

# Evaluation of the Level of Variability of Niger Delta Community People's Awareness and Knowledge of Chevron Regional Development Councils (RDCs) and Shell's Cluster Development Boards (CDBs) Activities

Monday Obukowho Whiskey<sup>1</sup>, Majority Oji<sup>2</sup>

<sup>1</sup>Department of Mass Communication, Delta State University, Abraka, Delta State, Nigeria

<sup>2</sup>PhD, Department of Mass Communication, Delta State University, Abraka, Delta State, Nigeria

Correspondence: Majority Oji, Delta State University, Abraka, P.M.B. 1, Delta State, Nigeria.

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## Abstract

The study's objectives were to evaluate the level of variability in community people's awareness and knowledge of Chevron Nigeria Limited (CNL) Regional Development Councils (RDCs) and Shell Petroleum Development Company of Nigeria (SPDC) Shell Cluster Development Boards (CDBs) and to determine whether the ascertained community people's awareness and knowledge have a significant impact on how well Multi-National Oil Corporations (MNOCs) development programmes are carried out in the host communities. Adopting the cross-sectional research design, the study surveyed 400 respondents from selected four states in the Niger Delta Oil Producing communities where RDCs and CDBs are operated. Descriptive statistics such as frequencies, means, and percentages were used to describe the socio-demographic information and the research questions. Inferential statistical tools like the One-Way Analysis of Variance and regression analysis had been used to take a look at the formulated hypotheses for the study. The findings indicate no relevant difference among community people in their state of awareness of the RDCs and CDBs but that the host community's people poor involvement in the RDCs and CDBs resulted from inadequate requisite knowledge of the activities of MNOCs in their communities. The study recommended that every decision-making and taking process involve in project initiation, execution and implementation should involve the host communities in order to earn the people's trust and respect.

**Keywords:** Chevron, shell, awareness, knowledge, memorandum, community

## 1. Introduction

Numerous initiatives have been launched by different agencies including the Nigerian government with the goal of promoting development in rural Niger Delta (Emmanuel, 2010). The majority of these initiatives, meanwhile, have not been able to help the rural poor achieve development. Academic research has found that development plans initiated in the region lack necessary details to engage rural Niger Delta on the path of development (Ogbemi, 2020).

In his article focused on the World Congress on Communication for Development (WCCD) in 2006, Morry (2006) argued that the first step in any successful development endeavor should be a participatory study of the needs of local institutions and stakeholders. This participatory analysis encourages coordinated development initiatives while taking into account the culture and values of communities. Morry emphasized that the use of development communication can make participatory appraisal of the beneficiaries' wishes remarkable. This explains why, up until this moment, communication and development have been seen as closely related phenomena where one is thought to help the other (Ihechu, 2019). Therefore, communication becomes significant in playing an advocacy role in the gathering and dissemination of information to target audiences.

The promotion of projects to bring about the essential behavior change relies heavily on communication. Social mobilization through education and coordination of change in circumstances where people must adapt their way of life is a manner that communication can be utilized to influence and educate people (Almeida & Viana, 2020; Bertie, Himmelweit & Trigg, 2006). The canvassed position above cannot be achieved without people's participation. Development requires people to participate in their own advancement., and as Masilela, the Deputy Chief Executive Officer (CEO), Research of the Human Sciences Research Council (HSRC), puts it, if peasants cannot manage or delegate control over the processes of their own advancement, there can be no assurance that their interests are being

served (Omogor, 2013). Modern development scholars like Robert Chambers, have been advocating people's inclusion in development projects as they believe the stated objectives of any project cannot be fully achieved unless people meaningfully participate in such projects (Mefalopulos, 2003).

The significance on developmental involvement also implies increased interest to communication, because there can be no involvement without communication. In many ways, communication is important to this undertaking; it allows organizers to seek advice from folks when defining and developing development plans so the needs of indigenous people alongside the attitudes that drive local knowledge are considered (Mensah, 2021). Development communication is the only way project beneficiaries can become the principal actors to make development programmes successful (Omogor, 2013). What then is development communication? Developmental communication (DevCom) is seen as the planned and systematic use of communication through different channels of communication, ICTs, audio-visuals and mass media to bring about change (Tufte, & Mefalopulos, 2009).

