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YAHOO YAHOO PRACTICE: A SOCIOLOGICAL COMMENTARY ON THE ACCEPTABILITY AND CELIBRITY OF THE ACTORS IN NIGERIA

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Abstract

This empirical research is titled Yahoo Yahoo Practice: A sociological commentary on the acceptability and celebrity of the actors in Nigeria. The main objective of the study is to unravel why yahoo yahoo practitioners have becomes celebrities and why the practice is widely accepted by the stakeholders. This study was carried out in Ado-Ekiti because yahoo practice is an unchecked wide fire rampant in the town. This descriptive study sourced both primary and secondary data. The primary data was collected via semi-structured questionnaire while the secondary data was obtained through online materials, text books, journals, Nigerian daily newspapers etc. A total of 400 respondents were sampled in Ado-Ekiti using convenience sampling technique simply because yahoo practice as a social vice has become an household debate. The quantitative data was analyzed using SPSS and data were presented in frequencies and percentages, charts were used where they were needed. The results showed that (30.5%) maintained that poverty is cause of yahoo practice while (3.0%) of the respondents said absence of parental care birthed yahoo practice. In respect to acceptability and celebration of yahoo boys and its practice, majority of the respondents (68.5%) said Yes, yahoo practice accommodate

anybody while only (36.0%) of the respondents said No that yahoo people were not celebrated and accepted by their families. On how responsive yahoo guys are to their families, (38.5%) said that yahoo people make sure they extricated their family from poverty while (43.0%) of the respondents don't know if yahoo people made sure their family is not put in shame. In reverence to the perception of yahoo guys, most of the respondents (50.5%) said No, yahoo people are not respected in the general public while (77.5%) of the respondents said Yes, the general public do not have commendatory perception about yahoo people. To supporting yahoo practice and the actors, (42.0%) of the respondents who strongly agree are parents of the yahoo people who share the same mentality about ill wealth while (25.0%) of the respondents strongly agree that yahoo child or people are jealously guided by their parents. The study concluded that it is indeed terribly bad to observe that because of penury, parents would assent their child or children to actively indulge in this clandestine act (yahoo practice). This study recommends that the society should rise to the restoration and sustainability of its moral and core cultural value for checks and balances in order to root out this menace that has eaten deep into our fabric.

Keywords: Yahoo practice, yahoo actors, poverty, illicit wealth and acceptability and celebrity.

Introduction:

There is no doubt that the world especially the developing nations like Nigeria is still suffering from the blackball effects of post industrial revolution which is abandoning our culture for a foreign way of life. The Yoruba speaking people are the people with a very good, flexible and rich cultural heritage. This culture determines whatever anybody wants to do or be in the future. The culture serves as a tool for security and checks and balances on what each person, group or community do. But unfortunately, Nigeria is now in an era where anything goes. People do not cherish their name and integrity any longer. Anybody can commit any kind of atrocity without minding whose horse was gored.

It is noteworthy, that the inelastic stage or state of the Yoruba culture that leads to the proliferation of yahoo yahoo practice among teenage children most especially in the southwest Nigeria. The enrollment of young people into yahoo practice is by the day increasing. What is so amazing is the attitude of the parents to the actors and the practice despite the attended consequences or implications on all the stakes including the community where the actors live. It is really a shameful thing to observe that parents give full backing or support to their child or children that are into this deadly act because of the economic gain they derive at the expense of what people say. The support of parents or family is indifferent strands. One, the parents supporting the act means the child should go to any length; there is nothing absolutely wrong with yahoo practice. Two, the parents especially mothers lead their child or children to potent herbalist anywhere they are in order to sustain the ill wealth gotten by their child.

It is disgusting to state at this juncture that parents totally disagree among themselves on this matter. That is, the two parents may be at loggerhead because of the involvement of their child or children in this heinous act which brings about separation between the two of them however both parents are expected to collectively chastise the child for this act. The order of the day now is, such child or children becomes celebrity in that family which signals that the act of making ill wealth is also acceptable and Incorporated into the society.

In fact, some mothers follow their child or children to their church for thanksgiving any time the child defraud his/her victim outside of the country in hard currencies. In spite of what people say, how these boys are described and perceived, the parents still do not see anything bad in giving total support to this children. It is based on the above argument that this study focuses on the sociological discourse of the acceptability and celebrity of yahoo practice and the actors in Nigeria.

