

Monetization and Social Constraints in the Rural Communities of Etung Local Government Area, Cross River State, Nigeria

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Abstract - Cultural conflict is at the backdrop of this research undertaking. The problem identification derived from the recognition that traditional societies generally are undergoing rapid transformation in their overall cultural nexus caused by a number of closely related factors. In the study area, Etung Local Government, the change scenario has practically caused the erosion of the overall societal fabric in such areas as obedience to constituted authorities, respect for age or elder hood, brotherly love and sense of communalism, justice and fair play and other social Malays. This research explored the various ramifications of instigators of social constraints in the area in a bid to isolating the modal or principal detonators of the social constraints in the area. To accomplish this objective, the population of the study centers on adult and youths members of the study locale. Data collection followed field exploratory survey based on the use of questionnaire as the principal instrument for eliciting responses from the respondent. Data was analyzed using the statistical technique of one-way analysis of variance (ANOVA). Following the decision derived from statistical testing of hypothesis it was concluded that there is significant impact of monetization on the social life of the people of the area.

Keywords: Monetization, Social Constraints, Modernization, Mcdonalization.

significant impact of modernization in the new change is monetization. Monetization is hinged directly on use of money as the main means of exchange. Monetization has crept into the entire fabric of our today's world that all other values have been trampled. Everywhere, the primary drive is money. It is considered uppermost in decision making. This new current has brought-in numerous social conflicts in our society. Cultural identities have been downplayed. One area of this is the spirit of disembedness in the social ecology of our rural societies as well as the urban domain. Adult-youths antagonism, the phenomenon of bewitching, location and dislocation of family ties, rural depopulation through migration of rural youths, killing, kidnapping, religious hypnosis, political gerrymandering and a whole lot of issues are attendant on the monetization drive.

Following a famous, literary artist, Chinu Achebe, "things have fallen apart", the center cannot hold. Poignantly enough, societal progress is continually impeded. Before now adults or elders were seen as epitomes of truth and dignity but currently such accolades have gone berserk. This rupturing of societal norms by emerging wind of globalization / monetization has a great deal in store for the present and future society. An investigation of the inherent precursors of this trend provides the grave impetus for this research undertaking.

I. INTRODUCTION

Preceding the advent of colonial incursion in to Africa, traditional societies were closely knit in their leadership, religious and economic life. Then colonial onslaught brought-in a new reign of life. This new face was couched in such terms as democracy, modernization, and now currently globalization. Globalization is the current that is ravaging the third world society or the "south" to the benefit of the "North". Indeed the north (developed regions) is stepping forward gigantically while south (developing regions) is regressively stepping back.

In Grahams (2012) words the advent of monetization has eroded traditional societies to an extent of no reversal. A

II. STATEMENT OF THE PROBLEM

Etung Local Government is a veritable laboratory for exploration of issues bordering on conflict and crises among local communities. The entire scope of the issue predicates on the spirit of survival of the fittest. In the words of Billy Graham, a famous American Evangelist, in his book, "The world a flame "we are in a rat race". This drive can be analogous to "rat race". The race is in all spheres of our communal dealings. Some analysts view this as a new normal while others see the scenario, as a portentous plague that may eventually lead to absolute breakdown of our societal bond.

Mcdonalization (rationalization) is the order of the day. This phenomenon is couched in individualism, rage, lawless

absolutism and such other negative traits. The values of old which are embedded in communism, love, oneness or respect for elders and the aged is fast disappearing. There is therefore need to unravel some inherent instigators of these maladies so as to proffer solutions to them. This curiosity provides the primary motive of this research study.

III. AIMS AND OBJECTIVES OF THE STUDY

Aims

The gross aim of this research endeavor is to assess the connection between inclination for capital acquisition and inherent social Maladies in the area under investigation.

Objectives

Deriving from the above aim the following specific objectives are stated:

- 1) To investigate relationship between declining family ties and the phenomenon of monetization.
- 2) To examine the relationship between inequitable resource sharing and youths objectification in the area.