Development is all about transformation, and for any development plan to be sustainable and long-lasting, it must start with procedures that ensure broad participation by the people who will be affected by the change so imitated (Mefalopulos, 2008). Communication facilitates involvement, awareness campaigns, action, and trust building for developing consciousness, disseminating information, and altering people's attitudes and ways of living because rural people are at the center of each given DevCom pilot project (FAO 2006). Communication is necessary to enhance community involvement in development planning initiatives, claim Adedokun, Adeyemo, and Olorunsola (2010). For development projects, sustainability and participation of the public have become essential components (UNESCO, 2017). The World Bank acknowledged this in its statement that: Local participation is increasingly being recognized as a crucial component of global focus on the connected concerns of sustainable development (Waisbord, 2020; 34) Involvement should be founded on the use of true two-way communication concepts and practices for it to be truly significant and meaningful (Mefalopulos, 2003, Yunusa, 2020).

Stakeholder interaction and deliberation, just as bottom-up neighborhood communications, have established take-off points to enable individuals to classify development, bring importance to, and assert their citizen status. Such spaces allow people to be heard and also redefine the frontiers of cultural and social norms that undergird understanding and power structures. This, in essence, may result in social empowerment and change (IDEA, 2000). Therefore, interactive engagement may have a larger potential to support locally-owned reforms and lasting change at various levels of society, whereas mass information sharing and information aimed at behaviour change are deemed valuable in themselves and for supporting predetermined changes. In many ways, interactive engagement makes it possible for development that involve people participation (Inch, et al., 2019). The approach calls for mechanisms and initiatives that foster cooperation and interaction. In participatory engagements, communication tools like the radio, television, social media, interpersonal communication and others are deployed (Oji & Bebenimibo, 2021; Maina, Biwott & Ombaka, 2020).

According to participatory communication theory, communication should be viewed as an instrument of empowerment rather than just a tool for informational campaigns or persuading people to change their behavior or thinking. In the latter scenario, discussion is used to promote ongoing change between exceptional stakeholders in order to clarify development objectives and address recurring issues or objectives. Thus, participatory engagement promotes local community and individual ownership of the entire process as information dissemination and participatory tactics are being combined in an increasing number of communication initiatives. When compared to single-component interventions, multi-component interventions—for instance, educational workshops combined with media campaigns, or theater combined with community conversation sessions—have been demonstrated in some circumstances to have better success in improving outcomes (Vanleene, Voets, & Verschuere, 2020).

The representation of communities and residents must be ensured in participatory areas where civic engagement and exchanges take place. Considerations should underpin the reasons people would want to be involved. What authority do some persons have to speak for others? Are underrepresented businesses represented? How can more people be represented? (Cornwall and Coelho, 2007). While participation is acknowledged as a high-quality outcome in and of itself, it is also critical to integrate these processes with approaches that might address the issues that participants raise. In the absence of any noticeable improvements, participatory dialogue strategies risk becoming boring (Grubb & Frederiksen, 2022). Manyozo, 2006; Modi, & Gopinath, 2020). People can create and disseminate content that is suited to their own needs thanks to participatory media. Participation by individuals and groups throughout the message-creation process is seen as essential to their empowerment and is frequently valued higher than the final product. This process includes everything from selecting subjects and concerns that are important to them to planning and producing media content. Participants not only get a variety of media skills, but they may also gain the confidence to look for solutions to issues in their local neighborhoods.

Some societies have seen improvements in community development, social cohesion, and conflict resolution as a result

of improved collaboration and active engagement in communication processes (Oji, 2006). In Fiji, women recorded other female opinions in multicultural social networks in addition to their own using small-format videos (Harris, 2009). Participatory media in Lumbini in Nepal has sought to be inclusive, enticing individuals from all various religious backgrounds to participate and express their opinions (Martin & Wilmore, 2010).

The spread of knowledge about the development process among those who are directly impacted by it is important for attaining participatory development through development communication. In order to foster social accountability and relationships between organizations and citizens, it is important to raise awareness of and knowledge of the development communication tactics employed by organizations in communities (Oji, 2006). There are numerous instances of communication development initiatives intended to raise awareness of and knowledge about social responsibility and relationships between corporations and citizens (Egbon, Idemudia, & Amaeshi, 2018). Campaigns for public education, citizen-to-policymaker feedback loops, social audits, forums for public discourse, and informal everyday communication techniques are some examples.

Over time, practices of generating and disseminating awareness and information, as well as participatory governance, might emerge. They might begin with improved information exchange between citizens and the government and gradually progress to more substantial and thorough forms of participation (Burnside-Lawry, Franquet, Wairiu, Holland, & Chand, 2017). However, the evidence indicates that not enough is understood about why some systems function in some settings but not others (Maina, Biwott, & Ombaka, 2020). Results on whether these systems may genuinely boost citizen participation, encourage businesses to be sensitive to community needs, and eventually lead to better service outcomes from these businesses are similarly inconsistent.

