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**The Image of a Country, its Link to Corruption and the impact on its  
Citizens in Diaspora  
Case Study: Nigeria**

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I declare that I have compiled the paper independently and all works, important standpoints and data by other authors have been properly referenced and the same paper has not been previously been presented for grading.

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## Abstract

This thesis, in a general proportion, sheds light and expatiates the connection of a country's image and its link to corruption using Nigeria as a case study and in particular, examines the image of Nigerians in diaspora resulting to corrupt practices stigmatizing her image. Going through this process I examine analytical and historical contradictions in the sectors and governmental system of Nigeria. The thesis focuses on the impact of a corruption on a country's brand, not just the brand alone but also the products originated from the country in question, including its citizens abroad. The research took a quantitative and qualitative form through a questionnaire aimed at Nigerians who live in the diaspora considering it the proper channel to get the right result regarding the country image, corruption and its effect on them as citizens of the country in question. Looking beyond doubt, the response from the respondents confirms our claims on corruption and a country's image.

**Keywords:**

Corruption, Image, Brand, Country, Diaspora, Government, Citizens.

## Introduction

Nigeria, a country located in the west axis of Africa, the most populous country in Africa and black nation in the world with 60% of its population below the age of 30 is faced with a dipterous issues with accountability and credibility which has led to the devaluation of its political, economic, physical etc. decadence through the aid of corruption affecting its image in the world and that of its citizens especially those in diaspora (Buhari, 2018).

Corruption has eaten so deep into all sectors of the country that it affects its images around the globe, forcing its citizens to immigrant in search of green pasture and a good life in places like Europe, America etc., It has also led to killings, nepotism, favoritism, and lack of political decadence in the nation. Many youths have taken to the street engaging themselves in arm robbery, prostitution, kidnapping and terrorism etc. all as such to get themselves away from poverty. Despite the availability of natural resources in the country, an average family in Nigeria has less than a euro to survive for a day while those in governmental and public sectors loots and embezzle finances and resources meant for the masses and for social amenities. To make matters even worst, these governmental heads indulge and contribute to causing chaos in general elections in order to rig.

With all these facts and figures been spelt out, Nigeria as a country is been drawn back while its neighboring countries like Benin, Ghana, Kenya and South African experience economic growth. According to the current president's speech in the last Commonwealth meeting which named the Nigerian youth lazy, uneducated , not hard working and waited for a chance to explore the countries mineral resources without working dually, portrays an ugly image of the country as a brand and to the future investors, tarnishing image of the Nigerian youth image of which has been stated to be a lie based on statistics in America to have the highest rate of educated immigrants, Canada, Europe have accounted the Nigerian youth to have excelled in all platform where they have found themselves and obviously this has been through individual struggle. If these youth or the mass were given the right opportunity which was deprived from them through corruption, Nigerian would have been one of the best countries in the world. (Buhari, 2018)

# 1. Theoretical Framework

## 1.1. The Country Image

The full concept pertaining to issues of a country's image and identity has been a controversial predicament in this present dispensation. Basically, before advancing, the major aim of this research is to shed light on the collusion between the country of origin image and the image of a country.

The image of a country and the country of origin image has been a debate for a while. Authors have taken this topic into consideration with different interpretations and definitions. This collision could be seen from authors defining a country of origin image to be a country's image. Balabanis et al. (1996, 1398) describe clearly a country of origin based on marketing attributes or concepts that attract consumers in distinguishing differences in various countries. In other words, we can basically attest, to the fact that a country of origins image is what consumers feel or perceive about a product based on the country of origin. This could be as an effect of stereotypes relating to past occurrences or media interference. The country of origins image could be ascertained through products or services originated from a certain country.

Bannister and Saunder define a country image as a total figure constituted by variables like particular products, political and economic advancement, past occurrences and relationships, traditional values, level of industrialization and tech development (Bannister and Saunder, 1978, 562). The image of one's country, at home or abroad is depended on many factors considering ethical issues. This reflects to be intangible and incorporeal though, the merits and gain of a good image are unmeasurable or scaled. Martin and Eroglu (1993, 60) describe a country's image as "a sum of all representation, inferential, informative and coherent opinion concerning a certain country". The percipience of a country's image by the international community is propagated on how the country relates with others and likewise the character portrayed by the citizens of the country within its territory and external coordinates outside its four walls put together to determine the country's image (Zimako 2009). Furtherly, an image could be an individual or personal attribute concerning an object, in terms of attitude

e.g. good, bad etc. and how we reason towards such attributes (Holsti 1996, 22). Perception has a totality on the influence of a product and image.

Echtner and Ritchie analyzed the image of a country as a complicated system by which a person develops an inventive reasoning on several impressions from a sea of information and perception obtainable in a location (Echtner, Ritchie, 1991). The profundity of a country in external relation is the cognizance of its citizens, and the cognizance of its citizens is partially a product of its political heads decisions and attributes. (Achebe, 1983).

The core of a country's image is in its identity. However, we can state that the formation or advancement of a certain image of a country could only be achieved by the means of revisiting the past through its origin, in other to showcase who its citizens are and representative attributes of that particular nations civilization and cultural traits. National symbols, dress, style of houses, language, political system, cultural heritage, music are likewise are components of a country's image. At times the image of a country is likely summed up through opinion and witnessing actions or implementation about the country as well as through the influence of several media ventures. For instance, an industrious country is known to be one due to its ability to produce, advance and export in few cases of machinery, expatriate, technology and otherwise (Zimakko 2009).

To sum it up, an image of a country is an important aspect when describing a country. The image of the country is also associated with how the very citizens of that country are been viewed and treated based on the influence and attributes portrayed towards the country per se. Country's image has a strong grip on its identity. The formation or the yardstick used to perceive a country's image is based on several jurisdictions which could either be positive or negative. A country's image has an impact on business transactions and also patronizes products from that very geographical area. For instance, if a country's image is perceived as corrupt practices, getting a foreign investor or having a foreign counterpart might take long and especially establishing a cordial relationship might be difficult. We could furtherly esteem that irrespective of an individual's success or global prestige his or her national image still stands as a cover on which people tend to perceive.

## 1.2. Conceptualizing Stereotype in a country Image

We cannot esteem to exist without the issues of stereotype. It calls out our inner perception categorizing behaviors people inculcate towards one another's character, tribe, race etc. For intercultural understanding we must learn to manage stereotypes, that is, to maximize and appreciate the positive values we perceive, minimize and laugh off (if we can) what we see as conflicting or negative (Lewis 1996).

The word stereotype stems from Greek words *Stereos and typos*, which mean solid and model (Schneider 2004, 8). Lehtonen refers to a stereotype as an image of a group of people that gives more superficial perception, which is rather negative and oversimplified (Lehtonen 2005, 66). Stereotype can be said to be beliefs concerning the personal attributes of a group of people (Stroebe, Insko 1989, 5). Stereotypes are the first hand discussed traits or characteristic of a particular people, on the other hand, they serve as social expectations, which makes them both descriptive and prescriptive (Lehtonen 2005, 71).

### 1.2.1. Stereotypes and prejudices

Prejudices can be defined as any preconceived and unsupported opinion and attitude that influences our perception, representation, description and judgement of others being controlled by our own cultural traits and ethnocentrism (Beller 2007, 404). In the most cases prejudices are mistaken for a stereotype; according to Beller (2007, 404) entails the both as being different and informs academicians to differentiate between stereotype as that attitudes fixed expression while prejudice as a moral judgement or attitude. However, from finding, scholars have debated and agreed they are interwoven and related researching from different angles of correlation. Most academicians have stressed on the point that it dwells in human nature to continually contain people into boxes, describe and rate them in regards to prejudice and stereotypes (Stroebe, Kruglanski et al. 1989). A radical network developed for explaining the causes of prejudice which consisted of four different threats that are: symbolic threats which consists (of value misinterpretation to people's way of living), realistic threats (political and economic aspects), negative stereotypes and intergroup threat (e.g. increasing anxiety contacting with outgroup) (Stephen & Stephan 1996).

