

Understanding the Academic Significance of World Value Survey

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Abstract

Measuring socio-economic and political value change needs a simple and valid interpretation at both collective and individual levels. However, surveys dealing with value change are limited and defective. This article aims on World Value Survey (WVS) and its academic significance in the study of political behavioural change in Bauchi state Nigeria 1999-2016, through, a qualitative method of data collection and analysis. Conclusion suggests that as a prominent and well-established academic source of data, the WVS instruments, and data are significant for the analysis of the changing political behaviour in Bauchi State. Considering that, the study centres only on the part of the WVS survey data on two dimensions of political behaviour: (1) formal political participation and (2) extra parliamentary activism. These two dimensions comprise nine values which include interest in politics, voting, protests, demonstrations, confidence in political parties, parliament, government, leadership and quality preferences randomly selected and adopted. The adoption of these two important segments of the WVS data helped the analysis processes particularly in examining the trends and patterns of the changes in political behaviour as component of democratic attitude and value. WVS is also a means through which governments

and its agencies will be influenced to make authoritative decisions (policies) for the continuity and democratic development.

Keywords: World Value Survey; Academic Significance; Political Behavioural Change; Bauchi; Democratic Attitude; Nigeria.

Introduction

World Value Survey (WVS) is a universal group of scholars examining the general socio-economic and political values across the world from developed to developing nations. The WVS was developed in 1981 from research created by the Europe Values Survey group (EVS) during the headship of Jan Kerkhofs. The EVS conducted value research in various countries of Europe and recommended the same type of research to be conducted in more countries. Conclusions of the research suggested that persistent and moderately anticipated value transformations were recorded. Therefore, to generally examine such transformations, another phase of the research was initiated worldwide by the sponsorship of WVSA secretariat established in Vienna, Austria. The WVS engaged trustworthy, standard inquiry approaches across all states to ensure wide-ranging records about the political, economic, and social values of all states engaged. The research was planned and conducted by several professional personalities across the globe, some of whom include Ruud de Moo, Ronald Inglehart, Noel Timms, etc. Inglehart structured the analyses in East Europe and other part of the world. The research has members in nearly forty countries across the globe. Understandable configurations of transformations in a comprehensively fundamental values were perceived commencing 1981 to 1990. Thus, to observe such transformations and examine

intensely the reasons and magnitudes, the research team conducted supplementary phase of study in 1995 and 2000. But the phase emphasized more consideration to gaining enhanced analysis from developing countries towards examining the expansion of democratic political behaviour.¹

Ronald Inglehart and several other professionals across the world were nominated to guide the project and implement the third phase of the research.² Correspondingly, a fourth phase of the research was piloted collectively by WVS and EVS teams in 1999-2000 and successively 2011. The research's effectiveness extended to offer comprehensive analysis of the entire globe. While the 1981-83 research included twenty two countries with Northern Ireland and Tambov from Russian State; the 1990-93 research comprised of forty-two countries with additional research conducted in Northern Ireland, and Greater Moscow; the 1995-97 research included fifty-three countries with extra research conducted in Valencian, Basque, Galician, Puerto Rico, Montenegro, Andalusia, Tambov oblast, areas of Spain plus a trial examination in Ghana and Nigeria. Entirely, sixty-four countries have been measured in at least one phase of the analysis (including East Germany). The WVS investigation comprises of samples derived from one hundred countries of the globe. The figure of the counties signifies nearly ninety percent of the world's populace. The investigation employed questionnaires and interviews with around 400,000 respondents as its methods for data gathering.³

¹ Inglehart, R., C. Haerpfer, A. Moreno, C. Welzel, K. Kizilova, J. Diez-Medrano, M. Lagos, P. Norris, E. Ponarin & B. Puranen Et Al. (Eds.). 2014. Lundby, K. (Ed.). (2018). *Contesting Religion: The Media Dynamics of Cultural Conflicts in Scandinavia*. Walter De Gruyter GmbH & Co Kg.; Mazzarella, C. (2016). Electoral Systems, Trust In Parliament, And Vulnerability To Populism. *Democracy*, 27(4), 22-35.; Rolef, S. H. (2006). Public Trust in Parliament—A Comparative Study. *Jerusalem: The Knesset Information Division*, 1-60.