Multi-National Oil Corporations (MNOCs) have been moving into the oil-producing host communities in Nigeria's Niger Delta throughout the years. However, the region has not seen the equivalent development and generosity that these MNOCs' presence should have brought to the host communities (Amabipi, 2016). Over the years, these MNOCs have reportedly been active directly or indirectly in projects and programmes intended at supporting the host communities, which is undeniably important to the development of the area. Some of these initiatives focus on providing basic social necessities including food, water, shelter, and adequate medical treatment. However, a number of factors, including the absence of participatory development among the populace, have made it difficult to carry out these activities in the host communities (Oji, 2011). The beneficiaries of the developmental processes have purposefully been excluded from the chain of betterment in the host communities of the Niger Delta (Chukwuemeka, et al., 2013). The chain of development taking place in these host communities has not been successful in generating enough awareness of and knowledge about participatory improvement among people (Frederiksen, Henriksen & Grubb, 2021; Ojenike, Adedokun, Odunsi, & Ojenike, 2014; Suleiman, 2018).

The Chevron Regional Development Councils (RDCS) and Shell's Cluster Development Boards (CDBS), which are made up of representatives from the government, multinational oil companies, NGOs, and community members, respectively, were created by MNOCs to ensure that there are participatory spaces for development in which members of host communities can engage and exchange ideas and thoughts with MNOCs in these communities (Nmere, Okolo, Abugu, Alio, & Anetoh, 2020). Chevron and Shell developed a Global Memorandum of Understanding (GMOU) with an integrated dialogic development communications strategy to bring community members together in different fora to articulate the problems and solutions to their development needs. This was done in an effort to increase awareness and knowledge of the activities of the oil companies as well as to ensure active stakeholders' involvement.

To bring development closer to Niger Delta indigenes, Chevron Regional Development Councils (RDCS) and Shell's Cluster Development Boards (CDBS) use a variety of communication strategies and practices. In order to assess locals' awareness of and knowledge of MNOCs' drive to introduce development through Chevron's RDCs and Shell CDBs to host communities in comprehensive Global Memoranda of Understanding (GMOUs), this study examines whether there are any disparities in the opinions of those polled in host communities.

### *1.1 Problem Statement*

Good communication is a basic ingredient to the development of a community because it supports cross fertilization of ideas, stimulates healthy debates and stymied unusable schemes. Thus, to bring the best out of rural people with regard to their development, a well-planned communication remain a useful tool. Scholars of development communication have shown the importance of focused communication for development (Ji, Tao, & Rim, 2022). Even while money is being poured into communities, if the local people do not decide on their own development goals through good communication, there will be no real improvements in the lives of the residents. In the Niger Delta, there is a dire need for projects that aim to provide people with clean drinking water, access to inexpensive healthcare, a good learning environment, long-lasting storage facilities, and advanced farming methods despite MNOCs acclaimed efforts to address development problems in the oil-rich region. It has been discovered that the incentives that MNOCs provide to

lessen local people's suffering are frequently inappropriate because the community members were not engaged to identify the precise developmental issue that needed to be addressed. Furthermore, without the landowners' spirit driving development initiatives, sustainability issues would surface once the development implementation phase ended.

Since MNOCs neglected to consider the reality that community members needed to be actively involved in the formulation and execution of development initiatives for them to understand the importance of owning and maintaining them, their development drives as development agents may have failed. Participating in their own initiatives gives communities a sense of empowerment that fosters productivity, openness, and integrity, which enhances the quality of service delivered and at the same time builds goodwill among sponsors. Participants would put up nonchalant attitude towards a development plan and may be very antagonistic towards any development initiatives that fails to involve them at the beginning. Thus, it is proper to use the instrumentality of communication to engage community people in the idea formation stage of any project plan. Studies have shown that the introduction of communication helped to bridge the gaps in their differences and fire up their devotion and zeal (Oji, 2011).

It is therefore pertinent to investigate about the viability of host communities in the Niger Delta participating in project activities when, firstly, they lack knowledge of the project activities of the MNOCs and secondly, when they lack the motivation to be dedicated to the projects in light of MNOCs' failures to carry the indigenes along. This study investigates whether there are any significant differences in the opinions of those surveyed in host communities in order to gauge locals' awareness of and knowledge of MNOCs' drive to introduce development through Chevron's RDCs and Shell CDBs to host communities in Global Memoranda of Understanding (GMoUs).