According to Neuberg (1994) records the inclusiveness of stereotypes and prejudices are expectancies. Stereotypes are expectancies to portrait a group and prejudices mostly likely



our feels towards that group (Neuberg 1994). Although, Hectch (1998, 9) outlines that “the holistic nature of human experience and we need to treat things more holistically or at least place them into a more holistic context”. He further laid emphasizes on to view stereotypes, prejudices and discrimination in the context of cognitive, emotional and behavioral elements within the social, historical and economic context of intergroup relations (Hectch 1998, 9).

### 1.2.2. Classifying Stereotypes

Stereotype could be seen in different traits and attributes e.g. religion, race, ethnicity, age, sexuality, gender etc. (Bennett 1998, 6). This paper emphasizes on stereotype on a national altitude. The possession of a certain trait, fixtures of the eyes color, hair texture often cites a category or belonging to a national, ethnic and gender group (Schneider 2004, 8). The stereotype of a nation is distinctive features allocated to a certain country or region and its inhabitants by outsiders or foreigners (Lehotonen 2005, 62). Traits of stereotype can be evidence and visualized not only by its subject but also by other witnesses from a different category. The issue of stigmatizing viewed through stereotype should it be labelled on beliefs or as inherent (Sani and Thompson, 2001). Lehtonen (2005, 64) spots out the difference between stereotype by a single individual (idiosyncratic) and stereotypes by a group of people (collective). Stereotypes are either show respect or bring positivity to a certain group of people or disrespect in form of negativity to the same a certain group. Bennet (1998, 6) emphasizes the negativity and positivity of stereotypes which create problems in intercultural communication, due to misrepresentation and false beliefs that maybe headed to misunderstanding or actualizing self-fulfillment prophecies. Bennet (1998, 6) outlines that in intercultural communication often generalization is needed in order to make certain assumption in cultural differences as working hypotheses, for example ,A stressful feeling could as well erupt the stereotypic attributes in us. Stress also reinforces our own cultural characteristics, so vicious circle develops. I believe stressful conflict during meetings causes Americans to speak louder, south Americana’s to gesticulate, Japanese to clam up, Germans to bridle in righteousness and French to restate their positions their positions with icy logic (Lewis 1996). The absences of stress perpetrate another kind of disposition with when dealing with others. Moreover, it is quite an uneasy task to distinguish between generalization and stereotypes since both are interwoven .

Lehtonen (2005, 69) differentiates between four major type of national or cultural stereotypes:

- *Autostereotype*: In our opinion about who we (my nationality ) are;
- *Projected autostereotype*: How we believe what they (inhabitant of the foreign country) perceive us to be;
- *Projected heterostereotype*: the way we feel that they (inhabitant of the foreign country) think that we perceive them;
- *Hetero – stereotype*: We believe that they are in a certain way.

### 1.2.3. Formation of Stereotypes

Different scholars, endeavors to explain the beginning of stereotypes by cognitive approaches. There are several stages to the origin of stereotypes, inclusive individual as well as the sociocultural procedure to clarify their formation. Greenberg & Baron (2003, 44) describes stereotype as mental shortcuts.

Stroebe and Insko (1989, 13) state in accordance with sociocultural level shows that stereotypes dwell on conflict theories and social learning. This point views stereotypes are part of an ideology by which the powerful justify the suppression of the powerless (stroebe and Insko 1989, 13). In accordance to social learning theories, stereotypes begin from actual observation of categories and groups or rest on influences from mass media, schools, parents, and peer groups (stroebe and Insko 1989, 15). Most racial, ethnic and gender stereotypes appears to be influenced by social learning (stroebe and Insko 1989, 15).

### 1.2.4. Stereotype in Image

This aspect is propounded on presumption that stereotypes and images could be seen in the same representation, hoarding one concept and separate names which have basically been accepted by so many scholars. Leersson (2007, 343) emphasizes that images tend to agitate generally current public places and decreases the complexness to historical contingency to the invariance of ingrained topoi and clichés, they are often considered a form of stereotype.

According to Greenberg and Baron (2003, 46) stating from the field of perception by emphasizing the way we perceive the world shows that people seem to have a twisting image of collectives due to several inclination.

Through media of various sorts and channels, we are craved with images of cultural traits. During generalizing of several images, we tend to form stereotypes. In several cases the media images are not fitting with reality but are picked on unusualness than typicality Bennett (1998, 8). Kotler and Gertner (2004, 42) single out several countries, image are based on stereotypes, extreme simplifications of reality which are not so correct. Verlegh and Steenkamp (1999) brought to lime light that country or nation brands are made up of images, which are most times powerful stereotypes, bearing cognitive, affective and normative dimensions.

However, a nation's image may not contain strains of stereotypes alone, but one can argue that stereotype makes a huge part of them. Lehtonen (2005) views a tight attachment in the middle of stereotypes and country image. Furtherly, he emphasizes that generalized, subgroup of cognitive schemata, highly abstract beliefs about groups and their members are sublimed into being stereotypes (Lehtonen 2005, 64) and a country's images could be found under this class. This image could be seen as a common impression to average people (Lehtonen 2005, 64). Buttress from Lehtonen's point of view paints an image in the peoples mind concerning the attributes labelled to a country e.g. location, nature and it's those habiting in that geographical region, e.g. behavioral attributes, research done in the marketing sphere does paint image as a portrait constructed by media through different channels of dissemination (Kunczik 1997). However, it is quite difficult to cite stereotyping being dealt with in the context of marketing literature, most are centered in terms of images with a general view in concept (Lehtonen 2005, 64).

The image of a country in comparison with that of a company, which relates its identity and products through the media was argued by Lehtonen stating the aim of identity advertising is to educate the target group a stereotypical perception of that organization (Ibid.). This could as well attest to the fact that place marketing and tourism marketing is to erect a picture or image, which has a high or low stereotypical feel, of a particular nation in mind for future visitation (IBID.).

Furthermore, building such image could be related to strategic image marketing. Kotler et al. (1993, 141) explain that an image sticks and is retained in people mind for a long while, even after validity. We must put into consideration the fact that images are quite simple and

therefore deflects to changes, serve complex diminishing and are not total reality and likewise the same in attributes formation of stereotypes.

The difference between stereotypes and image is that stereotypes are built by the surrounding and are ascribed while image is erected and cultured actively by the bearers of the image (Kunczik, 1997). Image is being differentiated from stereotype in accordance to Kotler et al. (1993, 141) in regards to the fact that stereotypes, are widely retained image that is greatly distorted and simplistic which comes along with a favorable or unfavorable attitude to a place whereby image is precisely a personalized perception concerning a place which varies in individuality.

The word stereotype has been a lingering issue in the formation of a country's image. Stereotype play a huge part when people especially, not from the same geographical area tend to relate. People tend to work on the perception of others made on several facts. Stereotyping is a day to day traits in our everyday lives positively or negatively which could be seen in various forms. Our major focus was to buttress the act of stereotyping on a national altitude. The ownership of certain trait, the fixture of eyes, body part, nationality, race etc. The traits can be witnessed and viewed not only by its subject but also seen from people in a different category. We could finally agree that certain stereotypic traits that stereotype erect based on observations of groups and subsequently influence from mass media in quotes bring the formation which implies the act of perception, generalizing of a group of people especially before getting to know them personally. This situation has produced different effects on different individuals and groups from different geographical terrains but the positive side of it could be ascertained to the huge negative influence it has embed in our present society especially for foreigners living abroad with a stigmatizing country image has led to conclusions about these people which is quite difficult for them to integrate and have a proper life in a foreign society.