² The Decline of Deference: Canadian Value Change in Cross- National Perspective. Petersborough, Ontario: Broadview Press, 1996. Ronald Inglehart, Modernization, and Post modernization: Cultural, Economic, and Political Change in 43 Societies. Princeton: Princeton University Press, 1997. Joseph S. Nye, Philip D. Zelikow and David C. King (eds.) Why People Don't Trust Government. Cambridge, MA: Harvard University Press, 1997. Ronald Inglehart, Miguel Basanez and Alejandro Moreno, Human Values and Beliefs: A Cross-Cultural Sourcebook. Ann Arbor: University of Michigan Press, 1998

³ Inglehart, R., C. Haerpfer, A. Moreno, C. Welzel, K. Kizilova, J. Diez-Medrano, M. Lagos, P. Norris, E. Ponarin & B. Puranen et al. (eds.). 2014. WorldValuesSurvey:AllRounds;CountryPooledDatafileVersion: <http://www.worldvaluessurvey.org/WVSDocumentationWVL.js>

The nature and volume of the sample in the WVS research make it the largest academic, cross-national, and periodic analysis that involves human beliefs and values executed in all the world's major cultural zones. The global value research offers a comprehensive collection of distinction for examining the influence of the political and social values and beliefs of many people across the globe. Such exceptional records provide opportunity for researchers to study connections between ecological pollution and people's attitudes toward ecological protection; or political behaviour and democratic institutions or public values and economic development.⁴

Methodology

The article employs a qualitative way in its data collection and analysis. Qualitative technique permits a researcher to understand, explain and analyse peoples' views through discourse analysis with empirical evidences and facts. Some attribute of social life, experiences and attitudes of people, by means of words or discussions with varying methodological practices.⁵

World Value Survey's Methodology

All the research conducted by the WVS was sponsored by the national government of the individual country and the countries were provided with record of analysis for their respective

p. Madrid: JD Systems Institute. Kwon, H. Y. (2010). Globalization, cultural openness, and public preferences for East Asian economic integration in South Korea. *International Journal of Public Opinion Research*, 23(1), 2-23.

⁴ See, Abramson, P. R., and Inglehart, R. (1995). *Value change in global perspective*. Ann Arbor: University of Michigan Press; Inglehart, R. (2018). *Culture shift in advanced industrial society*. Princeton University Press. Inglehart, R., & Abramson, P. R. (1994). Economic security and value change. *American political science review*, 88(2), 336-354.; Inglehart, R. (2015). *The silent revolution: Changing values and political styles among Western publics*. Princeton University Press. Inglehart, R. (1997). *Modernization and post modernization: Cultural, economic, and political change in 43 societies*. Princeton university press. Brooks, C., & Manza, J. (1994). Do changing values explain the new politics? A critical assessment of the post materialist thesis. *The Sociological Quarterly*, 35(4), 541-570.; Clarke, H. D., Kornberg, A., McIntyre, C., Bauer-Kaase, P., & Kaase, M. (1999). The effect of economic priorities on the measurement of value change: New experimental evidence. *American Political Science Review*, 93(3), 637-647. Loek Halman and Neil Nevitte (eds.) *Political Value Change in Western Democracies: Integration, Values, Identification and Participation*. Tilburg: Tilburg University Press, 1996. Ronald Inglehart, Neil Nevitte, and Miguel Basanez. *Cultural Change in North America? Closer Economic, Political, and Cultural Ties between the United States, Canada, and Mexico*. Hawthorne, N.Y: Aldine de Gruyter, 1996.

⁵ McCusker and Gunaydin, (2015); Gough and Lyons, (2016)

states. These countries were registered as members of the international set of social scientists that worked together by electronic means and in global consultations, sharing opinions and explanations of the perceived transformations and variations. The main aim of WVS plan was to motivate involvement from developing countries because earlier research was restricted to only establish democracies. For rational academic purpose, the leading team of the WVS was made to understand that it was only by involving the comprehensive categories of political, economic, and cultural variants, that it would efficiently examine the bases of differences in the political systems with their influences on the countries. Another motive for accepting the approach was to support the circulation of practical social science methods in the social order which was hitherto not considered.