### *1.2 Objectives of the Study*

- i. To assess the level of variability in community people's awareness and knowledge of Chevron Nigeria Limited (CNL) Regional Development Councils (RDCs) and Shell Petroleum Development Company of Nigeria (SPDC) Shell Cluster Development Boards (CDBs)
- ii. To determine whether the level of community people's awareness and knowledge of Chevron Nigeria Limited (CNL) Regional Development Councils (RDCs) and Shell Petroleum Development Company of Nigeria (SPDC) Shell Cluster Development Boards (CDBs) has a significant impact on how well Multi-National Oil Corporations (MNOCs) development programmes are carried out in the host communities.

### *1.3 Hypotheses*

H<sub>01</sub>: There is no significant difference in the level of variability in community people's awareness and knowledge of Chevron Nigeria Limited (CNL) Regional Development Councils (RDCs) and Shell Petroleum Development Company of Nigeria (SPDC) Shell Cluster Development Boards (CDBs)

H<sub>02</sub>: The level of community people's awareness and knowledge of Chevron Nigeria Limited (CNL) Regional Development Councils (RDCs) and Shell Petroleum Development Company of Nigeria (SPDC) Shell Cluster Development Boards (CDBs) has no significant impact on how well Multi-National Oil Corporations (MNOCs) development programmes are carried out in the host communities.

## **2. Methods**

A cross-sectional research design with a survey component was used in the study. The study's population was 32 million, which is the total population of the Niger Delta states (NPC, 2006). The population was projected to be 48,131,583 in 2021. The study's sample was determined from four of the Niger Delta's nine states. The study focuses solely on states and communities where GMoUs are used. Delta, Bayelsa, Ondo, and Rivers were chosen as a result. The study communities were determined using a multi-stage sampling strategy. The four states had a combined population of 15 028.173 in 2006 with a projected population of 22 728.653 by 2021. The sample size for the study was determined to be 400, and each RDC and CDB was assigned appropriate samples.

The use of multi-stage sampling ensures that only respondents aged 18 and up from the four states, RDCs, CDBs, and communities were sampled. The study's questionnaire included both closed-ended and open-ended questions. The first section contained information about the respondents' demographic characteristics, and a total of seven items (questions 1-7) were asked. The second section included six items (questions 8-13) that were used to assess indigenous community members' GMoU awareness and knowledge. The third section (questions 14-20) assessed community members' use of the GMoU participatory approach in communal development. Face, content, and construct validity were used, and the researchers' colleagues and other experts considered both item and sampling validity. The Cronbach Alpha Reliability Test technique value of 0.85 indicates that the questionnaire instrument's items are reliable for the study. Data analysis was carried out using descriptive statistics such as frequencies, means, and percentages to describe socio-demographic information and research questions, as well as inferential statistical tools such as the One-Way Analysis of Variance and regression analysis to test the study's hypotheses.

### 3. Analysis and Results

Questionnaires were distributed to 400 respondents. Only 384 (three hundred and eighty-four) were duly completed and returned. The analysis was based on the questionnaire responses that were duly completed and returned (384).

#### 3.1 Research Questions

Research Objective 1: To examine the level of variability of Niger Delta community people's awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell's Cluster Development Boards (CDBs) activities in their communities.

Table 1. Level of Variability of Host Communities Awareness and Knowledge of Existing RDCs and CDBs

S/N	Questionnaire Items	N	Mean	Std. Dev	Remarks
AK.1	I am aware of the existence of Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs) and their various activities within host communities of oil companies	1384	34.57	10.947	Strongly Agree
AK.3	The majority of residents in my community are aware of the motives for the setting up of Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs).	1384	34.71	10.820	Strongly Agree
AK.4	We believe that the Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs) was set up for the development of host communities of oil companies.	1384	44.45	0.797	Strongly Agree
AK.5	In most cases, residents do not have the knowledge of how and where to participate in Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs).	1384	33.95	10.885	Agree
AK.6	The required steps needed to participate in Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs) are not properly documented and this has negative impact on the level of awareness of the RDCs and their activities.	1384	44.42	00.885	Strongly Agree

**Source:** Researcher's Computation, 2022

Table 1 presents the mean response of the questionnaire items designed to elicit information on the level of awareness and knowledge of the Chevron Regional Development Council's (RDCs)/Shell Cluster Development Boards (CDBs) within host communities. As indicated in the results, all items obtained mean scores that were above the 3.00 cut-off point. Specifically, with a mean score of 4.57, it is obvious that the majority of the respondents are aware of the various activities and existence of the Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs) within host communities of oil companies that have been operating within the Niger-Delta region of the country. Similarly, the mean score of 4.71 for questionnaire item AK.3, is an indication that the respondents strongly believe that residents in host communities of oil companies are aware of the motives for the setting up of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs).