### 1.3. Country Branding

Place branding is quite complicated and increasable political venture, which has an effect on a country's economy, the country's image and its citizen's identity (Morgan, Pritchard, pride 2004). A frequent framework of study based on a country's image measurement has verbally not be established so far, however, Echtner and Richies (1991)

components of a country's image give a good platform on points which can be considered as a basis for this studies.

A country brand can also be seen as a representation of her images, derived from different sources such as the media house, tourism, education, purchase of a product, personal experience and encounter with natives from a certain geographical location. Every nation represents a brand and most nations are brand made by another (Loo, Davies, 2006, 198). de Chernatony (2006,16) explains a major challenge in country branding as denoted that perception extracted from stereotypical reasoning doesn't become outdated. This furtherly transcribes that perceptions on stereotypical reasoning are a vital part of image erection of a country, whereby having an atom of true to some certain degree (De Chernatony 2006,16).

A country image could be based on facts, stereotyped or may hold the same elements at the same time, but nevertheless, have a great influence on people's buying decisions. Considering a products country of origin, can give some products huge advantage over another and can influence buyers decisions on sales. For instance, machines have gotten or made in Germany are perceived to be of a higher quality and standard. We could also witness foreign investment decisions, foreigners interest to visit a certain country based on its image shows country brand measurement as a vital concept for success in a modern business world. To brand a product intensely means creating a core identity to stand out in an internationally competitive market (Ryan 2008).

The rapid exchange of information across borders in a globalized market has got a rapid global diffusion of values, ideas, technologies, options and opinion and has given rights to a global society with multicultural attributes (Barnett, Lee 2003, 264). This interception of cultures has been evident in so many sectors, especially in spheres of economy, educational, political and scientific ventures (Beyer 1994, Robertson 1992). Stating from experts in place branding, destinations do offers a huge branding chance and options of holiday decisions which is a significant lifestyle influencer for today consumers. Branding comes with a connection of mental and emotional image which make difference between Lapland in Finland and Venice in Italy (Beyer 1994).

### 1.3.1. Tourism

“Tornus” meaning “turn” was spoken for the first time in French as tour, gotten from Latin, to denote the beginning of a trip in the sixteenth century. In Accordance to (WTO), World Tourism Organization refers to tourism as “activities of a person or people travelling and highlighting in a place out of their normal environment for leisure, business purposes and other related reasons within the destination of interest”. In the slightest sense, tourism means “travelling from a person’s normal place of residence, without a particular focus and for a certain period of time”(Bonadei, Frediani 2007).

Tourism brings about the increase of cultural exchange, disseminate images and traditions of different countries and places (Bonadei, Frediani, 2007). Tourism is a means of bringing revenue into the country, whereby tourist patronize local companies and products and likewise create employment (Kotler, Haider, Rein, 1993, 23). However, it also comes with its own negative effects such as environmental and noise pollution. World Tourism Organization examines that travelling and tourism worldwide generate 11.7 per of global gross domestic product and close to 200mil jobs (Kotler & Gertner, 2004). The World Travel and Tourism council emphasis revenue in connection to tourism and travelling in Nigeria will exceed 10 billion USD as at the year 2007 and is presently accounting for 6% of the gross domestic product even more than the automotive sector (WTTC).

Image has been an interest for tourist and has been taken into account in various research in the early 1970s, and also its construction which is on the increase since 1990s (Tasci, Gartner, Cavusgil 2007, 194). Due to it has a great influence on business, buyers and investors (Kotler, Haider, Rein 1993, 142). However, the term “brand” is used instead of an image (Olins 2002). According to Simon Anholt (1998) has confiscated the term of national branding, which is seen as country branding or in a broader view as place branding.

### 1.3.2. Branding and Image Building

The term branding is used by marketers on several occasions. Branding is expressed as several effects to make a brand popular in the market (Li 2001,17). De chernatory (2006, 26-27) runs an overview on several interpretations of a brand in three stages: the input perspective, the out perspective, the time perspective. Looking from the input aspect, a brand can be seen as the logo or symbol, legal instrument, personality, positioning, Vision, Value added, identity. From the outside perspective, its viewed as an image or relationship and while the time

perspective is perceived as an evolving entity. The American Marketing Association (AMA 2009) describes a brand as a name, sign, symbol or design, or all of them put together with the intention to identify and differentiate a particular good and services to stand out from the rest. According to Buildingbrands.com (2009) gives a clearer meaning on the definition of a brand as a collective perception in the mind of the customer or consumers.

De Chernatory (2006, 11-12) singles out the multiphase concepts and the invisibility of main parts to the consumer. He compared brands to icebergs, of which just a few percent is being shown or seen floating at the surface of the river and major are beneath the river. He went ahead to express brand representation as a dynamic interface between an organizations action and consumers interpretation. It can be viewed as a cluster of functional and emotional values which promises a particular and inviting experience. Functional values present comparable materials like quality and performance, emotional values concern value, for instance, prestige and expression of a particular style of life. Advertisement and media is likewise a unique way for recommunicating both functional and emotional values of a brand (De chernatory 2006, 6).

A country brand plays significant roles and representation on a country image which could be influenced by international trade, the media, the country education system, and the biggest of them all is tourism which could give a predominant experience or give a first-hand encounter with people, their tradition and culture from a certain geographical zone. Looking from the sphere of marketing we could view Stereotype based on facts or falsehood could likewise have a great influence on a country image especially with tourism and in business spheres. Most of a time before a product is being brought consumers tend to have a high tendency of evaluation the country of origin which this product has been manufactured. As you can know that government could benefit a lot from tourism like revenue and job creation but in cases where the tourist sector of a country is quite dormant then there is huge problem to be dealt with especially the country's branding which is a component in a country image establishing and could be affected by corruption, terrorism, mismanagement, insecurity in a country etc.

## 1.4. Definition of Corruption

The word 'Corruptus' meaning corruption was gotten from a Latin word which denotes to scatter, destroy or break. Based on literal terms, corruption simply expresses to break away or depart from moral values or good ethical conduct. Oxford dictionary, however, has expressed corruption to be dishonesty which in other terms means deceitfulness, deception, lying, treachery fraud etc. Different scholars from several institutions of thought have considered this unstoppable scourge and have suggested several meanings relating to the act. Salisu (2000) emphasized corruption as misuse of public aid to private earns. This also implies collecting of bribes to give out licenses and permits, giving rights to the passage of illegal products, cargos and goods at harbors/airports, awarding permits and contracts designed to create man-made scarcity, issuing scores to students after examination which are not rightly earned, revealing questions to a group of pupils before exams with personal motives or other gratification forms (salisu 2000). Transparency International defines corruption as the abuse of power rested on you for private gain (Transparency International 2005). The World Bank expresses corrupt practices as the abuse of governmental or public sectors for personal enrichment. These positions are abused for personal proposes as when a public officer collects or accepts bribe or in cases whereby private agents gives or offers a bribe to evade or bypass public regulations for competitive merits and gains. Public offices could be abused for personal interest through nepotism, patronage, stealing or withholding of public assets and squandering of state revenue. The most corrupt means emphasized by scholars has been bribery – which refers to the collecting or giving of money, favor or any kind of substance in exchange for unmerited favors over other people.

Other types of corrupt practices as outlined here are, smuggling, fraudulent act, laundering of money, trafficking of drugs, permit, document falsification, electoral falsification, nepotism, declaration falsification, evasion, forgery, perversion of justices, falsification of records, examination malpractices, underpayment, sexual exploitation, impersonation, inflation of contracts, public hoarding and the rest of them (Henry 2016).