Defining the Concept of Cyber-crime
A major problem in the study of cyber-crime is the absence of a consistent current definition, even among those law enforcement agencies charged with tackling it. To the Council of Europe (COE) Convention on Cyber-crime, cyber-crime involves "action directed against the confidentiality, integrity and availability of computer systems, networks and computer data as well as the misuse of such systems, networks and data" (Council of Europe, 2013; Regner, et al, 2016). To the Federal Bureau of Investigations (FBI), cyber-crimes spans across a diverse scenario including; crimes against children (usually involving child pornography or child rape); theft of intellectual properties and/or publications, phishing, intentional dissemination of malware to national and international internet fraud. Casey considers internet crimes and frauds to be any crime that involves computers and networks, including crimes that do not rely heavily on computers (Casey, 2014). And Thomas and Loader (2013, p.3) conceptualizes cyber-crime as those "computer-mediated activities which are either illegal or considered illicit by certain parties and which can be conducted through global electronic networks".
Thus, in general terms, cyber-crime can be defined as crimes committed on the internet using the computer as either a tool or a targeted victim. It encompasses all illegal activities perpetrated by one or more people referred to as scammers, hackers, internet fraudsters, cyber citizens or 419ners, using the internet through the medium of networked computers, telephones and other information and communications technology (ICT) equipment. Cyber-crimes target laptops, tablets, mobile phones and entire networks. Mobile merchants are reported to be incurring the greatest fraud losses as a percentage of revenue amongst all merchant segments (LexisNexis, 2013).
It is very difficult to classify cyber-crimes in general into distinct groups. Cyber-crime can take many shapes and can occur anytime or at any place. Cyber criminals utilize several methods, depending on their skill-set and their goal. Regardless of the nature of the intentions, each method of cyber-crime requires a set of skills, knowledge, resources, and access to particular data or information systems. One classification that is helpful to this study is that by Wall (2014, pp.3-7 and Regner, et al, 2016). He sub-divides cyber-crime into four established legal categories:
a) **Cyber-trespass**: crossing boundaries into other people's property and/or causing damage, e.g. hacking, defacement, viruses.
b) **Cyber-deceptions and thefts**: stealing (money, property), e.g. credit card fraud, intellectual property violations also referred to as piracy.
c) **Cyber-pornography**: breaching laws on obscenity and decency.
d) **Cyber-violence**: doing psychological harm to, or inciting physical harm against others, thereby breaching laws relating to the protection of the person, e.g. hate speech, stalking.
    It sub-divides cyber-crime according to the object or target of the offence: the first two categories comprise "crimes against property", the third covers "crimes against morality", and the fourth relates to "crimes against the person". To these we may also wish to add "crimes against the state", those activities that breach laws protecting the integrity of the nation and its

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infrastructure (e.g. terrorism, espionage and disclosure of official secrets). Such a classification is helpful, as it allows us to relate cyber-crime to exist conceptions of prohibited and harmful acts (Majid, 2016).

To Shinder (2012), defines cyber crime as any criminal offenses committed using the internet or another computer network as a component of the crime. Cyber crimes are offences that are committed against individual or group of individuals with a criminal motive to internationally harm the reputation of the victim or cause physical or mental harm to the victim directly or indirectly using modern telecommunication networks such as internet and mobile phones. Such crimes may threaten nation's security and financial health (Akogwu, 2012).

The contribution of internet to the development of the nation has been marred by the evolution of new waves of crime. The internet has also become an environment where the most lucrative and safest crime thrives. Cyber crime has become a global threat from Europe to America, Africa to Asia. Cyber crime has come as a surprise and a strange phenomenon that for now lives with us in Nigeria. With each passing day, we witness more and more alarming cases of cyber crimes in Nigeria, with each new case more shocking than the one before. It has become a stubborn mouth sore which causes us a lot of pain and shame because criminally minded individuals in the country are stealing and committing atrocity through the aid of the internet business transactions.

To Vladimir (2005) internet is a global network which unites millions of computer located in different countries and open broad opportunities to obtain and exchange information but it is now been used for criminal purposes due to the economic factors. Nigeria a third world country is faced with so many economic challenges such as poverty, corruption, unemployment amongst others, thereby, making this crime thrive.