This type of study is vital because it motivates and presents how people and their countries progress, and offers governmental organizations and scholars' significant facts on public opinions and inclinations. These are very crucial aspect of human endeavours and objectives that support each other. Beginning with the research conducted in 1990 and the following ones, members from around the globe were engaged in the projected, research, analysis, and explanation of the global value research, comprising people with a comprehensive diversity of viewpoints has improved the efficiency of the research. It has produced several journals in different languages.⁶

⁶ Inglehart, R., Basanez, M., Diez-Medrano, J., Halman, L., & Luijckx, R. (2000). World values surveys and European values surveys, 1981-1984, 1990-1993, and 1995-1997. *Ann Arbor-Michigan, Institute for Social Research, ICPSR version*. Paul Abramson and Ronald Inglehart, Value Change in Global Perspective. Ann Arbor: University of Michigan Press, 1995. Jan Van Deth and Elinor Scarbrough (eds.) the Impact of Values. Oxford: Oxford University Press, 1995. Hans-Dieter Klingemann and Dieter Fuchs (eds.) Citizens and the State. Oxford: Oxford University Press, 1995. Ole Borre and Elinor Scarbrough (eds.) the Scope of Government. Oxford: Oxford University Press, 1995. Max Kaase and Kenneth Newton, Beliefs in Government. Oxford: Oxford University Press, 1995. Ruud de Moor (ed.) Values in Western Societies. Tilburg: Tilburg University Press, 1995

The World Value Survey can be selected as part of the data sources for the analysis of political behavioural change for its significant provision of variables and methodology compatibility with the theoretical framework of the study (Political Behavioural Change in Bauchi Nigeria 1999-2016) as an example. Also, the WVS data and the research questions and objectives are well-matched in terms of availability and reliability of the exact needed data for all the years in the analysis of the study and specifically for the study area, Bauchi. These criteria make the WVS more practical than other sources such as the Polity IV, Democracy Freedom House, Economist Democratic Index and Afrobarometer that provides very significant data on Nigeria.⁷ The WVS is a universal study conducted by world-wide set of professionals in the field of social sciences. The major importance of the approach of determination for comprehensiveness is that the excellence of fieldwork differs between different countries. Furthermore, the research processes experienced challenges of logistics during the data collection procedures in countries like Nigeria and China, compared to countries like Japan, America, and Sweden. As a result, the quality of the samples from Japan, America and Sweden remains higher because of the experiences of the previously recorded national representative samples for a number of years, unlike other states where the study is first of its type.

⁷ Amoateng, A. Y., Kalule-Sabiti, I., & Heaton, T. B. (2014). Gender and changing patterns of political participation in sub-Saharan Africa: evidence from five waves of the Afrobarometer surveys. *Gender and Behaviour*, 12(3), 5897-5910.; Dim, E. E., & Asomah, J. Y. (2019). Socio-demographic Predictors of Political participation among women in Nigeria: Insights from Afrobarometer 2015 Data. *Journal of International Women's Studies*, 20(2), 91-105.; Johnson, K., & Hutchison, M. L. (2012). Hybridity, political order and legitimacy: Examples from Nigeria. *Journal of Peace building & Development*, 7(2), 37-52. ; Bratton, M. (2008). AFROBAROMETER WORKING PAPERS. ; Alemika, E. (2004). Corruption, governance performance and political trust in Nigeria; Lewis, P., & Alemika, E. E. (2005). *Seeking the democratic dividend: public attitudes and attempted reform in Nigeria* (Vol. 52). Institute for Democracy in South Africa (IDASA). Fadiran, D. O., & Sarr, M. (2017). Measurement and evolution of institutions in Nigeria. *Journal of Development Perspectives*, 1(1-2), 1-27.; Logan, C., & Mattes, R. (2012). Democratizing the measurement of democratic quality: public attitude data and the evaluation of African political regimes. *European Political Science*, 11(4), 469-491. www.afrobarometer.org; Babajide, A. A., Adegboye, F. B., & Omankhanlen, A. E. (2015). Financial inclusion and economic growth in Nigeria. *International Journal of Economics and Financial Issues*, 5(3), 629-637.; Fadiran, D. O., & Sarr, M. (2017). Measurement and evolution of institutions in Nigeria. *Journal of Development Perspectives*, 1(1-2), 1-27.; Cilliers, J., Schunemann, J., & Moyer, J. D. (2015). Power and influence in Africa: Algeria, Egypt, Ethiopia, Nigeria, and South Africa. *Institute for Security Studies Papers*, 2015(14), 28. Diamond, L. (2000). The global state of democracy. *Current History*, 99(641), 413-418.; <https://freedomhouse.org/reports/freedom-world/freedom-world-researchmethodologyhttps://freedomhouse.org/country/nigeria/freedom-world/2020>;