Additionally, on whether respondents believe that the Chevron Regional Development Councils (RDCs) were set up for the development of host communities of oil companies as captioned in questionnaire item AK.4, the mean score of 4.45 clearly suggests that respondents strongly affirmed that the Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) were set up for the development of host communities of oil companies in Nigeria. Furthermore, opinion was sought from the respondents (see item AK.5) on the issue of residents not having the requisite knowledge of how and where to participate in Chevron Regional Development Councils (RDCs) and/or that of Shell Cluster Development Boards (CDBs). In this light, the mean response obtained was 3.95 which means that majority of the respondents agreed that residents do not have the requisite knowledge of how and where to participate in Chevron Regional Development Councils (RDCs) and/or Shell Cluster Development Boards (CDBs). We also observed that the mean response on whether the required steps needed to participate in Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) are not properly documented; thus having a negative impact on the level of awareness of the RDCs and CDBs and their respective activities was 4.42 which implies that the required steps needed to participate in Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) are not properly documented and this has negatively impacted on the level of awareness of the RDCs and their activities. The standard deviation obtained for all items ranged from 0.797 (see item AK.4) to 0.947 (see item AK.1). This shows that the responses of the respondents were normally distributed and followed a normal curve.

Research Objective 2: To investigate whether the application of GMOU participatory approach in communal development is significantly affected by Niger Delta community people's level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs).

Table 2. Level of Awareness/Knowledge of Existing RDCs and CDBs and the Application of GMOU participatory Approach in Communal development

S/N	Questionnaire Items	N	Mean	Std. Dev	Remarks
APA.1	Residents and organizations within host communities are not properly carried along in Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs) activities	1384	34.62	10.962	Strongly Agree
APA.2	Your community's decision to be all-inclusive in Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs) activities does not include gender role analysis.	1384	34.69	10.836	Strongly Agree
APA.3	The selection process for participating in Chevron Regional Development Councils (RDCs)/ Shell Cluster Development Boards (CDBs) is not transparent.	1384	44.69	0.778	Strongly Agree
APA.4	My opinion and ideas are not solicited in the idealization and execution of projects in Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs).	1384	34.52	10.827	Strongly Agree
APA.5	Community priorities are not usually considered before deciding on the projects to execute in Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs).	1384	44.65	0.894	Strongly Agree
APA.6	Decisions on the projects to execute in Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) are mostly plagued with inequality and a lack of mutual respect.	1384	44.64	10.898	Strongly Agree
APA.7	In Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) meetings in your community, you are always spurred on by popular songs, cultural dances, folktales, traditional prayers, and other forms of renewed community fervor.	1384	44.58	00.870	Strongly Agree

Source: Researcher's Computation, 2022.

Responses regarding the relationship between the level of awareness/knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Councils (CDBs); and the application of GMOU participatory approaches in communal development were obtained from the respondents and the result is shown in Table 2. As can be seen from the results, the mean score of responses to questionnaire item APA.1 was 4.62 with a corresponding standard deviation of 0.962. This shows that the opinion of the majority of respondents is that residents and organizations in the host communities are not properly involved in the activities of the Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs). We also found that with a mean score of 4.69 for the APA.2 questionnaire item, most respondents supported the statement that the community's decision to be inclusive in the activities of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) clearly does not include gender role analysis.

Further analysis of the results in Table 2 clearly shows that with respect to questionnaire item APA.3, the mean score of 4.69 and corresponding standard deviation of 0.778 is an indication that the general belief of the respondents is that the selection process for involvement in Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDB) is not transparent. Similarly, the mean score of 4.52 and standard deviation of 0.827 for questionnaire item APA.4 is an indication that most respondents believe that ideas are not required in the idealization and implementation of projects in the Chevron Regional Development Councils (RDCs) and the Shell Cluster Development Boards (CBD).

Additionally, the mean response for questionnaire item APA.5, which was 4.65, recorded a standard deviation of approximately 0.894. This result indicates that most respondents agreed that community priorities are not usually considered before deciding on projects to be implemented in the Chevron Regional Development Councils (RDCs)/Shell Cluster Development Boards (CDBs). We also found that with a mean score of 4.63 and a standard deviation of 0.898 for questionnaire item APA.6, the majority of respondents strongly supported the statement that decisions on projects to be implemented in the Chevron Regional Development Councils (RDC)/Shell Cluster Development Boards (CDB) are mostly plagued by inequality and a lack of mutual respect. When asked about the possible factors that can encourage the involvement of community members in RDC and CDB activities, the average response obtained was 4.58 with a corresponding standard deviation of 0.870. This shows that most participants in RDC

and CDB activities are fueled by popular songs, cultural dances, folk tales, traditional prayers and other forms of renewed community fervor.

