mexico and that there would even be a resource mobilization towards Mexico.

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The Employment of Women in the Manufacturing Industry After NAFTA. Discrimination and Segregation¹

María Elena Cardero ^α, Miguel Angel Mendoza ^σ & Pablo Galán ^ρ

I. INTRODUCTION

During the NAFTA negotiations, the impact that the execution of this Agreement would imply was comprehensively speculated and investigated. It was guaranteed, among other things, that Mexico would be the country with the greatest impact and a significant number of analysts pointed out that said impact would be positive (Lustig, 1992). While it was additionally mentioned that there would be some problems in sectors such as agriculture —where Mexico would be a losing country—, overall it was argued that there would be a greater growth for our country, that also the reforms initiated with the assumption of the Washington Consensus were going to be secured², that the country would grow more, that most of the jobs would be created in Mexico and that there would even be a resource mobilization towards Mexico.

It was expected (Hufbauer and Schott, 1993) that —in terms of employment, wages, exports and foreign investment— NAFTA had positive effects for Mexico, with a migration reduction from Mexico to the United States.

It was also stated that one of the positive aspects of entering into NAFTA would be that many of the jobs created would be for women since, considering that they were "less unionized," they would be mostly hired in the new jobs.

However, not all opinions and evaluations were so positive, some authors (Blecker 2006; Moreno-Brid *et al.* 2005; Puyana and Romero 2005; Casares and

Sobarzo 2004; Weintraub 2004) thought it could be possible to create a deindustrialization process and that no instruments —as in the case of the European Union (such as protectionist agricultural policies, resource transfers to the most underdeveloped areas, free labor mobility across borders, etc.)— that could mitigate the negative effects of an agreement of this nature were being developed.

The validity of this Agreement began in January 1994 and, in the same month of that year, an uprising (Zapatista Army of National Liberation or *Ejército Zapatista de Liberación Nacional*) occurred in southeastern Mexico, followed by various political and economic events that resulted in a deep crisis that caused a fall in the GDP, in 1995, of over 6 percentage points and an exchange modification above 100 percent.³

The combined effect of devaluation, fall in production and greater openness caused by NAFTA resulted in a rearrangement of the supply's structure thus increasing imports to 25% of the GDP in 1995 and exports to 27% of such GDP without stopping the fall in production. The composition of exports changed dramatically, with a relative decline in oil sales abroad and in agricultural products that, during the 1950s, 1960s and 1970s, had been the main foreign exchange provider⁴, therefore, the manufacturing sector became the determining factor of the composition and evolution of the external sector, not only because of the growing importance manufacturing exports had, but also because of the imports of inputs associated to exports that began to double every two years and that nowadays account for 78% of exports (Romero, 2009)⁵.

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² Since the early 1980s the country began to experience very important reforms regarding the previous growth model. Along with the accelerated openness that started in the mid-1980s with the entrance to the GATT, public companies began to be privatized (the government productive, financial and services capacity was reduced from 1090 entities, in the beginning of 1984, to 258 in 1994), the structure of public expenditure was modified, and the high public deficit became a surplus, fighting inflation and financial openness were prioritized and deregulation of the economy started.

³ The openness, started in mid-eighties, accelerated the pace of growth of the trade deficit, which cumulative balance (1988-1993) was 34.5 billion dollars, and the following year such deficit amounted to 18.4 billion dollars, a portion of which was financed by foreign investment and by investment in bonds with currency hedging or denominated in foreign currencies

⁴ Agricultural exports accounted for 45% of total exports of goods in 1950; 50.6% in 1960; and 42.6% in 1970. Barrón Antonieta (1997) *Impacto del tlc en el empleo femenino rural (Impact of NAFTA on rural women's employment)*. Working paper

⁵ In 2005, imports accounted for 30% of the GDP, but gross fixed investment had fallen from 23.2% in 1981 of the GDP to 14.4% in 2005. While between 1970 and 1981 the GDP grew at a real annual rate of 6.9 percent and there was a trade deficit of 2.4% of the GDP, the international debt crisis and the collapse of oil prices resulted in a drop

Changes made during the 1980s and early 90s that were "tied" (made) with the signing of NAFTA, only generated, since then, a very modest growth of the economy: 3.4% (1994-2000); 2.2% (2001-2011); and only 1.1% in 2013. This profoundly affected productive structure, agriculture, employment of men and women and their salaries ⁶.

The purpose of this research is to evaluate the impact that NAFTA has had on overall growth and on employment of men and women. Particularly, the industrial manufacturing sector, which generates 80% of exports and probably a higher proportion of imports, is analyzed herein. A review of the manufacturing industry

and its participation in the national value added is made and the employment of women and men in the manufacturing industry is studied, with a focus on wage discrimination and occupational segregation nationwide and within manufacturing industry.

II. INDUSTRY IN MEXICO (1994-2014)

Over 20 years (1994-2013), Mexico's GDP grew at a very slow rate of only 2.3% at 2008 prices. Besides the strong fall of the GDP in 1995 (-6.8%), the GDP fell again (-0.9%) between 2000 and 2001, and fell again consecutively in 2008 (-1.3%) and 2009 (-1.2%).

Table 1 : National GDP and from the Manufacturing Industry. Millions of pesos from 2008

Year	1994	2000	2005	2010	2014e
National GDP	83018.7	101584.28	108423.31	118498.59	133048.23
GDP Manufacturing Industry	13964.96	18997.23	18732.15	19325.29	22435.17
Food Subsector	3202.34	3921.04	4296.12	4625.82	4916.7
Beverages and Tobacco Subsector	576.86	754.05	849.19	909.4	1030.36
Textile Products Subsector	81.78	140.35	130.09	113.36	119.83
Wood Subsector	238.96	297.86	206.49	180.97	212.52
Paper Subsector	234.38	327.89	355.13	412.83	453.06
Oil-Derivative Products Subsector	693.78	851.42	902.21	838.2	754.43
Chemical Subsector	1946.84	2551.88	2615.76	2572.19	2585.87
Products Made of Non-metallic Minerals Subsector	735.86	880.25	1036.35	980.64	1069.19
Basic Metals Subsector	972.87	1504.66	1494.07	1343.77	1627.94
Machinery and Equipment Subsector	396.35	498.73	611.11	674.76	889.01
Other Industries Subsector	349.48	418.76	397.75	440.6	478.33