The research was planned to employ entirely different and vibrant scholars from each of the selected states, and adopt the ultimate obtainable sampling methods to conduct the research. With considerably better sponsorship, it might be likely to have the greatest results from both the developing and developed countries, using completely random probability samples in all the selected countries. The WVS mission discovered the hypothesis that public values were shifting in processes that had significant political, social, and economic impacts. The results of the research recommended that the connections between politics, values and economy were shared, considering the particular nature of the connections presented within a context as a practical inquiry. Generally, the data collection process in the research was reinforced by capital from within the selected nations. Each country's crew supplied a duplicate generated data to the principal director at Ann Arbor, thereby, obtaining the generated data for each of the selected states. Such type of procedure has an influential twofold outcome, facilitating each country's team to understand their results in a much comprehensive, progressive, and cross-cultural viewpoint.

The generated data remained collected and combined into a consistent SPSS cross-national statistic by Ronald Inglehart. It is also referred as to Madrid, of which Juan Diez Nicolas of Completeness University and ASEP created a CD-ROM copy for delivery to the principal supervisors of the research. Jaime D. Medrano established a software system to discover the facts, which is comprised of the CD-ROM. The research is entirely conducted by face-to-face interviews, with global sampling comprising adults from eighteen years and above. Generally, a multi-stage, random selection of sampling size was conducted in all selected countries, including a specific size derived from all governmental areas and subsequently stratified by states and extent of

development. Additional units were nominated by random route processes. All interviews were conducted face-to-face at home using each selected country's native language or mother tongue.⁸

World value survey national sampling

The global value research was conducted in diverse segments across the globe, including Nigeria. The Nigerian part involved in the research was restricted to major cities with a sample unit in some pastoral regions surrounded by hundred kilometres from the state or city capital. Moreover, the state samples of the adult populace were cross-examined in all the thirty states considering percentage to their populace.

The interviews conducted were in the native languages of each state or area, and stratified to be forty percent of city zones and sixty percent of rural zones. In Swiss, the research sample were stratified by language groups, creating a sample that over represented the Italian-speaking groups while the French-speaking group acquired a general representative sample. For China, the sample was ninety percent per city and mainly eliminated the uneducated populace, while samples from America and South Africa were stratified by race. For Russia, the participants were nominated from integrated lists of areas of residence; everybody was chosen from the dominion of a specific state-run address bureau. Due to collective living provisions, this has benefits for household random choice, like Moscow and Northern Ireland states where the research was conducted in the year 1990.

⁸ Inglehart, R., Basanez, M., Diez-Medrano, J., Halman, L., & Luijckx, R. (2000). World values surveys and European values surveys, 1981-1984, 1990-1993, and 1995-1997. *Ann Arbor-Michigan, Institute for Social Research, ICPSR version*. Abela, Anthony M. 1995. Youth and Religion in Malta. *Social Compass* 42: 59-67. Abramson, Paul R., and Ronald Inglehart. 1994. Education, security, and post materialism. *American Journal of Political Science* 38, 3. Abramson, Paul R., and Ronald Inglehart. 1994. Generational change: Cohort effects and period effects. In Henk Becker and Piet Hermkens (eds.) *Solidarity of Generations: Demographics, Economic and Social Change, and its Consequences*. Amsterdam: Thesis, 1994, pp. 71-109.

In 1981 and 1995, the research conducted in Tambov of Russian obtained longitude evaluations; interviewed was performed, including Russian national sample of 2,040 supplementing the subsample of five hundred individuals in Tambov province. Provincial analysis was conducted in the Andalusia, Basque, Galician and Valencian areas of Spain, supplementing the Spanish general analysis.