3.2 Test of Hypotheses

Test of Hypotheses I

H<sub>01</sub>: There is no significant difference among Niger Delta communities in their level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell’s Cluster Development Boards (CDBs) activities in their communities.

Table 3. Model Summary for Awareness/Knowledge of RDCs and CDBs Activities in Host Communities

Source	SS	DF	MS	F <sub>stat</sub>	Prob>F	Decision
<b>Between Groups</b>	4.1532	1	4.1532	0.00	0.9978	Do Not Reject
<b>Within Groups</b>	210.03	382	0.5498			

Source: Researcher’s Computation, 2022

The result of the hypothesis 1 test of this study is presented in Table 3. Specifically, the table shows a model summary of the level of variability in awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell's Cluster Development Boards (CDBs). ) activities in the respective host communities of oil companies. As noted, the calculated value for FStat was 0.00 with a probability value of 0.9978 (Fcal = 0.00; p-value = 0.9978 >0.05). This result shows that there is no significant difference between the communities in their level of awareness and knowledge about the activities of Chevron Regional Development Councils (RDCs) and Shell's Cluster Development Boards (CDBs) in their communities. With this result, we could not reject the null hypothesis 1 of this study. It is therefore concluded that there is no significant difference between the communities in their level of awareness and knowledge about the activities of Chevron Regional Development Councils (RDCs) and Shell's Cluster Development Boards (CDBs) in their communities.

Test of Hypotheses II

H<sub>02</sub>: The application of GMOU participatory approach in communal development is not significantly affected by Niger Delta people’s level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs).

Table 4. Model Summary for Level of Awareness/Knowledge of RDCs and CDBs and the Application of GMOU participatory Approach in Communal development

Source	SS	df	MS	Number of obs = 384		
<b>Model</b>	<b>208.58776</b>	<b>1</b>	<b>208.58776</b>	<b>F( 1, 382) = 3012.78</b>		
<b>Residual</b>	<b>26.4474828</b>	<b>382</b>	<b>.069234248</b>	<b>Prob &gt; F = 0.0000</b>		
<b>Total</b>	<b>235.035242</b>	<b>383</b>	<b>.61366904</b>	<b>R-squared = 0.8875</b>		
				<b>Adj R-squared = 0.8872</b>		
				<b>Root MSE = .26312</b>		

  

apa	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
<b>ak</b>	<b>.9965579</b>	<b>.0181559</b>	<b>54.89</b>	<b>0.000</b>	<b>.9608598</b>	<b>1.032256</b>
<b>_cons</b>	<b>.1731807</b>	<b>.0822302</b>	<b>2.11</b>	<b>0.036</b>	<b>.0115003</b>	<b>.3348611</b>

Source: Researcher’s Computation, 2022

A model summary for the test of hypothesis 2 explains how the level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs) can have an effect on the application of the GMOU participatory approach in communal development is presented in Table 4. As observed, the value the standard errors recorded for awareness and knowledge (AK) were 0 018.155 9 (1.82%). Note that the low value of the standard error is an indication that the model designed to examine the relationship between the variables of concern (in this case, the level of awareness and knowledge of RDC and CDB activities and the application of GMOU's participatory approach in communal development) in the study along with the regression results are not only accurate but very reliable. With the above, the conclusion drawn from the result shown in Table 4 is considered reliable and

trustworthy. Briefly, we observe that the *t*-stat value obtained for the model was 54.89 with a corresponding *p*-value of 0.000. This result suggests that the level of awareness/knowledge of RDC and CDB activities has a significant effect on the application of the GMOU participatory approach in communal development. This result is confirmed by the *F*-cal result for the overall model, which was 3012.78 with a corresponding *p*-value of 0.0000 ( $F_{cal} = 3012.78$ ;  $p\text{-value} = 0.0000 < 0.05$ ). This result shows that the application of GMOU's participatory approach in communal development is significantly influenced by the level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs). With this result, hypothesis 2 of this study is rejected, which leads to the conclusion that there is a significant relationship between the application of the GMOU participatory approach in communal development and the level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDBs).