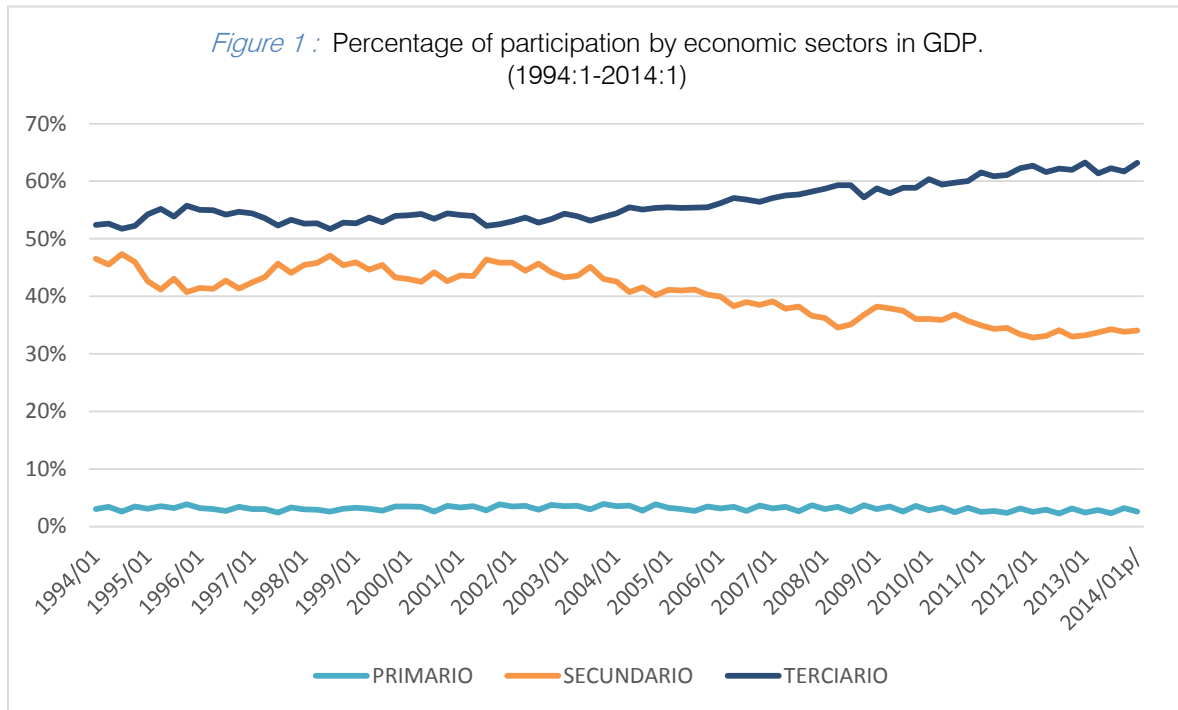
Estimated value. Source: Own calculations based on INEGI. BIE.

Participation of the Secondary Sector (Figure 1) and particularly the manufacturing industry sector (Figure 2), which had shown an increase as a proportion of the GDP by the end of the 1990s, began to be reduced, thus its contribution became stagnant since 2003 (16.5%) keeping at that level (16.6%) until early 2014 (Figure 2).

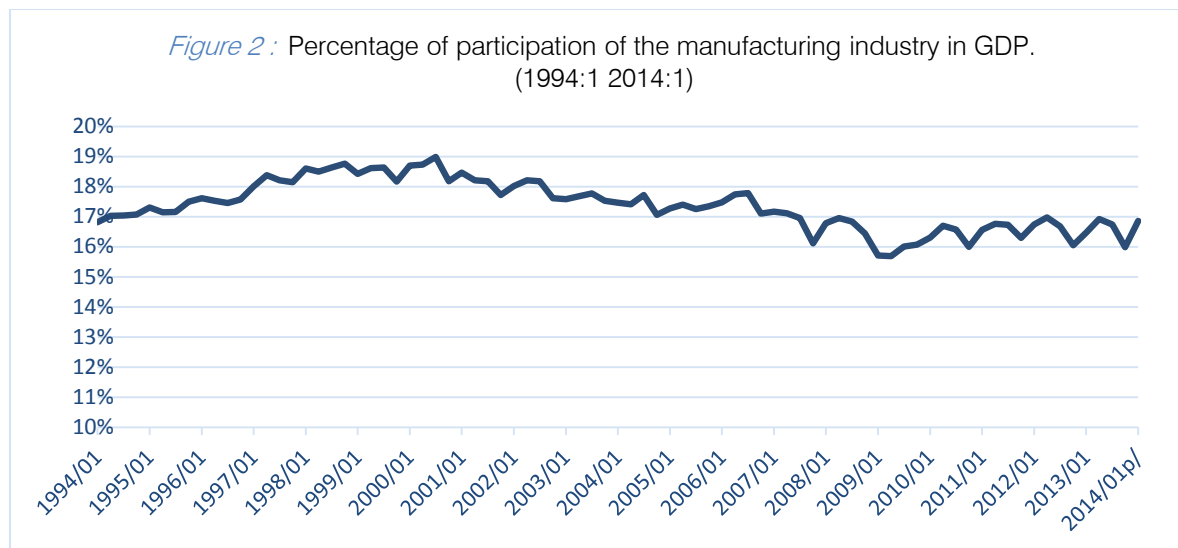
in production that began in 1982 —worsened by trade openness— and in the falling of the average growth rate to only 1.6% between 1982-1993, with a positive trade balance of 2.1% of the GDP. In the first 10 years of NAFTA (1994-2005) real GDP growth was barely 2.9%, with a trade deficit of 1% of the GDP.

⁶ The ratio of wages, with regard to the GDP, in real terms fell from 36.2 (1970-1981) to 30.4 (1982-1993) and to 30.3 (1983-2004).

Figure 1



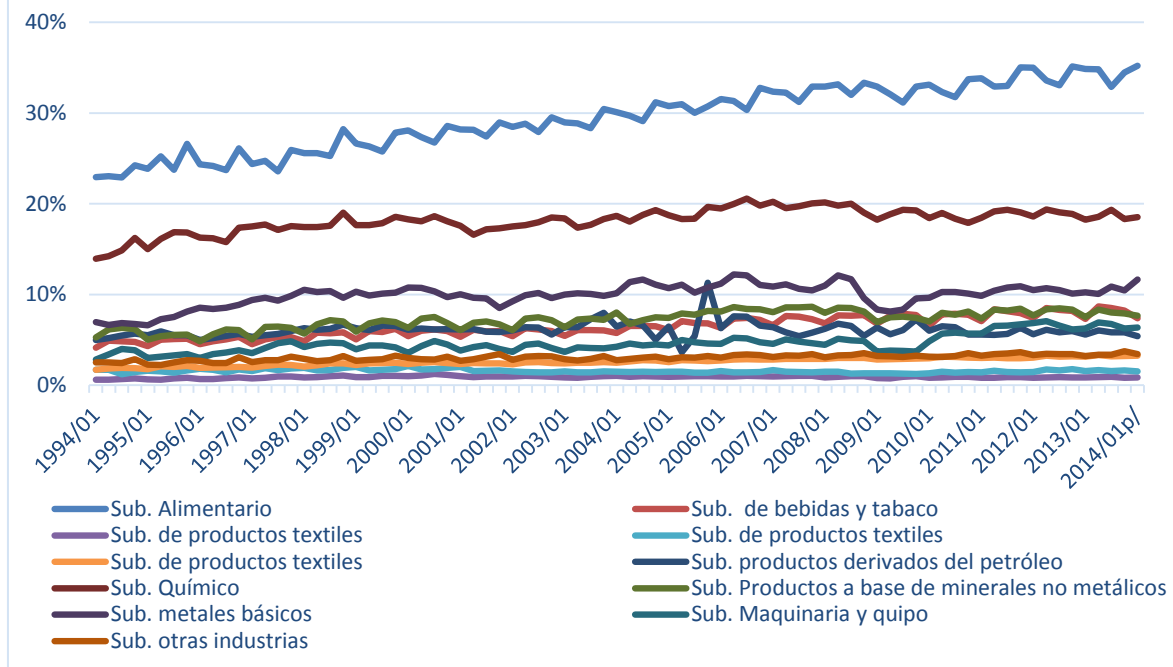
Source: Own calculations based on BIE INEGI. Figures in millions of constant pesos as of 2008, for the first quarter of each year. First quarter of 2014, preliminary data.