Puerto Rico was similarly measured. And for Chile, the sample comprised of the central part of the state, which covered sixty three percent the entire populace; the income distribution of this area was around forty percent greater compared to state average. Also, for Argentina, sampling was restricted to the developed central areas of the state, in which nearly seventy percent of the populace were located with above-average earnings. And two hundred sampling units were nominated, with about five persons interviewed in every sampling unit through multi-stage probability sampling across regions, segments, and houses of the populace.⁹

Likewise, in India, unit sample for the interview were stratified and distributed to ninety percent of the people in city zones and ten percent in pastoral zones; out of the ninety percent of the interview participants, less than fifty percent were well-educated. Generally, the interviews were disseminated across sixteen states in percentage for the total number of the populace. Therefore, the sample was designed to represent districts, age, and gender. Nonetheless, it stressed on city, and well-educated participants because only ten percent interviews were conducted in pastoral

⁹ Inglehart, R., Basanez, M., Diez-Medrano, J., Halman, L., & Luijkx, R. (2000). World values surveys and European values surveys, 1981-1984, 1990-1993, and 1995-1997. *Ann Arbor-Michigan, Institute for Social Research, ICPSR version*. Abramson, Paul R., and Ronald Inglehart. 1995. Value Change in Global Perspective. Ann Arbor: University of Michigan Press. Clarke, Harold D., Allan Kornberg, Chris McIntyre, Petra Bauer, and Max Kaase. 1999. "The Impact of Economic Priorities on the Measurement of Value Change: New Experimental Evidence." *American Political Science Review* 93 (September).

zones. It is essential to estimate bulk for the country's populace limits. The bulk variable, moreover, modified for obvious nonconformities from state populace limits in education and age in some states. Generally, the extremely educated are oversampled, and, therefore, bulk less deeply compared to the not well-educated populace. The research conducted within some of the developing states under-sampled the uneducated populace of the community and oversampled the city zones and the well-educated sections. Such a limitation in the established analysis was resolved with adoption of variable (V236) in most of the evaluations. Thus, WVS revealed that the greater educated and developed oversampled clusters in developing nations inclined towards alignments moderately comparable to the people of developed countries as concluded by the analysis. This shows that WVS statistics incline to undervalue the scope of cross-national variances connecting these nations; however, WVS reliably discovers considerable changes among the fundamental values of developed and underdeveloped countries. Research in developed countries was conducted by expert establishment's huge working skill, and a lot of these experts belong to the Gallup chain. Furthermore, in Europe, the studies were directed by individual state schools of sciences or university establishments.

In South Korea and Turkey, the second and third phases of the research were planned by faculty experts from universities, while the interviewing was performed by students of Ewha University and Bogazici University. Generally, stratified multi-stage random sampling was adopted, where the samples were nominated in two phases. Firstly, to make sure that each part of the state was well represented in percentage of total number of the populace, a random choice of sampling unit was prepared. Subsequently, another random choice of persons was done. Additionally, persons were nominated from voting register and state capital registry in selected nations. For America and

Canada, interviews were made base on stratified random samples, with three call backs. In Japan, stratified multi-phase random sample was adopted, deriving people's names from archives preserved by indigenous administrative organisations. A great number of the states adopted multi-phase random sampling to hand-pick participants within different families nominated by means of a Kish grid to choose interview participants. Other nations for the concluding choice adopted quota sampling with quotas allocated by virtue of gender, occupations, sections, and age by means of census records to guide dissemination of every cluster of the populace.