### 1.4.1. Types of Corruption

Corruption as referred to can be measured on several scales. As various article and different journals have classified this act in various levels and categories:

- Bureaucratic corruption (grand)
- Political corruption (petty)
- Electoral Corruption
- Judicial corruption
- Religious corruption
- Educational corruption

Bureaucratic corruption (petty): petty or bureaucratic corruption can be described as the corruption that takes place at a small-scale level and mostly appears at the implementation of governmental or public offices when government officials meet the public (Corruption 2017).

Petty corruption is bribery related: this is about the implementation of existing codes of conduct and regulations. This type of activity occurs on day to day basis in the society and through different ventures E.g. At public offices like police stations, registration and licensing offices, tax offices and other governmental section, private holdings, hospitals, schools, public administrative sectors and the rest of them (Corruption 2017).

Political corruption: this type is basically centered or often situated around political cabals and persons occupying significant offices in the governmental administration. It shows the involvement of the state's men and agent who run the affairs of the government in corrupt practices, regardless of the notion as to what level of authority it takes places. Political corruption shows high preeminent at a very high level of the political sphere. This occurs as to the fact where statesmen who are assigned to run these offices and execute these laws are the upholders of corruption. Political corruption can also be said to be a situation whereby politicians use their political positions to strength their riches and status. Political corruption doesn't only lead to embezzlements and wastage of resource but also the manners and kind of decision they make (Corruption 2017).

Electoral corruption: This corruption is about the interference of public choices through the rigging of electoral votes or its processes. Corruption in electoral sphere aftermaths affects vote counts after an election by increasing the number of votes for a favorite candidate, suppressing the rival parties (Corruption 2017).

Judicial corruption: This corruption is about maltreatment, misconduct and perverting of justices in the judicial body through collecting or acceptance of a bribe and the rest of them. This type of corruption is usually present in countries under dictatorship and developing countries since is almost in the hands of the executives (Corruption 2017).

Corruption in religious practices: This corruption deals with the manipulation of their followers or congregation through their religious leaders. At times, cases of extortion, lies, deceit, forcefulness are being recorded in these organizations. In several cases, religious leaders use their medium or platforms to influences people's mindset on different issues in the society especially inference in political sandals and choices on whom to vote for (Corruption 2017).

Educational corruption: corruption in this section is a thing of great concern. Admission into universities through corrupt act has been an act on the rampage. In several cases, money in form of bribes are offered to skip exams or get good grades in some examinations. The acceptance to engage in a corrupt act of exchanging money for marks diminishes if an individual perceives such character as objectionable (Corruption 2017).

Other forms of corruption include: Bribery, Fraud, Favoritism, Theft, Forgery, and Money Laundering (Henry 2017).

## 1.5. Nigeria's Image

The question of Nigeria's image has been a talk that speaks volume around the world for a long while. The country and her image have for a long time been stigmatized with rhetorical questions on her pride and dignity in the sight of the world. The biblical saying "can anything good come out of Nazareth" has been sublimed with the country's image from foreigners and as well its citizens in question. Nigeria is a country located on the west axis of Africa. She is the most populous African country in the continent with approximately 200 million people with her capital in Abuja. She is the highest oil producing state in Africa and top 10 in the world followed by Angola. Its mineral resources don't just end in oil production but also extends to e.g. lignite, columbine, gold, uranium, iron ore etc. Agriculture was her major source of revenue before oil was brought into the picture which led to abandoning her Agricultural values. One of the major threats to her image has been the issue of corruption which has been a yardstick to measure its estimable value and influence in the world today. With the incumbent president on sit which has promised to eradicate these current threat but still to no avail. He was personally chosen by the citizens due to his promises and foreseen

potential we believed was to bring a stop to these corrupt practices, bring past and present offenders to book and as well recover the country's looted funds home and abroad which has not been met till date. These present threat has been a negative aftermath for its citizens and most especially those in the diaspora. On the 10<sup>th</sup> of may 2016 David Cameron during an anti-corruption summit in the UK stated plainly in public when talking to the queen that Nigeria is a fantastically corrupt nation and one of the most corrupt nation which the incumbent president in an interview in the UK attest to that fact indirectly in front of the world which in turn brings to light how to enlighten foreign indigenes tend to perceive this act as a part of the nation's image in light which results to a very degrading outcome especially towards its citizens in diaspora. Nigeria was ranked 136<sup>th</sup>, and Afghanistan 166<sup>th</sup>, out of 167 countries in Transparency International's according to corruption perception index (Cameron 2016).

## 1.6. The Problem of Corruption in Nigeria

Corruption is a major problem faced by many countries like Nigeria, Cameroon, Ukraine etc. It is on widespread and therefore presents Itself in approximately every sphere of materialistic ventures. So many past elected officials have in several cases promised to deal with the undying issues of corruption but all to no avail since the gaining of her independence as a country. According to Economic and financial crimes commission Annuals report for the year 2012, it is noticed "that those in public sector, corruption is still a sensitive area in the Country's desire to fix transparency and the issue of accountability in her organizations. The unsuccessful dealing to provide basic amenities, the lasting issue of the power sector and the fall of infrastructures are all connected to corruption".

It is no doubt that issue of corruption to the quality of life of the citizens has greatly affected the country and its image. According to Amundsen (2010), described that the act of corruption to be present in every aspect of the governmental system, and for the international effects of arranged financial crime erupting in the country (Amundsen, 2010). According to the former head of state under the military regime and former president chief Olusegun Obasanjo stated that the state of corruption in the country was evoking. He went further to state in his book "the story of my nation Nigeria is so greatly known. Until 1999, the national foundation has institutionally emerged corruption in it's stems with the act of governors (Obasanjo 2003). According to Heilman, Ndumbaro (2002, 2), reviewed during the

course of a study on Tanzania, stated that corruption tends to appear in two different occasions which are in the social, political and economic milieu. The first could be witnessed when an individual elected into office takes advantage of the public funding for personal gain. This type of corruption is existent in modern and rational, Weberian bureaucratic system, with the presence of a clear separation between public and private life. Bureaucratic procedures that enforce equal treatment depended on unbiased implementation of the law are likewise acceptable by societal norms. For instance, hiring, promoting, elevating and dispersing service are done based on the criteria of merit. In a system as such corrupt act is against bureaucratic measures, organizational ethics, rules, laws, and a bigger societal expectant for a well-behaved attitude of its public officials.

Secondly, the concerned issue is not depended on the individual but rather its concentrated on the society in which corruption has embedded solely into its system. In such a system, corruption is taken as the norm for every individual and is institutionalized as a part of the system and not an exception. For Africans, we could extensively relate to this situations and testify to the fact that corruption is a core element of the state and society. Most of this corrupt officials belong to different clubs and groups in form of political parties. They uphold the value of appropriating and proportioning public resources from the state government to their collective interest and the interest of their family, villages members, party members, religious members and clan members (Heilman 2002).

The case of corruption can as well be attested in severely African nations, for example, Nigeria issue on corruption could also be observed in Tanzania, as a systemic fitting situation. Most African nations have embedded corruption as a daily exercise or lifestyle. And this lifestyle has been generally accepted as a way of life, institutionalized and received to the extent that both people also give and receive bribes inculcating this as a rational behavior (Adesina 2016). Smith (2015, 59) stated that obviously in a country in a situation whereby close to three quarter of the country's population live under poverty which shows that its citizens do not benefit anything good either formal mechanisms or the informal networks that constitute a particular proportion of its everyday political economy. On daily basis, people are faced with issues of corrupt practices in the country in attempts to forget their pains and sufferings and to create a better live for themselves and families, as they are encountered with this acts and tend to participate in them in schools, hospitals, public offices and likewise their attempt to afford basic amenities which the government has latterly turned their eyes from. Most Nigerians strive to meet up with earns need and as well a high standard of life which they increasingly get caught up in corrupt activities. (Henry 2018).