Source: Own calculations based on BIE INEGI. Figures in millions of constant pesos as of 2008, for the first quarter of each year. First quarter of 2014, preliminary data

Only some manufacturing sectors experienced sustained growth during 1994 and 2014 as occurred with the food sector (Figure 3); other sectors, such as the chemical subsector also grew, but to a lesser extent. However, in general most sectors had a lower growth or became stagnant.

Figure 3 : Percentage of participation of each subsector in the manufacturing industry. (1994:1-2014:1)



Source: BIE INEGI. Figures in millions of constant pesos as of 2008, for the first quarter of each year. First quarter of 2014, preliminary data

While we analyzed the structure of the processing industry, with the purpose of understanding the fall of its participation in the GDP and employment, we found that a significant part of this fall is due to the low participation of the leading exporting subsectors in the national value added.

This decline of industry in the national value added, was largely stimulated by the intense geographical fragmentation of production worldwide, which in the last two decades has been accelerated with the reduction of tariff barriers and transport costs, as well as with the advances in information and telecommunications.

In major Mexican export industries —such as the automotive, electronic and aeronautical industries— there is a growing tendency that final goods will not be produced in a single country anymore. The activities ranging from product's research and development to its recycling, including its production, support services, distribution, marketing, finance and after-sales services, are performed in several countries, through the interaction among subsidiaries of a single multinational company or transactions made between them and their external suppliers. Consequently, the countries participating in these chains, rather than specializing in the full production of final goods or services, specialize in certain tasks or segments of the production process, regionally distributed in the "factory of North America," in

the European Union ("factory of Europe") and in the ASEAN + 3 ("factory of Asia")⁷.

Within the value chains the main value added lies in the knowledge-intensive activities —such as design and research and development—, which is increasingly linked to intangible aspects —such as quality, timeliness, connectivity, innovation, patentability and registration of trademarks, traceability, safety, environmental conservation, carbon footprint and energy efficiency—, while at the opposite end are the provision of raw materials and assembly activities. The countries which production is classified in the above last section only capture a small part of the value added created in chains. Most of the value is taken by multinational companies usually through transfer pricing, or repatriation of income from their charges related to technology, capacity building and escalation, while countries where value added of exports is very low have to cover social effects, including effects on working conditions, occupational safety and health.

The trade in value chains has several features — the first is its close relationship with foreign direct investment; the second is its intense exchange of intermediate goods; the third is the increased import content of exports; and the last is the fundamental role of a wide range of services (financial, legal, logistics,

⁷ ASEAN + 3 is China, Japan, South Korea, Hong Kong, Macao and Taiwan

design and communication, among others), many of which are incorporated as inputs of final traded goods.

In the case of Latin America (ECLAC 2013), Brazil and Mexico recorded an increase in the relative content of imported inputs in their exports between 1995 and 2011, but when comparing the weight of imported inputs it was found that in Mexico this is significantly higher than in Brazil (30% and 12%, respectively, in 2011), implying that the proportion of the domestically generated value is less in the case of Mexico. This reflects a higher integration of Mexico on links of the production chain involving activities of assembly of final goods that incorporate low value added.

At the sectoral level, ECLAC (2014) notes that major Mexican chains of export to the United States are those linked to the automotive industry, especially the chain of parts and accessories of motor vehicles that, in 2011-2012, accounted for 19% of total exports of intermediate goods of this kind. Second in importance are groups of electricity distribution equipment, electrical devices for splicing and internal combustion engines. Together, these four industries accounted for 43% of total exports of intermediate goods from Mexico to the United States in 2011-2012. Also, industries producing capital goods as non-electrical machinery, medical equipment, heating and cooling equipment, pumps and compressors, civil engineering machinery and equipment, among others, stand out, which mainly supply parts and components to companies of the "factory of North America," especially located in the United States. Special mention goes to groups of intermediate products corresponding to industries of high-technology capital goods, such as telecommunications equipment, machinery and electrical devices, measuring instruments and devices.⁸

Intra-industry trade in Mexico, regarding intermediate goods, made by trading partners, according to the Grubel-Lloyd index is 63% with the United States, 17% with Latin America, 15% with the European Union and 8% with ASEAN+3. Among the countries of the Latin America region, Mexico is the one which keeps a more vigorous relationship of intra-industry trade with the United States. During 2000-2001 the share of exports associated with this kind of trade was 77%, which was reduced to 53% in the 2011-2012 biennium as a result of the competition Mexico is facing in the US market for similar products imported from China. The share of total Mexican exports to the United

States has declined from 88% in 2000 to 79.5% in 2012, whereas exports to other countries have been increased. ECLAC (2013).

According to INEGI⁹ in the Mexican case the contribution of Global Manufacturing Production in Exports of goods from Manufacturing Industries was 76% in 2003 and 69.8% in 2012, and in manufacturing output was 28% in both years.

However, the Export Value Added of Global Manufacturing (VAEMG in Spanish)¹⁰ as a proportion of manufacturing production did not surpass 11% between 2003 and 2012. This VAEMG consisted of automotive and truck manufacturing (31.3%); manufacturing of parts for motor vehicles (18%); manufacturing of electronic components (8%); audio and video manufacturing (2.7%); manufacturing of computers and peripheral equipment (1.4%) and others (38.5%). Jobs created by these global manufacturing companies averaged 1,133,000 people during these years, with a slight tendency to stagnation; i.e., the Mexican economy has shifted from labor-intensive goods to intensively imported intermediate goods, despite the low level of wages that prevail in the country¹¹

III. EMPLOYMENT IN THE MANUFACTURING INDUSTRY IN MEXICO

From the 119 million Mexicans living in Mexico republic in 2014 (ENOE, INEGI), 88.5 million are over 14 years old, 51.7 million are Economically Active Population and 49.3 million are Employed Population (EP), of which about 59% work informally¹². From such

⁹ INEGI: (April 2014) Export Value Added of Global Manufacturing 2003-2012,

¹⁰ The Export Value Added of Global Manufacturing is obtained from companies which inputs come from abroad and its production is aimed at exports; as for companies with foreign majority ownership, and for companies not considered above their exports are intermediate goods.

¹¹ A group that is not listed among the top 20 is the group of products of the yarn and clothing chain (Dussel and Gallagher, 2013). The items that make up this industry are consumer (clothing) and intermediate (textile) goods, segments in which Mexico has traditionally played an important role in the US market. However, competition from similar products of Chinese and Vietnamese origin in that market has determined the loss of competitiveness of the sector in all segments of the chain (yarn, textiles and clothing). Exports of groups corresponding to textiles and clothing fell by half between 2000 and 2012, being reduced from US\$8.3 billion to US\$4.2 billion.