Research Hypothesis

Ho: There is no significant impact of monetization on the social life of the people of Etung in Cross River State Nigeria.

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IV. SIGNIFICANCE / JUSTIFICATION FOR THE STUDY

Findings derived from this envisaged study have numerous significance in our rural communities where the old system of gerontocracy (leadership by elders) has given way to fresh currents of individuality and in equality before the rule of law. The focus is on unraveling among many others, the sole basis of youths' objectification in the area. Traditional rulers, grassroots local government administrators among others have the need of benefiting from the results of this intended work. Social workers and others involved in human development planning require a good knowledge of community mobilization for sustainable development. Sustainable development cannot be attained in the face of strife and objectification.

For effective administration and enforcement of laws, the legal sector demands a good knowledge of the milieu detonators of strife among and between communities. There is a dire need for knowledge acquired from this domain to properly curb the current incessant eruption of intra and inter-

ethnic skirmishes which are causing under development of many rural communities in the state, Cross River State, Nigeria.

V. LITERATURE REVIEW

Overview of Issues Related to Cultural or Social Disembeddedness

The world while is a constant state of flux conveys with it significant transformation in societal orientation. Underlying this transformation is the inexorable shift in economic and welfarist evolution of society. Monetization is at the backdrop of all organized cultures in the world. Currently the entire world is drawn into a singular economic doldrums caused by monetization. Monetization simply explained implies the introduction of money economy in societal business drive. The poor, the rich, the pauperized, the literate and illiterate all place much interest in monetization. The main impact of monetization is evident in modernization which means a fundamental change in orientation of people's world view in terms of enhanced knowledge of the world and a corresponding increase in information and communication.

Currently we are the threshold of increased consciousness of self-sustainability which means the yearning for personal survival or the essence of "survival of the fittest", relying on Darwin's theory of evolution. Overall, everyone tends to focus more on personal interest rather than the good of the society. This Machiavellian instinct is significantly pronounced in developing society where monetary considerations are uppermost in individual's world view.

Social constraints, cultural disembeddedness and a whole lot of strife are manifest due to such hackneyed instinct.

Prodigious account has been provided in the literature to substantiate this current phenomenon of individualism or isolationism. A few of these cases will be highlighted to buttress our arguments.

Globalization and Deculturation of Societies

Rodneli, and Heffron (2007) in their work "Globalization and change in Asia" have provided a tacit expression of how globalization has led to loss of cultural identity in some rural societies in Asia.

Many rural societies in Nepal, Cherapunji, Punjab and the states of Celebes, Salewis and Kalimantan have wholesale adopted alien culture by imbibing western education and acculturation by style of dressing, language and religion. Cultural cohesion in terms of legal system and other forms of societal life have significantly been demolished in favour of western cultural ideals.

Bell (2008) in his work presented on “globalization of culture” introduced the tenets of “McDonaldization” to explain how the rich countries, especially the United States export their culture to the poorer ones mainly through television, movies, music, etc. They also are of the view that more and more countries are adopting western dress styles, diet, etc. It was also reported that globalization is eroding cultural differences and promoting a homogenous global culture. This report is also affirmed by the fact more people throughout the world are purchasing food at Macdonald, Kentucky, Fredrick or Pizza.

Their orientation is it causing distinctive American culture to spread throughout the world. In Ritzers words (1996) the principle that guides U.S fast food industry is increasingly dominating all parts of the world. This principle Ritzer (1996) called McDonaldization of society.

The principle is explained based on predictability on quantity over quality control. Social conflicts necessity stem from these surrogate tendencies of monetization because it generates change in taste and fashion and affects a whole lot of behavioural change.

Monetization is said to be evident based on how University courses, are organized, the way ceremonies are organized, the way people rationalized. In his in-depth explanation Ritzer opined that the principle is tending towards production of universal global culture. Cultural coalescence is leading to heightened social conflict in the sense that traditional cultures in some societies remain scarcely erodible.