Agency and Ameh (2009, 129) outlined some forms of corruption witnessed in Nigeria which includes:

- International distortion of the country's financial records;
- Reimbursement of contracts payment not carried out;
- Kickback of close to ten percent from contract given;
- Deliberately misplacing of receipts and mutilation of account;
- Instilling of fictitious names in the payment vouchers and payment of fees to unauthorized personnel's;
- Misusing of government letter headed paper to make orders and request for goods, products that belong to the government for private consumption;
- Payment of government money into private account;
- Payment for a project twice with the same document;
- Former government officials left on payrolls and collecting funds for private use;
- Taking or overcharging money from students or public fees that are not in documentation and unauthorized charges;
- Giving grades to students based on personal reasons;
- Receiving and collect materialistic substances from students before passing them or approving their projects;
- Taking advantage of the opposite sex before transacting business;
- Collecting money to impersonate a personnel in an examination or to write a project for the suppose individual;
- Disposal of government property without due consent or illegal means;
- Confiscating of government property for little or no due cost;
- Lobbying money and promises to make them put you in office or promotion;
- Money laundering in a different scheme;
- Inflaming the items or prizes of product or contracts done for the mass;
- Diversion of pensioners and workers' salaries and allowance for private use;
- Bribing of Government officials, policemen, electricity workers, immigration personnel's, fuel subsidy scam;
- Unlawful detentions by government officials due to refusal to bribe;
- Forceful extortion of money from by policemen, soldiers, government representatives etc. and many more which are not included in the list subjected above.

However, the act mere citizens play in the social reproduction of corrupt practices as the vast majority are aware that the system disproportionately benefits some at the expense of the others is inherent in a political economy of patronage (Smith 2015).

Moreover, from the looking at the level of corruption in the country, we are not esteemed with surprise at the nation picking a point at the button of the table on the transparency international's corruption perception index (CPI) (See Table 2).

TABLE 1: NIGERIA RATING ON THE TRANSPARENCY INTERNATIONAL'S CORRUPTION PERCEPTION INDEX (2005-2013)	
YEAR	Corruption perception index rank
2005	152 out of 158
2006	150 out of 163
2007	132 out of 147
2008	121 out of 150
2009	130 out of 150
2010	134 out of 178
2011	143 out of 182
2012	139 Out of 175
2013	144 out of 175

(Source: Transparency International, CPI, 2005-2013)

In the year 2014, the CPI of the country's assessment gained two points compared to the year 2013, having 27 marks on a scale from (highly corrupt) too 100 (low corrupt). Inhering a 136 position out of 175 countries in ranking. The country came out as the 39<sup>th</sup> most corrupt country in 2014 according to Transparency international (Transparency international 2014). Citizens tend to experience corruption quite outraging. Up to 80% who have direct contact with the police accounted giving bribe, and the numbers are likewise significant considering education services, utilities and registry and permit services etc. (Adesina, 2016). According to Amundsen (2010), the height of corruption in the nation studies accounts that public money of between US\$300 and US\$400 billion have been squandered due to corruption science it nation regain her independence in 1960.

The looting of the former head of state general Sanni Abacha is estimated to be \$12 to \$16 billion and tops the list of highest corrupt act in the history of Nigeria. In the year 2006, the former head of EFCC, Nuhu Ribadu, estimated that the nation squandered up to \$380 billion to corruption from the period it gained its independence to the end of the military rule (1960 – 1999) (BBC 2006). According to the Global financial integrity (GFI, an International illicit financial outflow watchdog), stated that from the year 1970 to 2008, the nation's leaders have stolen more than \$89.5 billion from the national treasury, resulting to loss of fund through illicit and illegal outflow than any country in the world during this periods. According to HRW (2007, 31-32) state, some western diplomats estimated that the nation lost a minimum of 4 to 8 billion per year to corrupt practices over the eight years of former president Olusegun Obasanjo regime. Some other forms of embezzlements could be witnessed among Nigerian politicians and national heads of oil sectors misusing the position of their offices and abusing power through control and diverting the public money made from the sale of national resources in the country. A popular case of trial and incarceration could be examined from the former state governor of Delta state in the south- south axis of Nigeria James Ibori, who was guilty of money laundering stolen through the public office for the use of reinstating state infrastructure and was confiscated in the UK court of judges. (Adesina 2016).

## 1.7. Impact of Corruption on Nigeria's Development

Nigeria has undergone so many damages in the economic, financial, mental and social system due to the influence of corruption. Corruption could be said to be expensive by diminishing trust in the governmental system which the people believe in. The system becomes worsen through misappropriation and misallocation of the nation's resources and revenues by self-control of government personnel and implementation of laws to enrich themselves and family.

Corruption in the nation worsens the poverty alleviation and income inequalities due to the fact that beneficiaries from this acts (bribery, kickbacks etc.) are excluded from the lower class in the country, whereby disinclining the growth of the economy by acting as an additional tax on enterprises, increases costs and diminishes the argue to invest.

Corruption declines the domestic savings and investment and erupts the capital struggle as it results in domestic weakness of the nation's banking system which is one major incubating force on investment and economic growth which turns out in reducing the living standard of her citizens.

Corruptions hinder and disfavor foreign investment from investing and honest business enterprises as an effect of lack of transparency in most activities of the government system leading to corrupt practices. However, these corrupt practices transform people orientation on every situation on moral decadence which is now described as a Nigerian Thing (egunje) which simply means bribe is now eloquently supported in the system when demanding a work to be done by the reason of affluence (Ayoola 2005 , Paolo 1998).

## 1.8. Measures of Combating Economic and Financial Crime Commission.

The Economic and financial crime commission (EFCC) was erected to attack, battle and fight corruption and cyber-crimes in the country. It was established in the year 2003 by the presiding government to fight crime in corrupt act most especially among governmental officials. The EFCC is a combination of all interagency commission in Nigerians Law Enforcement Agencies (LEA).

The board has the right to impose, avert, freeze , investigate and prosecute offenders caught in corrupt act e.g. money laundering, embezzlement, bribery, looting , smuggling, human trafficking, child labor, oil pipe vandalizing, oil bunkers, unlawful mining, tax evasion, foreign exchange malpractices, 419 scam, currency counterfeiting, stolen intellectual property, piracy, open market abuse, forgery of high classified documents etc. (EFCC ACT 2004).

The body is also equipped with the responsibilities of freezing, tracing, confiscating and seizing properties from suspected people and likewise proceeds gotten from terrorism. In conjunction with the EFCC is a branch submerged Nigeria financial intelligence units (NFIU), which is erected by the law to investigate and extract suspicious dealings reports (STRs) from financial and non-financial institutions, scrutinizing and dispatch all necessary information to several government agencies and sources all over the globe. However, aside various laws aligned with the EFCC, an order passed pertaining to economic and financial crime, is followed with the criminal and penal code which was empowered by the body, passed and enforced into law in the year 1999 covering anti-corruption and anti-money laundering law (Section 46 of the EFCC ACT 2004).

The EFCC Establishment Act outlined penalties dashed out to offenders on crimes ranges from the payment large fines to seizing of properties and assets, meanwhile for terrorism may equal life imprisonment ( EFCC ACT 2004).