In China, stratified multi-phase random sampling was embraced by stratifying the districts into three stages of economic growth, with numerous districts randomly nominated in the three categorised districts.¹⁰ The WVS research data could help social scientists and policy makers to understand the trend and the kind of beliefs and values the people cherish throughout the world. Many social scientists have embraced these data to analyse topics in their respective disciplines such as economic development, democratization, gender equality, and social capital. The data have also been widely used by government officials, students and the World Bank research groups to understand the linkages between socio-economic and political values.¹¹

Some studies, such as that of Silver and Dowley, employ some relevant aspects of the WVS data to examine ethnic differences in 10 democratic values in 16 countries from the WVS research

¹⁰ Inglehart, R., Basanez, M., Diez-Medrano, J., Halman, L., & Luijckx, R. (2000). World values surveys and European values surveys, 1981-1984, 1990-1993, and 1995-1997. *Ann Arbor-Michigan, Institute for Social Research, ICPSR version*. Alishauskene, Rasa. 1994. El humor politica en la poblacion lituana. In Juan Diez-Nicolas and Ronald Inglehart (eds.), *Tendencias mundiales de Cambio en los Valores sociales y politicos*. Madrid: Libros de Fundesco. Ashford, A., and Loek Halman. 1994. Changing attitudes in the European community. In C. Rootes and H. Davies (eds.), *Social Change and Political Transformation*. 72-85. London: UCL Press.

¹¹ Inglehart, R., C. Haerpfer, A. Moreno, C. Welzel, K. Kizilova, J. Diez-Medrano, M. Lagos, P. Norris, E. Ponarin & B. Puranen et al. (eds.). 2014. *World Value Survey: All Rounds - Country-Pooled Datafile Version*: <http://www.worldvaluessurvey.org/WVSDocumentationWVL.jsp>. Madrid: JD Systems Institute.

data of the 1990-93 phases.¹² Similarly, Ariely and Davidson use the WVS data of the year 2000 to examine cross-cultural equivalence of two scales that measure attitudes toward democracy across 36 countries. They examine the equivalence of these scales to explore whether it is possible to compare political attitudes across nation-states. The result indicates that while the scale could be compared to some extent, it could not be generalised to all countries.¹³

The main perception of the WVS was categorised into three, namely: to recognise essential categories of values across diverse nations for evaluation; to examine if such configurations are connected to governmental settings and socioeconomic circumstances of a nation; in addition, to discover indication of the change in peoples' values and if the changes are functioning in line with similar course of political and socioeconomic influences.

Moreover, Dalton and Ross contend that the WVS/EVS, inspired by the above objectives, inquiries about essential issues related to living standards of the populace within a given nation, autocratic, representative, developed and underdeveloped, the haves or the haves not. The surveys are repeated every five years to build up time series that may indicate a change in value. This may be possible only with findings so that researchers can expand the scope of comparison to include all culture zones across the globe and enable a general test. Also, the WVS covers issues of interest from civic cultures such as regime inclinations, support for democracy, social tolerance, liberty

¹²Silver, D. B, and Dowley, M.K. (2000). Measuring Political Culture in Multi-Ethnic Societies: Aggregating the World Values Survey. *Comparative Political Studies*.

¹³ Ariely, G. and Davidov, E. (2011). Can we Rate Public Support for Democracy in a Comparable Way? Cross-National Equivalence of Democratic Attitudes in the World Value Survey. *Social Indicators Research*, Vol. 104, No. 2, pp. 271-286; see, also Inglehart, R. (2003). How Solid Is Mass Support for Democracy: And How Can We Measure It? *PS: Political Science and Politics*, Vol. 36, no. 1, pp. 51-57 Published by: American Political Science Association.

aspirations, voluntary activities, protest participation, authority orientations, political interests, media usage, law-abidingness social trust, and trust in institutions.¹⁴

For the World Value Survey to achieve its target objectives in Nigeria, in its fourth and sixth phases (1999-2011), it used a stratified sampling technique to draw its sample population. In the survey, Nigeria was classified into five areas which comprise Lagos, Abuja, South-West, South-East, North-East, and North-West. Data for North-East segment of the survey was drawn from Bauchi and Taraba States being the chosen states from the area. The use of the relevant part of the WVS data in this study will enable the research to discover much more information than it could have been collected without the use of WVS data.¹⁵ That is to say, the questions asked and data generated from the WVS research will be insightful to studies such as the analysis of Political behavioural change and related subject matter in social sciences.