#### 4. Discussion of Findings

##### 4.1 Awareness and knowledge of Chevron's RDCs and SPDC's CDBs

From the analysis of respondents' opinion on the first research question, we found that the mean responses to the questionnaire items were designed to elicit information about the level of awareness and knowledge about Chevron's Regional Development Councils (RDCs) and cluster development. Boards of Directors (CDBs) of the SPDC in the host communities were above the cut-off point of 3.00. It was found that most respondents were aware of the existence of RDCs and CDBs of Chevron and SPDCs operating in the respective host communities of oil companies operating in the Niger Delta region of the country. Furthermore, we noted that according to the respondents, the residents of the host communities of the oil companies are aware of the motives behind the establishment of the existing RDCs and CDBs and their various activities. Regardless of their level of awareness, the involvement of communities and residents in the development of the broadcasting strategy and implementation of the RDC and CDB remains a serious and worrisome issue that requires the intervention of stakeholders. This position is consistent with the arguments of previous studies (Manyozo, 2006; Ojenike, et al., 2014; Maina, Biwott, & Ombaka, 2020), which stated that despite the importance of community involvement in the implementation of development projects and broadcasting strategies, engagement rates and Indigenous/community engagement have so far been ineffectively addressed.

Furthermore, from the results obtained with respect to questionnaire items AK.4 and AK.5, it is evident that although it is confirmed that residents strongly believe that Chevron's RDC and SPDC's CDB were established for the development of oil company host communities in Nigeria. The fact that residents do not have the necessary knowledge about how and where to get involved in the activities and development of the RVV and CDB broadcasting strategy cannot be overemphasized. This finding confirms the earlier positions of previous studies on participatory broadcasting strategies that highlighted lack of knowledge as a major factor undermining the success of implementation and community involvement and involvement in broadcasting strategy development within community projects and GMoUs (Manyozo, 2006; Adedokun, et al., 2010; Beyene, 2012; Maina, Biwott, & Ombaka, 2020)

At the level of documentation of the required steps needed to participate in Chevron's RDC and SPDC's CDB, most respondents believe that the required steps needed to participate in Chevron's RDC and SPDC's CDB are not properly documented. This position is believed to have some negative impact on the level of awareness of RDC and CDB activities and strategies.

It is noteworthy that the above position was further confirmed by the result of the hypothesis I test of this study. In summary, the result presented in the model summary for the level of variability in awareness and knowledge of Chevron Regional Development Council (RDCs) and Shell's Cluster Development Boards (CDB) activities in the respective oil company host communities showed a calculated value for *F*Stat as 0.00 with a probability value of 0.9978. As the test was conducted at the 5% level of significance (0.05 level of significance), it is evident that there is no significant difference between the communities in their level of awareness and knowledge of Chevron's Regional Development Councils (RDCs) and the company's cluster development Shell. The activity of the administrative boards (CDB) in their municipalities. Thus, this study could not reject the null hypothesis I; which leads to the conclusion that there is no significant difference between communities in their level of awareness and knowledge of the activities of Chevron Regional Development Councils (RDCs) and Shell's Cluster Development Boards (CDBs) in their communities. This result is consistent with the views of previous studies (Adedokun, 2008; Adedokun, et al., 2010; Nmere, et al., 2020).

##### 4.2 Niger Delta Indigenes' Awareness/Knowledge of RDCs and CDBs and the Application of GMoU Participatory Approach in Communal Development

In an effort to understand whether the level of awareness/knowledge of RDCs and CDBs may possibly influence the way the GMoU participatory approach is likely to be applied in communal development, seven (7) questionnaire items were raised in part three of the structured questionnaire and responses. It is noteworthy that with a mean score of 4.62 and a corresponding standard deviation of 0.962 for the responses to the first questionnaire item in this section (APA.1),

it is clear that a significant number of respondents believe that residents and organizations in the host communities are not properly implemented in Chevron and SPDC's RDC and CDB activities. Furthermore, in response to items APA.2, APA.3 and APA.4, we found that the general view of respondents was that while gender role analysis was not clearly considered in the RCD and CDB decision-making processes; the involvement of residents of host communities in RDC and CDB activities has so far been marked by a perceived lack of transparency in the selection process, together with a lack of prioritization of resident ideas and involvement in the idealization and implementation of projects in the operational GMoUs in the area (in this case RDC and CDB). This observation corroborates the earlier positions of previous studies (Ismail, Ilu & Galadima, 2018; Ojenike, et al., 2014) which aptly note that despite the significant role of broadcasting in the development and stimulation of growth in economies and societies, in Nigeria over years, the amount of relative underestimation of the participatory approach in development aid against social and broadcasting barriers still prevails; thereby reducing involvement rates.