Watson (2000) in his counter argument proposed that universal global culture will cause better understanding among people than rather conflict.

Modernization and Cultural Erosion in Rural Societies

Modernization is a surrogate perspective of monetization. Impliedly, monetization is at the fore front of modernization. Monetization engenders modernization due principally to the point that before the arrival of western culture, monetization was at the lowest ebb, (if existent all). During this period the principal exchange economy was “barter” trade which was he fashion in vogue.

A group of cultural anthropologists undertook a study in Bolivia, Latin America, to investigate the co connection between advent of exogenous culture and the likely extinction of indigenous Endogenous culture. The area selected for the study was a small Tsimane community in Bolivia. The study was focused on investigating whether modernization erodes the local culture of Amazonians. In their findings conclusions were drawn that the absence of secular loss in the overall

index of cultural values might be related to a number of factors such as:

- 1) That modernization might produce contravailing effects on cultural orientations, eroding orientation of some aspects of culture and strengthening others.
- 2) That Tsimane have been able to retain a high degree of autonomy in how they take part in National society. The conclusions provided above threw significant light on how social conflicts this is connected with new wind of change. It implies that where the people are cohesive they will be resistant to exogenous change to a significant degree.

In a similar enquiry Murphy (2004) wrote of Mundurucu society of Brazil as “Rushing to its demise” and blamed this on technology of industrial world. Wragley in his investigation (1997) predicted that the Tirape of Brazil would become acculturated in the direction of a demographically and politically national society.

Richardson and Boyd (2004) in divergent positions held the view that “like species most cultures will likely disappear over the broad swath of human history. It was further concluded that the debate about cultural change in relation to contact with other cultures will center directly on how culture change in the short run, cultural change is in an individual and collective process with other cultures. Following this it was reasoned that individuals will tend to adopt new behaviours or ideas from other cultures if borrowing increases the probability of survival and if individuals recognize similarities of the new culture and their original culture. (Boyd and Richardson 2005). This statement is corroborated with our earlier positions that monetization is at the backdrop of changes in our globalized world.

Ritzers (1995) position on McDonaldization has been further substantiated in these words in relation to influence of technology on cultural diffusion. McDonaldization is associated with the merging of cultures so that we see more and more similarities in cultural expression. It is here realized that McDonaldizaion and the use of technology to spread-cultural elements dilute the distinctive aspect of cultures of a society. (Alfino, et.al, 1988, Ritzer 1995, Rock 1999).

VI. RESEARCH METHODOLOGY

Research design

This research category is a field exploration design aimed at eliciting information by recourse to questionnaire and other similar instruments.

Area of the Study

The study area, Etung Local Government is a geopolitical entity which forms part of the eighteen local government Areas in the state, Cross River State of Nigeria. It belongs to the Central Senatorial District of the state.

Geographically, the area lies at Latitude 6.5⁰-7⁰N and Longitude 8⁰.4-9.2⁰E. The area properly belongs to Cross River Basin. Climatically it falls within the rain forest zone which endows it with abundant precipitation for luxuriant growth of vegetation, hence the equatorial forest vegetation. Its soil category is the reddish brown terra-rosa edaphic category. This soil due to profuse caption exchange has high basic content and therefore favourable for plant growth.

Occupationally, the people engage in stabilized agriculture involving the cultivation of cocoa as the main cash crop. Other arable and staple cultivars are also cultivated for domestic subsistence.

Population/Subject of the Study

The population or the subjects for this study are youths and adult members of the community who are eighteen years and above.

Population Sampling Technique

Multistage sampling procedure is used along the following lines.

- 1) Area or cluster sampling i.e. political ward by ward selection.