Adopting World Value Survey Questionnaire (WVS)

In social sciences, concepts such as political behaviour stands as a major landmark in the study of citizenship and government, particularly, considering the emphasis on the failures of democracy in the past. History has changed. Therefore, the behaviours and values of citizens in contemporary democracies are changing. This shapes new relationships between citizens and their government. The WVS establishes suitable instruments and values that could be adapted to study changing

¹⁴ "Ibid" pp. 16; Dalton, R. J. (2008). Citizenship norms and the expansion of political participation. *Political studies*, 56(1), 76-98; Ross, G. W. (1992). "Challenging the Political Order: New Social and Political Movements in Western Democracies". Edited by Russell J. Dalton and Manfred Kuechler (Book Review). *Social Forces*, 71(2), 530.

¹⁵ Inglehart, R., C. Haerpfer, A. Moreno, C. Welzel, K. Kizilova, J. Diez-Medrano, M. Lagos, P. Norris, E. Ponarin & B. Puranen et al. (eds.). 2014. World Values Survey: Round Six - Country-Pooled Data file Version: Madrid: JD Systems Institute.

political behaviours in different kinds of societies.¹⁶ The WVS questionnaire comprises 236 values¹⁷ that provide the researcher with a useful record of information on the political, social, cultural, and economic behaviours of citizens across the selected countries of the survey. Thus, research on political behaviour may focus only on the part of the WVS survey on two dimensions of political behaviour: (1) formal political participation and (2) extra parliamentary activism. These two dimensions comprise nine values which include interest in politics, voting, protests, demonstrations, confidence in political parties, parliament, government, leadership and quality preferences randomly selected and adopted to effectively situate, understand and analyse the trends and patterns of the changes in political behaviours in its analysis. All these values are seen as political behaviours, and are considered necessary for a functioning democratic polity. In addition, the source of political movements from the boldness and performance by the electorates, and government establishments in politics need to be organised to be accountable and transparent to the public. Although this right inspires deliberations on the capabilities of the community and the excellence of peoples' involvement that originated with Aristotle and Socrates and lingers on in the sheets of current social science studies. The extension of such considerations over times recommends that a study needs to put more efforts towards resolving these queries. For example, despite the changes of political behaviour that happened concurrently with speedy growth of cognitive awareness and reasoning, political behaviour in developed countries has changed in essential manners throughout. A histrionic procedure of public and governmental transformation

¹⁶ "Ibid"; Dalton, R. J. (2008). Citizenship norms and the expansion of political participation. *Political studies*, 56(1), 76-98.; Dalton, R. J., & Welzel, C. (Eds.). (2014). *the civic culture transformed: From allegiant to assertive citizens*. Cambridge University Press.; Ibid.; Almond, G., & Verba, S. (1963). *The civic culture*, Princeton. Google Scholar.

¹⁷ See the World Value Survey website and Inglehart, R., C. Haerpfer, A. Moreno, C. Welzel, K. Kizilova, J. Diez-Medrano, M. Lagos, P. Norris, E. Ponarin & B. Puranen et al. (Eds.). 2014. *World Values Survey: All Rounds - Country-Pooled Datafile* Version: <http://www.worldvaluessurvey.org/WVSDocumentationWVL.jsp>. Madrid: for more detail information about the (WVS) and different versions of the (WVS) research findings.

occurred in developed countries more than that of the underdeveloped countries across the globe. Democracy has transformed the politics and the electorates in developing countries, like Latin America, Africa, Central and Eastern Europe, and Asia. Such kind of expansions and progress offer unique prospects to examine olden theories enlarges the limitations of data, and initiate new theories.¹⁸

Findings

Following the discussion on the justification for adopting the World Value Survey data, effort was put in place to make the applicable plan appropriate for practical analysis in the study of political behavioural change in Bauchi state Nigeria 1999-2016. Attempt has been made to demonstrate the effectiveness of the WVS. For example, the study in its third chapter in line with the behaviouralism theoretical assumptions used the variables formal political participation and extra parliamentary activism as well as the World Value Survey data in an empirical study of Bauchi State, Nigeria to present the analysis of the changes in political behaviour in Bauchi from 1999-2016. Similarly, in its fourth chapter, this study employed the security, economic and political issues as variables to explore the internal factors that influenced the political behavioural change in Bauchi State by examining the electoral importance of security, economic and political issues as the most recently pressing issues of concern to the people that influenced the change in political behaviours from 1999-2016. In its fifth chapter, the study used the external factor variables. This comprised of the role of international norms and advocacy groups, and regional