Furthermore, from the results obtained with regard to questionnaire items APA.5 and APA.6, it is clear that although it is confirmed that residents strongly believe that the priorities of residents and communities are usually not taken into account before conclusions are made on specific projects that RDC Chevron and CDB SPDC were implemented, it was observed that the general consensus from the responses received indicates that decisions on projects to be implemented in RDC Chevron and CDB SPDC are mostly plagued by inequality and lack of mutual respect. This finding supports the position of some earlier studies (Idemudia, 2007; Idemudia, 2014; Beyene, 2012; Suleiman, 2018; Gbali, Welu & Mmom, 2021).

In summary, regarding the possible factors that can stimulate the involvement of community members in RDC and CDB activities, the results of this study indicate that most of the participants in RDC and CDB activities were encouraged by popular songs, cultural dances, folk tales, traditional prayers and other forms of renewed community fervor. Despite their involvement, the general view of the respondents is that the involvement rate of host community residents has shown declining trends over time due to perceived poor broadcasting channels between host community residents and operators of existing GMoUs in the area. This observation contradicts the position of Gbali, et al. (2021) who argued that the poor trend in the rate of public involvement in corporate social responsibility (CSR) activities of oil companies is due to the hostile and volatile nature of host communities.

Regardless of the position of Gbali, et al. (2021), it should be noted that the result of the test of hypothesis II, which shows the summary of the model that explains the effect that the level of awareness and knowledge of Chevron Regional Development Councils (RDCs) and Shell Cluster Development Boards (CDB) can have a participatory approach in communal development when applying GMOU ( $t_{stat} = 54.89$ ;  $p\text{-value} = 0.000$ ), we claim that the level of awareness of RDC and CDB activities has a significant effect on the application of GMOU's participatory approach in communal development. This position is confirmed by the  $F_{cal}$  result for the overall model, which was 3012.78 with a corresponding  $p\text{-value}$  of 0.0000 ( $F_{cal} = 3012.78$ ;  $p\text{-value} = 0.0000 < 0.05$ ). Interestingly, this result is in tandem with the views of previous studies (Igbara, Etu, Alobari & Naenwi, 2014; Ismail, et al., 2018).

## 5. Conclusion

From the study, it was evident that members of host communities had critical awareness of the activities of the MNOCs in the host communities, most especially the existence and Chevron and Shell's RDCs and CDBs operating in the communities. It is clear that members of the community were also aware of the motives behind the setting up of the RDCs and CDBs in Communities. However, what was disturbing and unpleasant was the lack of involvement of the host communities in the developmental process and implementing the council's programmes. The stakeholder intervention was minimal. Despite being aware, weak involvement of host communities was observed to result from the absence of required knowledge of MNOC activities in the given community. More emphasis is given to show that residents lack the necessary knowledge of how and where to participate in RDC and CDB broadcasting strategy activities and development, which has become a major obstacle in the utilization of participatory broadcasting strategies. The study discovered that they believed that the required steps needed to participate in Chevron's RDC and SPDC's CDB were not properly documented and left a negative impact on the state of awareness of RDC and CDB activities and strategies in host communities. Thus, it is evident that no significant difference exist between the communities in their state of awareness and knowledge about the activities of Chevron Regional Development Councils (RDCs) and Shell's Cluster Development Boards (CDBs) in their communities. It was also observed that the involvement of host community residents in RDC and CDB activities has so far been marked by a perceived lack of transparency in the selection process coupled with a lack of prioritization of residents' ideas and involvement in idealization and implementation of projects in operational GMoUs in the area (in this case RDC and CDB). The study concluded that since the priorities of residents and communities were not usually considered before decisions were made on specific projects undertaken by Chevron's RDC and SPDC's CDB, it was found that decisions on projects to be undertaken in Chevron's RDC and SPDC's CDB, they are mostly plagued by inequality and a lack of mutual respect. These affected the level of

involvement in the process, and the level of involvement of host community residents showed declining trends over time due to perceived poor broadcasting channels between host community residents and operators of existing GMoUs in the area.

The study made the following recommendations;

- i. Chevron and Shell should expand the RDCs and CBDs respectively to incorporate participatory development of members of the host communities
- ii. There should be a greater level of involvement of the host communities in the different stages of programme for these communities.
- iii. Every decision-making and taking process involved in project initiation, execution, and implementation should involve the host communities in order to earn the people's trust and respect.
- iv. Lack of transparency has been seen to affect the acceptance and involvement of host communities in the MNOCs projects. There is a need for Chevron and Shell to operate an open-door policy where the participant will see them as socially accountable.
- v. To paraphrase the concluding remark in Oji and Bebenimibo (2021) paper on social media and school development, Chevron and Shell should make sure their messages to community members are crystal clear and, that the naturalness of the information disseminated should be of concern as target audiences are adept at spotting artifice.

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