Respondents Rating on the Four Point Rating Scale

Table 1: Responses elicited by respondents to parameters of conflict in the area

S/N	PARAMETERS IDENTIFIED	RESPONDENTS RATING				
		A	SA	D	SD	TOTAL
1.	Prevalence of family land disputes	68	72	35	22	197
2.	Massive out-migration of youths	62	70	40	28	200
3.	Issues of resource control and sharing	76	81	27	10	194
4.	incidents of adults/youths confrontation	66	84	28	22	200
5.	Incidents of extra-marital teenage pregnancy	45	53	48	48	194
6.	Incidents of communal land disputes	70	86	24	20	200
7.	Existing problems of increased crime waves	69	72	29	30	200
8.	Drug abuse caused by unemployment	48	54	51	47	200
9.	Itinerant incidents of armed robbery and banditry	49	45	65	40	199
10.	Monetization and political thugery	72	82	25	20	199

Hypothesis Restated

The hypothesis is hereby restated in the null form as follows:

Ho: there is no significant impact of monetization on the social life of the people of the area.

- 2) Stratified sampling based on categorization into age, sex and socio-economic status.
- 3) Systematic sampling involving regular sequence of household order in the settlements.

Total sample size derived from the sampling procedure and used for hypothesis testing were 200 respondents.

VII. DATA COLLECTION

Instruments: Instruments for data collection involved structured questionnaire, population baseline map, digital camera for scenic and image capturing of scenarios etc. and global positioning system for coordinates of location.

Procedure: Data was collected in the following steps or procedures;

- 1) Ground trothing and reconnaissance visit to the entire wards and settlement for population sampling.
- 2) Construction of instruments for data collection.
- 3) Commencement of field trial run using questionnaire to elicit information.

Data analysis

Information derived field data was analyzed through the technique of one-way analysis of variance.

Instruction

Use the following options in four points likert scale to respond to the items proved on the table below: A= Agree, SA- Strongly agree, D Disagree, SD- Strongly disagree.

Subjects utilized for the study were two hundred drawn from the sampled locations across the area

Note: The responses provided on the table above have been transposed to test the hypothesis using one-way analysis of variance (ANOVA) on table 2 below. A total of two hundred

respondents drawn from sampled location in the area were interviewed

The technique of one-way analysis of variance (ANOVA) was used in testing the hypothesis. The procedures are explained below.

One-way ANOVA: A, SA, D, SD

Method

Null hypothesis All means are equal
 Alternative hypothesis At least one mean is different
 Significance level $\alpha = 0.05$

Equal variances were assumed for the analysis.

Factor Information

Factor Levels Values
 Factor 4 A, SA, D, SD

Analysis of Variance

Source	DF	Adj SS	Adj MS	F-Value	P-Value
Factor	3	11691	3896.9	22.97	0.000
Error	36	6107	169.6		
Total	39	17798			

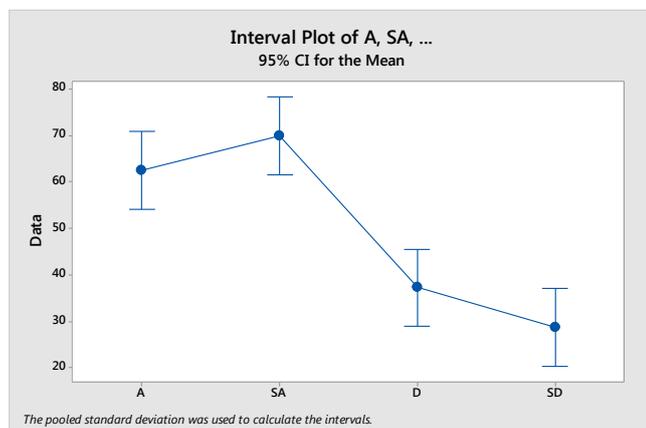
Model Summary

S	R-sq	R-sq(adj)	R-sq(pred)
13.0247	65.69%	62.83%	57.64%

Means

Factor	N	Mean	StDev	95% CI
A	10	62.50	11.12	(54.15, 70.85)
SA	10	69.90	14.51	(61.55, 78.25)
D	10	37.20	13.63	(28.85, 45.55)
SD	10	28.70	12.60	(20.35, 37.05)

Pooled StDev = 13.0247



Reject H_0 if $F_{cal-ratio} > F_{\alpha}$ otherwise do not reject

Comparing both value were reject H_0 because $F_{cal-ratio}$ value of 22.97 is greater than $F_{(3,36)}$ value of 4.51 at 0.05 level of significant. We therefore conclude that the data provided sufficient evidence to adjudge that monetization has significant impact on the social life of the people in the research area.