¹² Informality refers to the **type or nature of the Economic Unit**: when it is engaged in the production of goods and/or services for the market and operates from home resources and without keeping basic accounting records; and from the **labor perspective**, refers to any work being performed without the protection of the legal or institutional framework, regardless of whether the economic unit that uses their services are unregistered companies or businesses of formal homes or companies. Therefore, the integrated concept of informality includes both employment in the informal sector—and other traditional phenomena related to informality (self-employment in subsistence agriculture and unpaid work)—, and informality or employment streams with no protection of social security which services are used by economic

⁸ The Mexican aviation industry has experienced a strong growth in recent years, so that the country ranks first in aeronautical manufacturing investment worldwide, with about US\$36 billion from 1990 to 2012, and an annual average growth of goods exports of 14% in the last decade. Likewise, the United States is the main destination for Mexican exports of aeronautical products (74% of the total), a significant portion goes to Canada (8%), which is also a member of the "factory of North America;" other destinations of the industry are France, the UK and Japan.

informal employed people, 10% are unpaid workers; 34.1% are self-employed; 3.1% are employers; and 52.8% are subordinate and paid workers. As for the

minimum daily wage that in early 1994, measured at 2010 prices, was \$81.26 pesos, in 2014 it had fallen to 58 pesos per day¹³.

Table 2 : Economically Active Population, Employed Population, schooling, average hourly income and informal employment, 2014

Indicator	Total	Men	Women
Total population	119 224 847	57 734 965	61 489 882
14 years and over population	88 595 829	42 109 633	46 486 196
Economically Active Population (EAP)	51 790 637	32 171 182	19 619 455
Employed	49 305 839	30 645 359	18 660 480
Unemployed	2 484 798	1 525 823	958 975
Employed population by sector of economic activity	49 305 839	30 645 359	18 660 480
Primary	6 660 593	5 966 908	693 685
Secondary	11 957 708	8 908 656	3 049 052
Tertiary	30 420 552	15 578 104	14 842 448
Unspecified	266 986	191 691	75 295
Average schooling of the economically active population	9.6	9.3	10
Average income per hour worked of the employed population (Pesos)	31.3	31.6	30.9
Unemployment rate	4.8	4.7	4.9
Labor informality rate. Rates calculated against employed population.	58.2	57.8	58.8

Source: Own calculations based on ENOE, INEGI.

Note: Data contain the expansion factors adjusted to population estimates showed by 2010-2050 demographic projections of CONAPO, updated in April 2013.

From the signing of NAFTA employment in the manufacturing industry began to grow, reaching a peak of 7.3 million people in 2000, but was reduced by more than 2.3 million in 2009 and recovered to 7.9 million of employed people in 2014.

units different to those of the informal sector. Informality, understood in its broadest sense, is the set of economic activities carried out by individuals who, due to the context in which they work, they cannot invoke in their favor the legal and institutional framework.

¹³ The minimum wage in the last 34 years was reduced from 166 pesos in 1980 to only 58 pesos a day in 2014.

Table 3 : Total employment in manufacturing industry, 1995-2014

<i>Year</i>	<i>Men</i>	<i>Women</i>	<i>Total</i>
1995	3515074	1507217	5022291
1996	3707631	1866873	5574504
1997	3888434	2110710	5999144
1998	4308905	2389063	6697968
1999	4504136	2561960	7066096
2000	4631865	2752611	7384476
2001	4500583	2757097	7257680
2002	4330112	2566906	6897018
2003	4306454	2536945	6843399
2004	4357285	2563964	6921249
2005	4282004	2616949	6898953
2006	4277370	2664814	6942184
2007	3453881	1786708	5240589
2008	3511392	1790342	5301734
2009	3365010	1738501	5103511
2010	4510304	2591031	7101335
2011	4511215	2566042	7077257
2012	4705685	2672669	7378354
2013	4819461	2701721	7521182
2014	5040197	2854762	7894959

Source: Own calculations based on ENE y ENOE, INEGI.

Between 2005 and 2014 total employment in manufacturing industry increased by 1 million people and most of these jobs (757,000) were for men.

Table 4 : Employed population by manufacturing subsectors, men and women (2005- 2014)

	2005			2010			2014		
	Women	Men	Total	Women	Men	Total	Women	Men	Total
Food industry	704174	741731	1445905	789744	952832	1742576	807239	944399	1751638
Beverage and tobacco industry	30653	155750	186403	41372	195549	236921	48952	214071	263023
Manufacturing of textile inputs	99339	100029	199368	40999	94831	135830	64501	75440	139941
Manufacturing of textile products, excluding clothing	162205	74493	236698	158369	42767	201136	168026	41913	209939
Manufacturing of garments and clothing accessories	562428	294937	857365	538626	265809	804435	424103	263938	688041
Manufacturing of leather products	82893	175275	258168	99992	191446	291438	80327	163136	243463
Wood industry	23818	137713	161531	12011	106758	118769	9514	123004	132518
Paper industry	38674	87191	125865	35628	104728	140356	45855	105896	151751
Printing and related									

industries	53494	136143	189637	45670	121202	166872	45274	111830	157104
Manufacturing of mineral coal and oil derivatives	7404	50886	58290	13248	56750	69998	14381	49813	64194
Chemical industry	116644	187060	303704	66802	167734	234536	119529	231732	351261
Plastic and rubber industry	75684	142264	217948	103043	175535	278578	112923	211363	324286
Manufacturing of products made of non-metallic minerals	59535	294229	353764	51761	272856	324617	69649	293851	363500
Basic metal industries	27156	166604	193760	10132	105107	115239	7701	100867	108568
Manufacturing of metal products	53994	427504	481498	40834	470711	511545	51395	588592	639987
Manufacturing of machinery and equipment	13907	47425	61332	19449	66592	86041	29194	95744	124938
Manufacturing of computer and communication equipment.	104875	104572	209447	95311	108202	203513	135729	140416	276145
Manufacturing of electric generation equipment	91584	137855	229439	75366	141183	216549	77902	137761	215663
Manufacturing of transportation equipment	152850	314575	467425	167638	336003	503641	329816	617732	947548
Manufacturing of furniture and related services	61152	385550	446702	43710	389229	432939	36714	392862	429576
Other manufacturing industries	94169	119406	213575	140071	140244	280315	176038	134142	310180
Total	2616632	4281192	6897824	2589776	4506068	7095844	2854762	5038502	7893264

Source: Own calculations based on ENOE, INEGI.

From the 7.9 million of employed people in the manufacturing industry in 2014 (5 million men and 2.8 million women) slightly less than half work informally,

with a higher proportion of women (47%) who work informally compared to men (36%).

Table 5 : Population employed in the secondary sector by activity subsectors, according to gender and formality and informality condition (2014)

Economic activity subsector	Gender and formal or informal								
	Employed population			Men			Women		
	Total	Formal	Informal	Total	Formal	Informal	Total	Formal	Informal
Total secondary sector	11,957,708	5,918,089	6,039,619	8,908,656	4,260,266	4,648,390	3,049,052	1,657,823	1,391,229
Total Manufacturing Industry	7,894,959	4,744,406	3,150,553	5,040,197	3,230,598	1,809,599	2,854,762	1,513,808	1,340,954
Food industry	1,751,638	706,501	1,045,137	944,399	487,853	456,546	807,239	218,648	588,591
Beverage and tobacco industry	263,023	193,609	69,414	214,071	162,719	51,352	48,952	30,890	18,062
Manufacturing of textile inputs	139,941	87,520	52,421	75,440	61,955	13,485	64,501	25,565	38,936
Manufacturing of textile products, excluding clothing	209,939	36,875	173,064	41,913	17,479	24,434	168,026	19,396	148,630
Manufacturing of garments and clothing accessories	688,041	257,401	430,640	263,938	114,374	149,564	424,103	143,027	281,076
Manufacturing of leather products	243,463	119,871	123,592	163,136	78,262	84,874	80,327	41,609	38,718
Wood industry	132,518	54,252	78,266	123,004	50,588	72,416	9,514	3,664	5,850
Paper industry	151,751	119,319	32,432	105,896	91,432	14,464	45,855	27,887	17,968
Printing and related industries	157,104	101,455	55,649	111,830	70,350	41,480	45,274	31,105	14,169
Manufacturing of mineral coal and oil derivatives	64,194	62,247	1,947	49,813	48,171	1,642	14,381	14,076	305
Chemical industry	351,261	302,742	48,519	231,732	197,084	34,648	119,529	105,658	13,871
Plastic and rubber industry	324,286	277,332	46,954	211,363	182,291	29,072	112,923	95,041	17,882
Manufacturing of products made of minerals	363,500	167,185	196,315	293,851	135,204	158,647	69,649	31,981	37,668