The internet services have reduced the world into a global village which makes it look as if everybody is in the same place at a particular point in time, aside from the fact that the internet has made communication to be easier and faster. A lot of other transactions are consummated at the speed of lightening.

McConnel (2014), argued that cyber crimes differ from most terrestrial crimes in four ways which are: They are easy to learn; they require few resources relative to the potential damage caused; they can be committed in a jurisdiction without being physically present and they are often not clearly illegal. As such, cyber crime has become one of the major security issues for law enforcement agencies and the world in general (Global Cyber-security, 2017).

Impact of e-crimes

E-crimes affect the community in many ways. This includes (Bhanu Sahu, et al, 2013; Balkhi, 2013; Brokenshire, 2013; Regner, et al, 2016; Cyber Security Ventures, 2018).

• Loss of online business and consumer confidence in the digital economy,

• The potential for critical infrastructure to be compromised affecting water supply, health services, national communications, energy distribution, financial services, and transport,

• Loss of personal financial resources and the subsequent emotional damage.

• Loss of business assets,

• Costs to government agencies and businesses in re-establishing credit histories, accounts and identities,

• Costs to businesses in improving cyber security measures,

• Stimulating other criminal activity, or

• Costs in time and resources for law enforcement agencies.

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Factors Contributing To Cyber-crime In Nigeria
One major factor adduced for the rise in various crimes in Nigeria, most especially cyber-crime is poverty. In examining the relation between cyber-crime and poverty, it is important not only to define what is meant by cyber-crime, but what is meant by poverty, as well. Poverty can be defined in many ways. While some scholars reduced it to numbers, others argue that a more ambiguous definition must be used. While some define it in relations to income, many treat poverty as multidimensional, using indicators such as (i) low income, (ii) low levels of education and health, (iii) vulnerability (to health or income loss, natural disaster, crime and violence, and education curtailment) and (iv) voicelessness and powerlessness (feeling discrimination, lacking income earning possibilities, mistreatment by state institutions, and lacking status under the law). McConnell & Brue (2015) define poverty as a condition in which a person or a family does not have the means to satisfy basic needs for food, clothing, shelter and transportation. The means include, currently earned income, transfer payments, past savings and property owned. The basic needs have many determinants, including family size and the health and age of its members. Fields (2014) also defines poverty as the inability of an individual or a family to command sufficient resources to satisfy the basic needs such as food, clothing, shelter, health-care and other necessities of life.

In 2015, a United Nations (2013) Statement on poverty, signed by the heads of all UN agencies stated:

> *Fundamentally, poverty is a denial of choices and opportunities, a violation of human dignity. It means lack of basic capacity to participate effectively in society. It means not having enough to feed and cloths a family, not having a school or clinic to go to, not having the land on which to grow one's food or a job to earn one's living, not having access to credit. It means insecurity, powerlessness and exclusion of individuals, households and communities. It means susceptibility to violence, and it often implies living on marginal or fragile environments, without access to clean water or sanitation.*

Also, the World Bank (2013), the major indicators of poverty are: lack of freedom of action and choice; lack of adequate food, shelter, education and health; vulnerabilities to ill health; economic dislocation; maltreatment by public agencies; and exclusion from key decision-making processes and resources in society. Accordingly, poverty depicts a situation in which a given material means of sustenance within a given society is hardly enough for subsistence in that society (Townsend, 2016). Thus, people are considered to be poor if their standard of living falls below the poverty line, that is, the amount of income (or consumption) associated with a minimum acceptable level of nutrition and other necessities of everyday life (World Bank, 2013). In essence, when people are unable to eat, go to school, unable to find employment, or have access to health care, then they can be considered to be in poverty, regardless of their income.