## 1.9. Purpose of the Economic and Financial Crime Commission.

According to the Section 46 of the EFCC Act 2004 are outlined responsibilities the body:

- To investigate financial crime activities in forms of advanced fraud, money laundering, illegal transfers, credit fraud, scams etc.;
- To implement and execute the due administration the act;
- To socialite measures in identifying, tracing, freezing or confiscating materials and assets from terrorist acts, economic and financial crimes offence;
- To coordinate and execute economic and financial crime laws and put them into action;
- By locating means to coordinate, avert, regulate actions, introduce and maintain of investigations and command techniques on the barriers of economic and financial crimes;
- By advancing means to reduction of economic and financial crimes;
- By adopting a quick equipping of scientific and technical information in collaboration of joint operation merged to bring an end to financial crimes;
- To scrutinize and examine reported cases of economic and financial crimes with a view on corporations, governmental, groups, individual and political bodies;
- To join forces with governmental bodies internal and external in undertaking functionalities of; identification of the location of a certain individual and suspected activities involving economic and financial crime, to erect and maintain a system which watches and monitors international economic financial crimes and other suspicious transactions and the body carry out this act;
- To provide, keep statistics and record data on an individual or organizations, documents, assets, properties being connected with the economic and financial crimes;
- To aid the government on steps to take in combating and outcomes of researchers conducted with a view to the manifestation and the magnitude of effect on the economy;
- To handle issues between Nigerian and other countries involving extradition, deportation etc. involving the economic and financial crime (Establishment Act 2004).

Corruption is one of Nigerians biggest challenges and it has a negative impact on the nations image, economy and financial stability in the international society. Most of the country's citizens on regular bases migrant to Europe and America in sort of green pastures

and a better life. The state in which Nigeria's are being treated outside their country, even in other African countries is appalling due to the persistent negative image the country portrays back at home.

Major political institutions are often yardstick to measure the level of corrupt practices in the country are accountability, check and balances, transparency, free press conferences, independent anti-corruption agencies, civil societies participation and the independence of the judiciary system of government. When accountability, probity in public resources, equity, transparency, is insufficient, the state fails to be accountable and fails to generate credibility and authority to govern. Corruption in systemic operations undermines a democratic institutions credibility in governance and counteracts good governing, therefore, this is the reasons for rising and wakening the anti-corruption menace to tackle this virus in the system.

However, there is a viable need for civic education to be revisited and reintegrated to institutions and schools educational curriculum at every level of education, in situations, where Nigerians can be taught to be the act and value of patriotism and service to one's country. In conclusion, for the president Buhari's government to be successful in battling corruption in the country, everybody must be a part of the process for it to work and eradicate corrupt practices in the country at large.

## 2. Methodology

Research could be analyzed as a prerequisite or acquiring information or a better mean of enhancing knowledge in a systematic approach to interpret the final analyses. Research methods could be carried out in two different forms either by quantitative or by qualitative. (Saunders et al, 2009)

The major aim of this thesis is to get answers to the image of the most populous country in Africa and its links to corruption, especially looking into those living in the diaspora as a case study to research, if peradventure corruption which has dented the country's image has an effect on its citizens living abroad. This can be seen as the research problem.

The research questions are the following:

To find out how members of Nigerian in diaspora feel that the corruption affects the country's image.

To find out how the country image of the country affects the life of its citizens in diaspora in various spheres.

While carrying out this research I took into consideration the use of secondary and primary data. Secondary data simply esteem the acquiring of information from reports, documentary, web pages, news, social media etc. while primary means gathering information for a particular research purpose. (Saunders et al. 2009)

I personally based the result of this thesis on a primary data (questionnaire) which my finding are being portraited. According to Saunders et al. (2009) evaluating the quantitative system of collecting data are predominantly used synonyms for various data collection techniques or data analysis procedures e.g. (graph, statistics and questionnaire) that create or explore numerical data (Saunders et al. 2009).

After completing the quantitative data collection and analyzing the data, I noticed not to have delivered efficient and concrete information and thus, I aided for interviews to complement the research, through a qualitative study, collecting data with qualitative interviews among 4 Nigerians who lived in the diaspora. Three of the interviews were conducted via WhatsApp call, while the last one was done face to face. The shortest lasted 8 minutes and the longest 16 minutes. All the interviews were recorded and transcribed, whereupon the transcribed interview text was used as the basis of qualitative content analysis.

Qualitative methods are used in order to get opinions, stories, feelings and not numbers (Saunders et al, 2009) and that is why I decided to proceed in this form. The qualitative content analysis with its systematical nature enabled you to cross-check the answers to questions you asked and use the abstracts to illustrate the insights the interviews provided.

The qualitative system of collecting data are predominately used synonyms for various data collection techniques or data analysis e.g. (interview etc. ) that generates or use non-numerical data, while may refer to videos, pictures, vlogs, etc. (Saunders et al, 2009). The implementation of the quantitative and qualitative method of data collecting was employed evaluating this thesis due to the fact, the researcher wanted to get a more concrete analysis in regards to this research.

### **Research Design**

With the help of graph and statistics through quantitative analysis, interpreting the collected data is made less stressful and proportional. Analysis gathered in using these techniques could be transformed (Saunders et al, 2009). The questions and format presented on the questionnaire and interview were based on the objectives of this thesis. The questionnaire was created with the google forms, a free survey tool online which the researcher had 12 questions in total which were straightforward and clear to the respondents while the interview had 11 questions in total meant for Nigerians living in diaspora. Three were conducted over the phone via what's app and the last one was face to face. The interviews were conducted with a recorder, WhatsApp and a computer. The questions used in the questionnaire and interview could be found in appendix 1, appendix 2 and appendix 3.

## **2.1 Data collection**

Based on the topic of this thesis, "*The image of Nigeria and its link to corruption in diaspora*" made me opt for Nigeria's living in different part of the world to give a concrete view on the issues of Nigeria in the aspect of the country's image, issues on corruption and general effect relating to them as foreigners. The snowball sampling was used to single out members regarding the questionnaire. The questionnaire was sent to 71 people which in return the researcher had 59 respondent in total. Which was carried out on the 19<sup>th</sup> of April, which lasted for a week and the interviews were carried out on the 11<sup>th</sup> and 12<sup>th</sup> of May 2018 with 4 participants.

## **Reliability, Validity and Generalization**

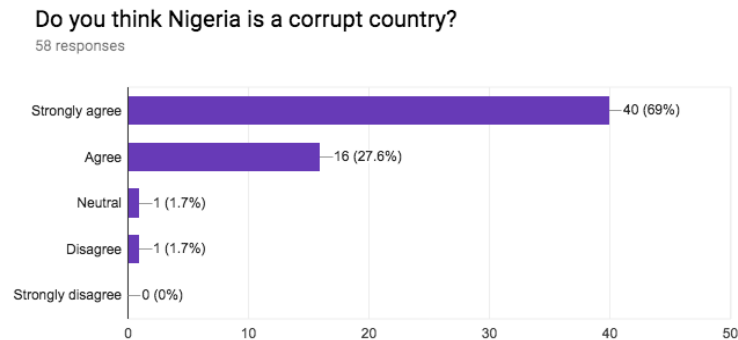
The analysis and result of this thesis are reliable, generalized and valid as regarding this research. The respondents are citizens of the country (Nigeria) in diaspora based on analysis pertaining to corruption hoarding an adverse effect on the image of the country which most of them where students due to the increasing rate of globalization and based on day to day encounter with people in different sphere which are also quite enlightened were used as a case study and thoroughly, the researcher got 59 response out of 71 request. I basically decided to interview Nigerians who lived in different parts of the world in order to get a measurable answer relating on their environment. The interview was carried out on 4 Nigerians who at the moment are based in Estonia, New Zealand, UK and Greece.

## **2.2 Analysis of the data**

The questionnaire started with if the respondent believed there was corruption present in the country (Nigeria) This is because no citizen of the country will fail to attest to the presence of corruption in every sector in the country.

From the gender chart distribution, one can see that the study had more males than females on the correspondence list, yet that is irrelevant to the study. The questions started with the issue of corruption. The respondents were asked if Nigeria was a corrupt country and was followed on how they could rate the level of corruption in the county whereby from their response, the researcher will be able to get different fact and opinion about the country, which the options were between: strongly agree, agree, neutral, disagree, strongly disagree.