Basic metal industries	108,568	100,180	8,388	100,867	93,547	7,320	7,701	6,633	1,068
Manufacturing of metal products	639,987	318,252	321,735	588,592	275,709	312,883	51,395	42,543	8,852
Manufacturing of machinery and equipment	124,938	116,660	8,278	95,744	87,912	7,832	29,194	28,748	446
Manufacturing of computer, communication, measuring and other equipment, electronic components and accessories	276,145	271,554	4,591	140,416	138,619	1,797	135,729	132,935	2,794
Manufacturing of electric generation equipment and electrical devices and accessories	215,663	209,198	6,465	137,761	131,539	6,222	77,902	77,659	243
Manufacturing of transportation equipment and parts for motor vehicles	947,548	921,951	25,597	617,732	600,086	17,646	329,816	321,865	7,951
Manufacturing of furniture	429,576	143,507	286,069	392,862	118,993	273,869	36,714	24,514	12,200
Other manufacturing industries	310,180	175,100	135,080	134,142	84,736	49,406	176,038	90,364	85,674
Unspecified branches from the secondary sector			1,695	1,695	0	1,695	1,695	0	0

Source: Own calculations based on ENOE, INEGI.

The food industry generates the greatest number of jobs (1.8 million, 22% of the total) from which 1.0 million are informal jobs and only 706,000 are formal; most of informal jobs (588,000) are done by women. The manufacturing of transportation equipment is the second largest generator of jobs, but in this area the number of informal employed people is low (26,000). By contrast, branches of manufacturing of textiles and clothing are jointly generate 898,000 jobs, from which 67% of workers are informal and from the total of informal workers (603,000) 71% are women.

72% of female jobs are concentrated in only a few branches: food industry, textile and clothing industry, manufacturing of computer equipment, transportation equipment and their parts, and other industries.

a) Formal and Informal Employment

Among men, informal jobs in some branches have a very high participation such as in furniture manufacturing (70%), in the manufacture of textiles and clothing (57% and 58% respectively), in the manufacturing of products made of non-metallic

minerals (54%) and of metal products (53%). Although the percentage in the food industry is less than half (48%), in absolute numbers is where we find the largest number of male informal workers (456,000 people). As for women, 73% of informal jobs are in the food industry (589,000 women), 88% in textile manufacturing, 66% in clothing and 49% in other manufacturing industries.

b) Educational Levels in the Processing Industry (IT, in Spanish)

Education levels in manufacturing industry are, in general, low and disparate. 42% of people who in 2014 are working in manufacturing industry (MI) have completed secondary school, 20% primary school, 15% high school, 12% are professionals and the rest did not complete primary or not specified. On average, educational levels of men are slightly higher than those of women, particularly in high school education and among professionals. Both among men and among women the highest number of professionals are located in the food and chemical industry, in the manufacturing of transportation equipment and in the manufacturing of computers and communication.

c) Hourly income

Table 6 : Average hourly wage of the employed population (EP) by subsectors and position in 2014 employment

Sector and subsector of economic activity	Total				
	Total	Employer	Own account	Wage earner	Pieceworker
Secondary sector	30.4	50.0	31.4	29.3	26.2
Food industry	25.8	41.6	28.4	24.1	21.3
Beverage and tobacco industry	27.3	37.1	51.6	25.7	28.8
Manufacturing of textile inputs	18.8	41.7	5.6	25.1	0.0
Manufacturing of textile products, excluding clothing	12.4	76.9	9.1	21.9	18.6

Manufacturing of garments and clothing accessories	20.7	37.8	22.8	20.1	18.0
Manufacturing of leather products	26.7	43.7	32.1	25.5	25.9
Wood industry	23.8	48.1	25.9	22.4	25.7
Paper industry	27.0	16.1	28.3	26.4	42.3
Printing and related industries	38.9	60.4	58.5	34.4	24.5
Manufacturing of mineral coal and oil derivatives.	78.8	93.0	0.0	78.5	0.0
Chemical industry	39.1	0.0	14.0	40.2	34.8
Plastic and rubber industry	29.3	54.9	47.3	29.0	21.5
Manufacturing of products made of non-metallic minerals	27.7	51.7	21.8	28.5	22.5
Basic metal industries	37.4	75.0	32.0	37.3	0.0
Manufacturing of metal products	36.2	55.9	56.7	29.4	35.8
Manufacturing of machinery and equipment	34.3	75.2	31.0	32.6	69.4
Manufacturing of computer, communication, measuring and other equipment, electronic components and accessories	32.3	0.0	45.5	32.3	16.7
Manufacturing of electric generation equipment and electrical devices and accessories	30.2	145.3	0.0	29.9	23.4
Manufacturing of transportation equipment and parts for motor vehicles	29.9	0.0	0.0	29.8	35.7
Manufacturing of furniture	27.8	35.4	31.9	25.2	38.3
Other manufacturing industries	28.9	43.5	29.1	28.9	15.8

The average hourly income in the industry is \$30 pesos; the highest level of hourly income is paid in the oil industry: \$78.80; and the lowest is paid in the textile industry, except for clothing, \$12.4 pesos. On average, there is no other sector that pays income as high as the oil industry, because the sector that follows is the chemical industry, which is nearly half \$39.1, followed by the primary metals industry \$37.4. By type of employment those who obtain higher revenues are employers, particularly manufacturers and generators of electrical devices and accessories (\$145.3 pesos) followed by manufacturers of mineral coal and oil derivatives (\$93.8 pesos), of textile products, excluding clothing (\$76.9) and of machinery and equipment (\$75.2). Wage earners, on average, earn \$29 pesos, however, wages range between \$20 and \$40 pesos except in the oil industry, which they amount to \$78 pesos.

IV. EMPLOYMENT WITH WAGE DISCRIMINATION AND OCCUPATIONAL SEGREGATION

In order to make the wage discrimination analysis, the Blinder-Oaxaca (1973) model is used, which calculates the pay gap between men and women based on the linear theory of wage determination proposed by J. Mincer. The Blinder-Oaxaca method is based on two assumptions:

1. All individuals have the same characteristics and skills.
2. It is understood that, as they are facing the same labor market, thus they are facing the same employment opportunities. From a theoretical point of view, an equal increase in any of the characteristics studied between two workers should provide the same, and in the same magnitude, for both.