¹⁸ "Ibid" Dalton, R. J. (2008). Citizenship norms and the expansion of political participation. *Political studies*, 56(1), 76-98. Katsourides, Y. (2013). 'Couch Activism' and the Individualisation of Political Demands: Political Behaviour in Contemporary Cypriot Society. *Journal of Contemporary European Studies*, 21(1), 87-103. Kitchelt, H. & Rehm, P. (2011) Political Participation, in: D. Caramani (Ed.), 2nd ed., pp. 331–351 (New York: Oxford University Press).

diffusion of democratic strategies having important effects on the political behaviour of electorates via domestic political processes. All these important variables are part of the WVS measurement indicators and values for world survey. The incorporated data from the World Value Survey research result of previous elections and voter turnout in Nigeria from 1999-2015 and additional techniques to collect more data for the study helped significantly in capturing some variations that were hitherto not possible under the previous research in the area. Particularly, the departure from the largely reliance on the assumption of analysing political behaviour based on merely increase in cognitive knowledge and sociocultural cleavages and partisanship determined lines by most literature on Nigerian political behaviour to a more and wider consideration given to the most recently pressing issues and opinions of concern to the people of Bauchi State in the analysis. According to David and Sanders, for any study to make an excellent contribution, there is the need for it to make an extensive use of relevant theoretical framework capable to empirically help in understanding and analysing the specific field of the study. Behaviouralism theory offers a comprehensive foundation, explanation for understanding the concept of political behaviour and vital assumptions, elements, and strategies that are suitable for the empirical analysis of what may influence change in political behaviour in a given society.

Similarly, as a prominent and well-established academic source of data, the adopted WVS instruments, and data are significant to the analysis of the changing political behaviour in Bauchi State. The WVS questionnaire which comprised of 236 values¹⁹ provides useful record of

¹⁹ See the World Value Survey website and Inglehart, R., C. Haerpfer, A. Moreno, C. Welzel, K. Kizilova, J. Diez-Medrano, M. Lagos, P. Norris, E. Ponarin & B. Puranen et al. (Eds.). 2014. World Values Survey: All Rounds - Country-Pooled Datafile Version: <http://www.worldvaluessurvey.org/WVSDocumentationWVL.jsp>. Madrid: for more detail information about the (WVS) and different versions of the (WVS) research findings.

information on the political, social, cultural, and economic behaviour of citizens across the selected countries of the survey in which Nigeria and Bauchi were captured. The political behavioural change research on Bauchi Nigeria focuses only on the part of the WVS survey and data on two dimensions of political behaviour: (1) formal political participation and (2) extra parliamentary activism. The adoption of these important segments of the WVS data helped the analysis processes of this study particularly in examining the trends and patterns of the changes in political behaviour presented in the third chapter of the study, which are considered political behaviour requisites necessary for a functioning democratic polity.

Conclusion

The WVS data is important for the empirically oriented understanding of political behavioural change of the people within the political system. Moreover, as a yardstick for measuring not only the types and categories of people's socio economic and political values, and' level of political behaviour, but as a means through which governments and its agencies will be influenced to make authoritative decisions (policies) for the continuity and democratic development of the system.²⁰

Acknowledgment

This study was supported by Nigeria's TETFund (NEED Assessment fund) and Bauchi State University staff fellowship scheme under NEEDS Assessment Intervention Fund.

²⁰ For details on this see, Evans, M (1970) Notes on David Easton's model of the political system, *Journal of Commonwealth Political Studies*, 8:2, 117-133. Scott, R. (1972). Systems analysis without tears: Easton and almond. *Politics*, 7(1), 74-81. Trilling, R. J. (1972). Easton's Concept of Effective Support: Two Formal Models. *Comparative Political Studies*, 4(4), 491-507. Rasmussen, E. (1970). Some Comments on the Concept of the Political System. *Scandinavian Political Studies*.

Author Contributions

R. A. G designed and analysed the data and draft the manuscript. M.N.U. and M.M. contributed in the manuscript draft and data curation. All authors reviewed and edited the manuscript.

Competing Interest

The authors affirm no competing interest

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