I. Figure 1: Corruption distribution respondent Chart



Most of our respondent did strongly agree with the term that Nigeria is top notch in corrupt practices A very minute response was given in the case of corruption being neutral and disagreeing to the fact that it existed in the country. None casted a gaze on strongly disagreeing which has based my conclusion to be a true generalization, reflecting on this responses and likewise based on my secondary source transparency.com.

II. Figure 2: Level of corruption distribution

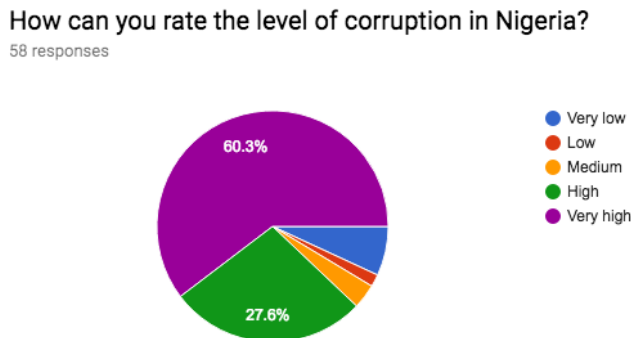


Figure 2: Level of corruption in Nigeria

This chart portraits the level of corruption in the country being very high with 60.3%, 27.6% as just being high, 3.4% as being medium, 1.7% as being low, 6.9% as beginning very low out of 58 respondents on this part. From the outcome of our response, we could base on the facts of the level of corruption to begin very high in the country.

III. Figure 3: Does corruption have an adverse effect on Nigeria economy?

Does corruption have an adverse effect on Nigeria's economy?  
58 responses

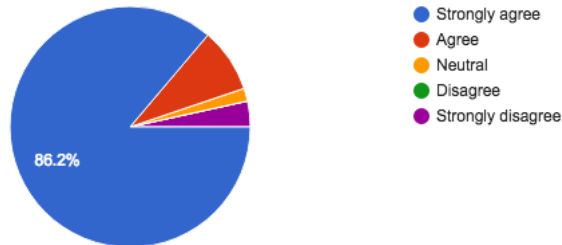


Figure 3: Stating from our respondent on the issue of corruption have an adverse effect on the Economy we had 86.2% who has strongly agreed that it does have a bad effect on the economy. Looking back as well to Nigeria’s past recession, and the increase in poverty linking to corruption playing a major role.

IV. Figure 4: Instituting the Economic and Financial crime commission

What do you think about the establishment of EFCC?  
59 responses

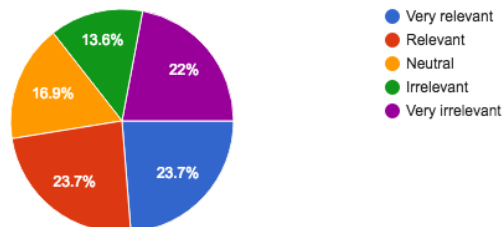


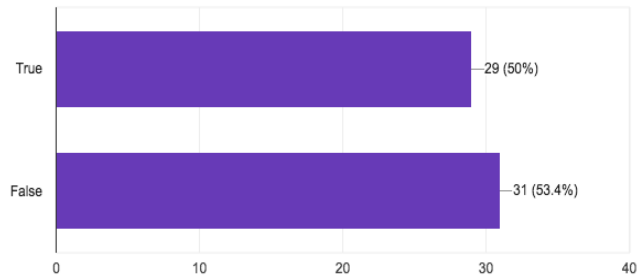
Figure 4: Erecting of the Economic and financial crime commission

The question of the established EFCC was deliberate by the respondents whereby 23.7% stated it was very relevant, 23.7% stated it was just relevant, 16.9% state it erection as neutral, 13.6% saw it as just irrelevant while 22% stated it was very irrelevant. Stating from the adverse effect on corruption in the country I will say it is very relevant although, most citizens opted for very irrelevant due to the lack of trust they have in the body to persecute offenders.

V. Figure 5: EFCC as an Instrument of Economic Development Distribution.

Do you think EFCC serves as an instrument of economic development in the nation?

58 responses



The question on EFCC being an agent of development in the country was asked to the respondents which they were to choose between true or false which 50% went for true and 53.4 percent choose false based on the lack of trust the citizens have on the government following various forms of corruption and injustices in the system.

VI. Figure 6: The perceived corruption impact on Nigerians in diaspora chart distribution

Would you say that corruption have a strong effect on Nigerians living abroad?

59 responses

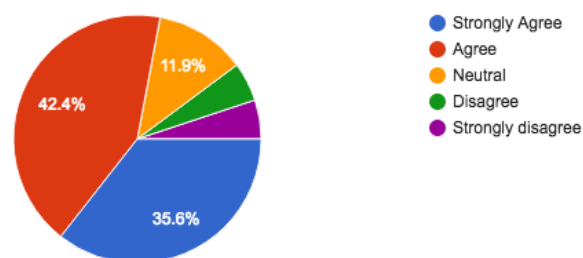


Figure 6: Would you say corruption has an effect on Nigerians in diaspora?

This all respondents to this questionnaire are citizens of Nigeria who live in diaspora which most were students of different institutions. The question was asked to know if corruption, as stated, has an effect on Nigerians in the diaspora which 35.6% strongly agreed,



42.4% agreed, 11.9% were neutral about the situation, 5.1% disagreed, while 5.1% totally disagreed. Based on the statics pending on this chart it can be said that Nigerians living the diaspora perceive that corruption does have an effect on their lives: 78% of respondents see it that way.

VII. Figure 7: Effect of corruption on Nigeria’s Image abroad chart distribution

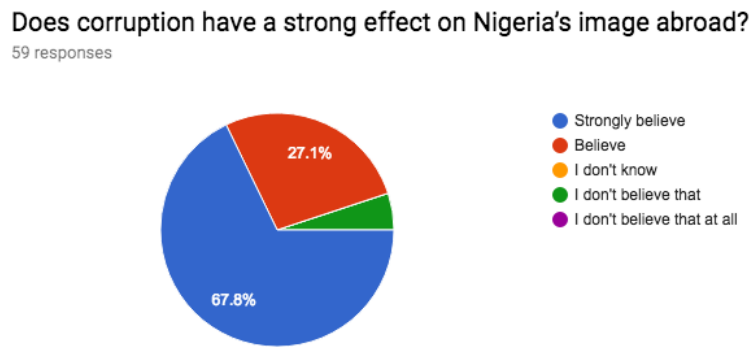


Figure 7: The Effect of Corruption on Nigeria’s Image

The respondents were questioned on the issue of Nigeria’s image relating to corruption and if it had in their opinion effected the country’s image especially abroad which 67.8% strongly believed, while 27.1% just believed and 5.1% didn’t believe which turns out to show a mass majority (94,9%)of the respondents in attestation believe there to be a strong effect of corruption on the country image in different spheres which affect its citizens at large home and abroad.

## 2.3 Qualitative Analysis

When asked how the corruption in the governmental system affects the respondent as a citizen of Nigeria in diaspora, the respondents again univocally agreed that it has a negative impact on their lives. For example the willingness to return to the home country is low due to corruption on governmental level: *“I would love to be in my country but I can’t be certain that things will get better so I continue to live abroad”* (I3). The interviews revealed that it is the corruption – issues like insecurity, embezzlement, mismanagement, poor maintenance culture, lack of basic amenities, forgery, poor educational sectors, poverty, illiteracy and

unemployment etc. – that has made them immigrate and look for better opportunities for themselves and their families.