Based on Mincer's function, the natural logarithm of income ($\ln Y$) depends positively on education (S), on work experience (X) and on work experience squared (X^2). The effects of human capital stock on the level and distribution of income coming from labor earnings are given by the coefficients that go together with these variables, being specifically β_1 the rate of return on education and β_2 the rate of return on work experience:

$$\ln Y_i = \alpha + \beta_1 S_i + \beta_2 X_i + \beta_3 X_i^2 + u_i$$

$$\beta_1 \text{ y } \beta_2 > 0$$

$$\beta_3 < 0$$

The independent variables can be grouped into a single matrix (X'), and β will be the column vector of coefficients corresponding to such matrix, which must be estimated. If we build this equation for men (H) and another for women (M) the result is:

$$Y_H = \hat{\beta}_H X_H' + u_H$$

$$Y_M = \hat{\beta}_M X_M' + u_M$$

Where u_H and u_M are the error terms. With the estimation of these coefficients, the quantifying of the capital stock effect over labor income is obtained.

We thus obtain the double breakdown of the pay gap, where we can distinguish its two components:

Q: Difference explained

U: Discrimination and effect of unobserved variables¹⁴

The age variable was measured with the age that the individual was when the survey was conducted. Age squared means that the more the age increases the more income will also increase; however, there comes a moment when the increase starts to decrease.

The years of schooling are measured as the accumulated years of education per school year (primary, secondary, high school, college and postgraduate studies). While both men and women have increased their years of schooling, employed women have shown, throughout the analysis period, a nationwide average education level higher than men.

Work experience is measured by the years that the individual has been working in the same company. Employed men have more years of almost constant experience during all the years observed and nearing 8 years of experience. The average work experience of women is approximately six years. Experience squared is used to remove the decreasing effect of the original variable, i.e., as the work experience of the individual increases, his/her salary tends to increase but in a smaller amount throughout the time.

Training is measured by the hours that the individual has devoted to training courses, where

women show, from 2005 to 2011, more hours of training to tend to converge with the training of men from 2011 onwards.

The level of unionization of Mexican workers is generally very low, and a decrease in the number of unionized men, from 2006 to 2014, is registered from 10.8% to 8% and from 14% to 10% among women.

Nationally, the professional variable—and in line with the education variable—shows a higher percentage of employed women with bachelor's or engineering degrees, where 1% is the average of this percentage during the observed period, and 0.9% for men.

Also, binary variables are added—where the value of 1 is given if the characteristic is presented and 0 if it is not presented—in order to identify whether the individual is married or not, whether he/she is head of household or not, whether he/she belongs to a union and whether he/she is a professional employee or not, considering that said person has higher education studies.

On average 70% of men participating in the labor market are married, this percentage being reduced to 51% for women. The number of married women increased from 49% in 2006 to 53% in 2014.

Within the period 2005-2014, 66% of employed men are heads of household, while women have an smaller percentage although it has increased in recent years—ranging from 19% in 2006 to 23% in 2014.¹⁵

In the case of Mexico, at national level, the gender pay gap is evident, and has been present for the past nine years remaining always in favor of men even when it has been reduced in 4.49 percentage points from 2005 to 2014.

Table 7: 2005-2014 Gender Pay Gap

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Wage differential (%Men/Women)	7.41	3.33	4.37	5.97	4.66	4.05	2.63	2.76	3.53	2.92
P>z	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Source: Compiled from INEGI's data.

The portion of the gap to be related to the observable characteristics tells us that, if discrimination did not exist in Mexico, there would be a pay gap in favor of women. From 2005 to 2011, employed women have a schooling level higher than that of men, and

employed men have higher levels of work experience throughout the period, thus favoring the increase in the pay gap. However, this variable has diminishing returns so, as the number of years of work experience increases, salary will increase but to a lesser extent.

¹⁴ The source of information for the construction of the variables is the National Survey on Occupation and Employment (ENOE) of the National Institute of Statistics and Geography (INEGI) for the period 2005-2014. Differentials of hourly wage income between men and women were built considering only the national working population between 14 and 65 years of age, for the first quarter of each year.

¹⁵ It is noteworthy that the calculation of this variable is made by asking directly to the individual if he/she is the head of household, so it should not be interpreted that the head of household is the person who earns more within the household.

With the unionization variable we can deduce that most people who work and are affiliated with a union are women, although this coefficient is very small and, moreover, the number of unionized men is close to that of women.

Among the features where the male gender is dominant, there are the married and head of household variables.

The coefficient of the age variable changes its sign in 2009, i.e., from 2005-2008 the age of men

working in Mexico is above the age of women, but from 2009 the situation changed women being older.

The second part offered by the Blinder-Oaxaca methodology is the part of wages that is not explained by the observable characteristics, which is considered gender discrimination. Table 8 shows the portion of the pay gap that is considered as discrimination.

Table 8 : 2005-2014 Gender Pay Discrimination

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Discrimination	9.05	6.56	5.04	7.32	7.44	6.65	5.24	5.90	7.19	5.83
P>z	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Source: Compiled from INEGI's data.

If we observe Table 9 we can see how this discrimination is distributed among the different variables selected for the study.

Table 9 : 2005-2014 Gender Pay Discrimination by Characteristic

Variable	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Schooling	-8.39	-7.49	-6.52	-5.75	-6.47	-6.09	-3.75	-7.49	-6.44	-3.19
P>z	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.05
Experience	-8.12	-6.06	-3.92	-4.58	-5.00	-6.15	-4.51	-2.39	-6.02	-5.93
P>z	0.00	0.00	0.01	0.00	0.00	0.00	0.01	0.16	0.00	0.00
Experience ²	0.92	0.18	-0.65	0.53	-0.91	1.87	-0.10	-0.49	0.80	1.78
P>z	0.33	0.87	0.40	0.57	0.33	0.03	0.92	0.59	0.34	0.04
Training	0.08	-0.26	-0.24	-0.45	-0.35	0.03	-0.16	0.03	0.17	-0.08
Variable	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
P>z	0.56	0.13	0.16	0.01	0.00	0.85	0.27	0.84	0.17	0.48
Age	-2.38	-3.81	-17.13	2.47	-13.60	12.93	-16.87	2.99	34.71	17.04
P>z	0.86	0.33	0.23	0.86	0.30	0.32	0.22	0.82	0.01	0.19
Age ²	6.82	7.55	10.87	-1.17	11.25	-6.24	12.44	0.39	-13.32	-8.32
P>z	0.34	0.31	0.14	0.88	0.10	0.36	0.09	0.96	0.05	0.23
Married	-3.41	-3.04	-4.23	-4.38	-2.94	-3.92	-4.16	-3.44	-5.23	-3.95

P>z	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Unionized	-1.14	-0.71	-0.73	-0.73	-0.81	-1.25	-1.08	-0.96	-1.00	-1.03
P>z	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Head of household	-0.77	0.43	-0.40	-0.39	0.07	0.04	0.49	0.00	-0.72	0.04
P>z	0.05	0.28	0.34	0.40	0.86	0.93	0.24	0.99	0.08	0.93
Professional	0.22	0.05	0.20	0.19	0.19	0.26	0.08	0.14	0.13	0.08
P>z	0.00	0.62	0.01	0.00	0.01	0.00	0.28	0.10	0.11	0.27
Constant	25.23	29.72	27.78	21.57	26.01	15.19	22.84	17.13	4.12	4.12
P>z	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.49	0.49

Source: Prepared in accordance with the Blinder-Oaxaca methodology and data of ENOE, INEGI.