VIII. DISCUSSION OF RESULTS/FINDINGS

From the result derived from statistical testing it is evident that there is a significance variation in the responses by respondents regarding the impact of monetization on social constraints in the area under investigation

Daily incidents in all societies of our developing nations attest to the fact of social conflicts among people at all levels of our society. Existing studies by scholars in anthropology, sociology, history and other allied disciplines attest to the fact that the world is witnessing a frenetic pace of evolution of change. This trend confirms Murphy's (2002) position concerning the mudurucu society of Brazil whom he said are "Rustling to their Demise" which he blamed on the technology of industrial world. This statement is quite appropriate in the area investigated as well as in other traditional societies of Cross River State and beyond as witnessed by the way life patterns and behavioural modes are influenced by the imported technology from the West. The advent of arms and ammunition have triggered unfettered spate of killing in different forms such as armed robbery, political hooliganism, banditory, ritual killing and so on. Electronic media of the likes of television, radio, smart phones and so on have caused the escalation of crimes and unwanted socio behaviours due to the free flow of information which encourages easy access to other cultures or other people ways of life. Drugs and phonographic materials have led to the wide spread decay of youths moral behaviours.

Wragley (1999) in his predictions inferred that the Tirape Brazil would become acculturated in the direction of demographically and politically National society. This statement equally epitomizes our social outlook in the indigenous communities of Etungthe study area and other rural communities in Nigeria today. Demographic transition or rapid population growth has flourished today caused by advent of western science in the, introduction of new crop varieties or new strains of line stock and so on. Demographic change is at backdrop of various unhealthy competitions in the area of food supply, land acquisition, political struggles and many other spheres of our society today.

The world is currently at the stage of survival of the fittest. This call to mind Boyd and Richardsons (2005) postulates that in the acculturation, individuals will tend to adopt new behaviours or ideas from other cultures if

borrowing increases the probability of survival and if individuals recognize similarities of the new culture and their original culture. Basically the first proposition of those scholars is correct while the second does not apply in our cases. From our filed studies and ingrained experiences there is cultural over borrowing by our people who goes to support Ritzer (1995) concept of “Macdonalization which is also described as westernization or Americanization of society. Mcdonaliation is associated with merging of cultures so that we see more similarities in cultural expressions. It is further stated here that Mcdonalization and the use of technology to spread cultural element dilute distinctive aspects of society’s culture. This last point is credited to Altino et al (1988), Ritzer 91995) and Rock (1999).

Equally Bell(2008) in his work on globalization of culture” used the concept of Mcdonalization to explain how the developed countries especially the united states export their culture to the poorer ones mainly through television, movies, music etc. Thus the current trend is towards the production of universal global culture.

Increase population has caused the introduction of new life modes by way of birth control family planning, nuclear family system, and abandonment of the traditional kindred system. In keeping with above general position it is glaring going by responses in the question are that issues of family land disputes, massive out migration of youths, issues of resources control and sharing, adult youth’s confrontation and communal disputes rank quite high in the rating scales. This in other words suggests that there is glaring evidence of social conflicts and/or constraints resulting from unrestrained struggle for material welfare. This certainly depicts a fundamental departure from traditional value of communalism, brotherly love, cooperation and unity of purpose

What is being witnessed shows a spontaneous reorientation of society in keeping with changing trends. In the old traditional societies people live close to nature and their

resource supply was adequate for the population and so the carrying of the environment was high enough to guarantee unbridled love. Today, demographic change has caused the reduction of the caring capacity of the land leading to wide spread environmental crises in the biophysical and socio cultural nexus.

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