The respondents feel that the country image is used as a filter when relating to them. The respondents feel that people around them relate them to criminality and degrade their personality based on how Nigeria is being visualized in the media. For example when entering the country of residence, they are always searched thoroughly when presenting their passports which they perceive is not the case with other passengers: *“When you have a Nigerian passport, they don’t just check you, they scrutinize you to the last details, ask you questions that are not relevant. It been really hard for us, the struggle is real”* [I4]. It can have a real negative impact: *“I had to wait at the airport for close to two hours. I was closed to missing my flight because of the very fact that I had the Nigerian passport.”* [I1]

The respondents also agreed that they have less opportunities because of Nigeria’s image, especially considering job offers and travelling options: *“A nations image affects especially when applying to visit another nation, jobs etc. It scares other countries to accept you [...] because of the news that floods around about us.”* [I2]. *“On a normal day someone goes for an interview you are from Finland or Estonia it goes smoothly. But because you are from Nigeria, lots of eye brows would be raised . There are going to be questions, maybe you bought certificates, maybe you forged the certificates and this isn't fair. We should at least be given some benefit of doubt”* . [I1] The respondents univocally expressed their negative experiences with locals: *“Image affects me terribly, I am seen as a fraudster, I am seen as one who engages in different illicit affairs, I am seen as a terrible person because I am from a country called Nigeria. I am seen as a lazy youth. I am seen as an individual who wouldn't do his very best to get to the top.”* [I1] The respondents feel degraded due to Nigeria’s current image: *“Most times [...] due to this, people look down on you, and talk ill things about you just because you are from this country and I think corruption is the primary cause of these issues that is affecting the country and it has been a huge problem.”* [I4] or even *“What I am trying to say in essence is that there are some certain opportunities that are not available to me, that are not available to other Diasporas that are Nigerians because of the very fact that they we are all Nigerians. This is terrible.”* [I1].

Although it is a problem for the respondents to be a Nigerian in school, at work and other public places in their country of residence, they still feel proud of their home country and try to explain their feelings to people around them: *“Personally I try as much as possible to let people know that because I am Nigerian [...] that doesn't mean I am corrupt, because I am*

*Nigerian doesn't mean I engage in fraudulent activities.*” [I1] Or even: *“The stigmatizing image has been very bad, but in my own little way, I have tried as much as possible to correct that impression about me first and then about where I am from.”* [I4]

The interesting and expected aspect that the interviews revealed was that the respondents were not sure, whether it is Nigeria in particular or the image of Africa in general that stigmatizes them.” [I1]. *“Not just because I’m Nigerian but because I’m African.”* [I3].

The respondents outlined casual effect received from the country’s image so in different forms. *“I will go to a restaurant I am told to sit in a different place because I am a Nigerian. In the airport I am told to stand in a different queue because why I am a Nigerian. I am talking with so much disdain.”* [I1]. Or even: *“once people hear you are from Nigeria, then you will be treated differently like a criminal.”*[I2]. Or *“For example look at when we get to transit into another country, once the immigration officers see our passport we get looked down, treated as inhuman and been asked racist and useless questions”.* [I2] Or *“ Sometimes when I travel into non-tourist areas, some people are not so sure what to make of me because they have only seen Africans living in poverty or as refugees as shown in the media.”* [I3]

Respondents states the amount of hard work kept to change perception of others stereotyping you especially looking at the country’s image *“It makes me worry that I have to work harder and disprove the stereotypes some people may have. So, even from handing out my CV, I think about these things because my name alone is enough for someone to create an image of who they think I am or what my values are.”* [I3].

But regardless of the thrashing effect of the country’s image respondents still hold their country at high esteem: *“I feel proud to be called Nigerian. Despite the stereotypes and stigma I don’t let it way me down in any aspect.”* [I3]

Last but not least, there was hope in the interviews: staying in a country for a long period of time and speaking the local language were hoped to bring a change in regards to locals’ evaluation: *“So when you are coming from doesn’t really matter and also when you out of the country for so long and you speak the language you get opportunity fair enough but not equally”.*[I4]

## Conclusion

The issue of Nigeria's image begin affected by the issue of corrupt practices has been an uprising in the world for today. Since the regaining of her independence, she has been in the struggle for a transparent governmental system. With the advancement into the light of the Economic and financial crime commission (EFCC), in the year 2013, the mass thought we were heading for a victory over corruption which this dream was short lived and all effort to no avail.

The results of the research show and attest to the abject scrutiny its citizens face in diaspora due to its poor performance on accountability and credibility which is being questioned by the world daily. The research proofs the valid notation on highly corrupt practices in the country and likewise the dent it causes to its citizens.

To find a curbing solution to this dilemma, the EFCC has to be syphoned and filtered from bad eggs in the commission and also the body has to give a free role independent of every sector in the government for them to properly hunt and bring to book those found wanting by the in the governmental system. To wrap things up, I will say corruption is the nation's biggest threat in all sectors and positive government could bring back honor to her name and her identity by battling the challenges present at hand this will as well bring sanity to its citizens, knowing full well they have a government which is credible in all forms and endeavors. Lastly, the nation needs to implement a proper checkmating base system for all its citizens in connection with bank accounts and cell phone information to enable transparency and monitoring in the public system.

Corruption has had an adverse effect on not just the image of the country Nigeria but also on her people. The diasporans are not spared as well because of the stigma that it has brought on all the citizenry. The fight to end this is going to be a long one because of the issue of nepotism and favoritism. Individuals caught in the act always had a way of avoiding the consequences. That is where the political godfathers come to play. The three distinct branches of government have also failed in discharging their responsibilities. At the end of the day Nigeria is a blessed nation with abundant resources that if utilized properly, poverty would be reduced to its barest minimum.

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# Appendix 1.

## Questionnaire Form.

- Do you think Nigeria is a corrupt country?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

- How can you rate the level of corruption in Nigeria?

- Very low
- Low
- Medium
- High
- Very high

- Using the scale below, how can you rank the level of corruption in Nigeria in various sectors listed below? 1= very low, 2= low, 3= medium, 4= high, 5= very high \*

Very low

Low

Medium

High

Very high

Politics =

Social services =

Education =

Economy =

Financing and Funding of major projects =

- Does corruption have an adverse effect on Nigeria's economy?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

- What do you think about the establishment of EFCC?

- Very relevant
- Relevant
- Neutral
- Irrelevant
- Very irrelevant

- Do you think EFCC serves as an instrument of economic development in the nation?

- True
- False

- How can you rate the effectiveness of EFCC in combating corruption in Nigeria?

- Excellent
- Good
- Neutral
- Fair
- Poor

- Do you believe that EFCC has been able to expose corruption since its establishment?

- Strongly believe
- Believe
- I don't know
- I don't believe that
- I don't believe that at all

- Would you say that corruption have a strong effect on Nigerians living abroad?

- Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly disagree

- Does corruption have a strong effect on Nigeria's image abroad?

- Strongly believe
- Believe
- I don't know
- I don't believe that
- I don't believe that at all

- What is your gender

- Male
- Female

- How old are you?

- 18 – 20
- 21 – 25
- 26 -30
- 31-35
- 35 and above.

## **Appendix 2.**

### Interview Frame work.

- Please sir/ma'am can you tell me your name?
- Which country do you reside at the moment?
- Why did I decide to leave to your home country?

- Looking back and now in the present, has there been any advancement in various sectors in the country?
- How does corruption in the government system affect you as a citizen of the country in Diaspora?
- How do you feel when called a Nigerian with so much stigmatizing image of the country in school, at work and public places?
- Does the image of the country have a connection or used as a yardstick to measure the way people relate with you based on the country's image?
- Are your values evaluated based on your countries image in getting an opportunity that surfaces your way?
- How does the image of affect you as a citizen living in Diaspora. can you give us an example?
- What advice do you have in connection to rebranding the country's image as its citizen in Diaspora?

## **Appendix 3.**

The interviews in full length can be found under the following address:

<https://docs.google.com/document/d/1xyXyvHf0v3F54KnjKHVDnWvGJYl4fCej5KiHI-M4ddY/edit?usp=sharing>.