The schooling and experience variables show a wage discrimination in favor of women. The married variable shows that the fact women are married helps to improve their wage, since there is a favorable discrimination against them in this variable — married women are better paid than married men. The last variable showing a discrimination in favor of women is the degree of unionization, i.e., affiliated women are better paid than affiliated men.

Again, it bears mentioning the situation of the age variable, which is no longer significant, i.e., we can say that there is no discrimination in terms of age.

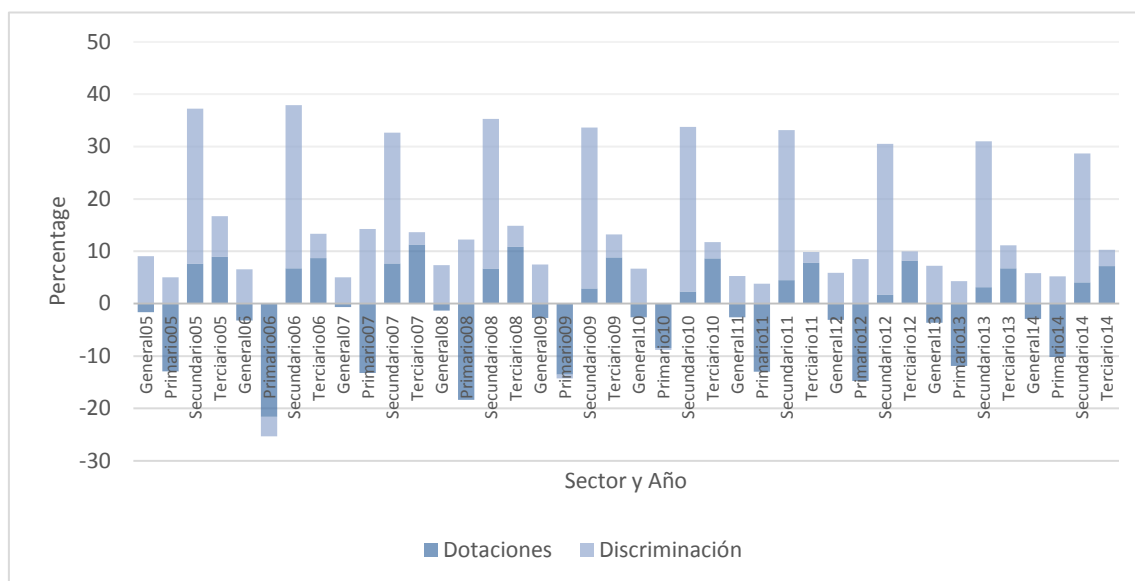
The age and head of household variables, which are significant in the observable characteristics are not on discrimination.

Having analyzed the two components of the gender pay gap we see that all variables we have used indicate a pay gap in favor of women, which is not real. As can be seen most of the weight of this gap is related to the model constant, which leads us to believe some possible reasons:

1. There are variables that have not been taken into account in the analysis, with a strong discrimination in favor of men and the constant is absorbing such weight.
2. That women have access to jobs belonging to branches or sectors with very low wages, and men to branches or sectors with higher wages.
3. It is also possible that this constant is absorbing the effect of the difference in the hours worked, as women spend fewer hours in paid activities than men.

When making the Blinder-Oaxaca breakdown into the three major sectors of activity in Figure 8, the total pay gap by sectors and years is presented; most of the pay gap occurs in the secondary sector, also presenting a high discrimination level, which makes up more than 50% of said gap.

Figure 5 : 2005-2014 Composition of the Pay Gap by Major Sectors



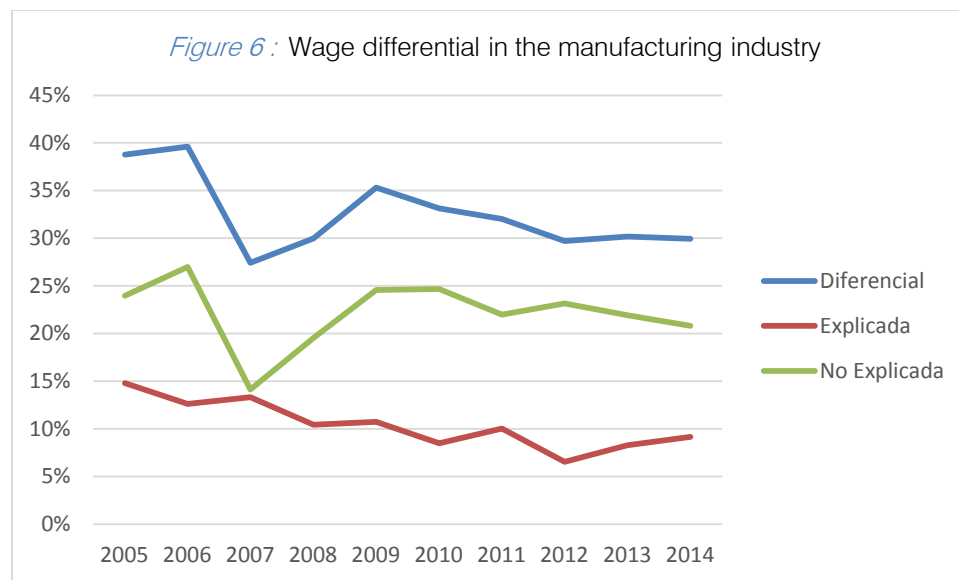
Source: Prepared in accordance with the Blinder-Oaxaca methodology and data of ENOE, INEGI.

In most years the primary sector has a pay gap in favor of women but with reduced discrimination and with almost 100% of the gap in connection with the characteristics observable during the years of study.

The tertiary sector has a situation similar to that of the secondary sector's situation since the pay gap in this sector is presented in favor of males, but it is different because it is made up primarily by the effect of characteristics observable on wage.

In view of these sectoral data, it can be said that the secondary sector is the one that makes the difference and creates a high pay gap formed mostly by issues of discrimination (or factors affecting this sector specifically, which are not being considered), given that the tertiary and primary sector move in opposite directions and are made almost in the same way, thus the secondary sector remaining as the main cause of the pay gap in Mexico.

In general, in the processing industry there is high discrimination as well as an average wage differential of 32% with decreasing trend, since in 2005 it has a value of 38% while in 2014 its value is reduced to 29%.

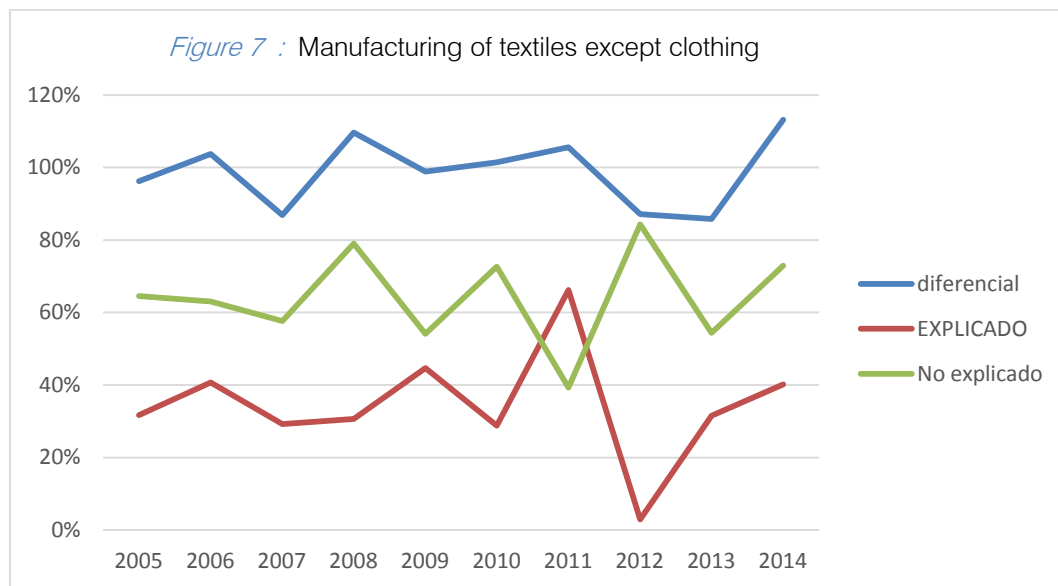


Wage discrimination —as occurs with the differential— tends to be decreasing with an average value of 22%.

When analyzing the industry by branches significant differences were found. Not in all branches unexplained discrimination is found or statistical differences are not significant. The branches in which unexplained differences (discrimination) are high are the

textile inputs industry, the textile industry —except clothing— and the clothing industry.

For example, in the textile industry the wage differential ranges around 100% between men and women, in which the explained portion (allocations) is on average 30%, while the unexplained portion (discrimination) is 70%.



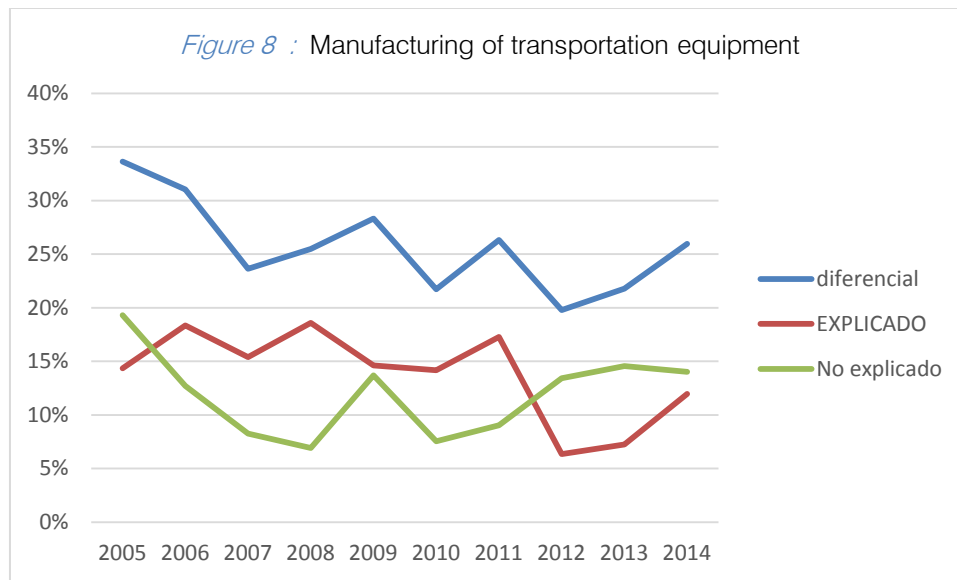
In the manufacturing of leather products the differential tended to decrease in the intermediate years, being increased again in 2013 and 2014; the explained portion of this differential averaged 7.6% for the allocations of each individual, while discrimination was 15%.

In the branch of manufacturing of computer equipment and communications the differential on average is quite high (26.8%), the explained portion ranged between 8 and 24% and the unexplained between 7 and 17% in some years, in order that the

statistical difference is reduced and not significant at the end of the period studied.

In the transportation equipment industry an average wage differential of 25.8% is observed and such differential is explained by 14% for each individual's allocations and by 12% for wage discrimination between men and women. It is highlighted that the wage differential leads to a decreasing trend throughout the period while discrimination is stabilized between 9 and 14%.

Figure 8 : Manufacturing of transportation equipment



V. CONCLUDING REMARKS

The results show that, despite the optimistic forecasts made during the NAFTA negotiations, results have been fairly poor. Indiscriminate and quick openness transformed the model of import substitution into an importer-exporter model and deeply integrated to the factory of "North America" in value chains where the added value of these chains in Mexico is, in recent years, barely 11%. NAFTA did not result in more jobs neither for women nor for men, nor led to the creation of better wages.

The processing industry is characterized by:

- A very small growth in the last ten years
- Its employment levels fell by more than 2 million jobs from 2005 to 2009, recovering 1 million in 2014.
- There is a high informality in the industry and particularly in the branches where women work (food, clothing and apparel, etc).
- Educational levels are quite low, especially compared with other sectors.
- And income per hour worked, especially among employees, is also very low — particularly in the more traditional branches.

The results, in terms of segregation and wage discrimination, point out that in this subsector is where higher levels of discrimination exist throughout the Mexican economy. There is also a significant employment segregation since the bulk of female employment is concentrated in only 7 branches.

There are significant differences by branches, since unexplained discrimination was not found in all branches, or statistical differences are not significant. The branches in which unexplained differences (discrimination) are very high are the textile inputs industry, the textile industry —except clothing— and the clothing industry.

Almost 60% of employment in Mexico is informal. The absence of unemployment insurance and low employment growth are two main causes of this phenomenon and its persistence; and probably one of the causes of this discrimination is the high level of informality that prevails in these manufacturing sectors. However, there is also wage discrimination in areas with low levels of informality —for example in the automotive industry—, so that this phenomenon of informality cannot be generalized as the cause of discrimination.

Informality is a widespread phenomenon in the Latin American region. In fact, Mexico is one of the countries with the "lowest" levels of informality especially when compared to countries such as Bolivia. The solution of informality depends on many factors and specific policies to address it, some of which have been already applied in Mexico, but the results are still unknown.

In this essay we have tackled employment and its low growth, together with the low economic growth of economy in recent years. Both phenomena are closely related and, in order that one can be increased, there must be a higher economic growth and higher wages.

Undoubtedly for the above reasons Mexico must establish a consistent and long-term policy for job creation — well-paid jobs that expand national and local demand of goods produced domestically and that not only encourage imports of final and intermediate goods. Therefore, one of the many things that must be done is to establish policies that promote re-industrialization of Mexico, favoring the restoration of national value chains with horizontal and vertical industrial policies¹⁶, the creation of new companies, their linking with national research and technology centers that may foster their

¹⁶ Please refer to the IDB report.

growth and national research and development. It is not just about being part of the value chains, the challenge is to increase the share of value added generated locally and to elevate the chain hierarchy, moving from simple activities to other more complex. This process is not simple or spontaneous. Depends crucially on effective public policies and on having a commitment to this objective. For example, it is necessary to have a critical mass of skilled human resources, a quality infrastructure in terms of logistics and telecommunications and an appropriate business environment, including a proper protection of intellectual property. The challenge is to build differentiating components, beyond the endowment of natural resources or low labor costs.

Wage discrimination against women and their employment segregation must be fought in all industries where higher levels exist (textiles and clothing industry, among others). Probably it will be necessary to also increase the educational level of many of those women because the analysis showed that, unlike what exists nationally in several industrial branches, lower educational levels are recorded.

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