Ajakaiye & Adeyeye (2012) note that poverty can be structural (chronic) or transient. Structural poverty is defined as persistent or permanent socio-economic deprivations and is linked to a host

of factors such as limited productive resources, lack of skills for gainful employment, endemic socio-political and cultural factors and gender. Transient poverty, on the other hand, is defined as transitory/temporary and is linked to natural and man-made disasters. Transient poverty is more reversible but can become structural if it persists. The issue of poverty in Nigeria is a paradox. While Nigeria is a leading oil-producing nation and highly endowed in terms of various natural resources, most of her people are economically poor. As a national data shows, over one-third of Nigerians (35%) live in extreme poverty while 54% are relatively poor. For instance, the Nigeria Poverty Profile 2014 Report of the National Bureau of Statistics provides an insight into the level of poverty in the country. More than half of the Nigerian population lives on less than a dollar a day. The major findings from the survey are as follows:

(a) Relative Poverty is defined by reference to the living standards of majority in a given society. In 2014, Nigeria's relative poverty measurement stood at 54.4%, but increased to 69% (or 112,518,507 Nigerians) in 2010. The North-West and North-East geo-political zones recorded the highest poverty rates in the country with 77.7% and 76.3% respectively in 2015, while the South-West geo-political zone recorded the lowest at 59.1%. Among States, Sokoto had the highest poverty rate at 86.4% while Niger had the lowest at 43.6% in the year under review.

(b) Absolute Poverty is defined in terms of the minimal requirements necessary to afford minimal standards of food, clothing, healthcare and shelter. Using this measure, 54.7% of Nigerians were living in poverty in 2004 but this increased to 60.9% (or 99,284,512 Nigerians) in 2015. Among the geo-political zones, the North-West and North-East recorded the highest rates at 70% and 69% respectively, while the South-West had the least at 49.8%. At the State level, Sokoto had the highest at 81.2% while Niger had the least at 33.8% during the review period.

(c) The-Dollar-Per-Day Measure refers to the proportion of those living on less than US$1 per day poverty line. Applying this approach, 51.6% of Nigerians were living below US$1 per day in 2004, but this increased to 61.2% in 2010. Although the World Bank standard is now US$1.25, the old reference of US$1 was the standard used in Nigeria at the time that the survey was conducted. The North-West geo-political zone recorded the highest percentage at 70.4%, while the South-West geo-political zone had the least at 50.1%. Sokoto had the highest rate among States at 81.9%, while Niger had the least at 33.9%.

(d) Subjective Poverty is based on self-assessment and "sentiments" from respondents. In this regard, 75.5% of Nigerians considered themselves to be poor in 2004, and in 2010 the number went up to 93.9%. FCT recorded the most number of people who considered themselves to be poor at 97.9%. Kaduna recorded the least number of people who considered themselves poor at 90.5%.

A major indicator of poverty in Nigeria is unemployment. In broad terms, the term unemployment denotes a condition of joblessness or lack of employment. In other words, anyone who is fit and available to work but fails to get one may be considered as being unemployed for the concerned period. Statistics reveal that the unemployment rate is very high among youth in Nigeria, most of who are university graduates with computer and internet competence. According to statistics from the 2011 National Bureau of Statistics, Nigeria's overall unemployment rate amounted to 23.9 % of total Labour Force in March 2011, indicating a sharp increase from14.9% in March 2008 to 19.7% in March 2009 and 23.9% in 2011. When disaggregated by sector, 17.1% of these are in the Urban areas, while 25.6% are from Rural areas. The surveys also reveal that persons aged 0-14 years constituted 39.6%, those aged between 15-64, which is the economically active population, constituted 56.3%, while those aged

65 years and above constituted 4.2%. According to the NBS, the Labour Force in 2011 stood at 67,256,090, of that 51,181,884 are employed while the unemployed are 16,074,205.

From scholarly analysis, one can see the magnitude of unemployment in Nigeria. These unemployed youths have time on their hands and have easy access to the internet to perpetuate cyber-crimes. Even if they do not have access to Internet at home, cyber-cafés are readily available throughout the country at relatively low rates for Internet access. All these factors combine to create a new generation of local hackers and cyber-criminals (Olowu, 2013). Although, they may not have deep programming knowledge like experienced hackers who can create their own malware or viruses, they take advantage of many websites available for free that help them understand the basics behind hacking techniques with links to underground hacking sites and even free tools to use.

Cybercrime in Nigeria: Yahoo Yahoo
Cyber-crime is a very popular crime in Nigeria. Cyber-criminals in Nigeria are notorious for luring people across the planet into fraudulent scams via spam mails, cash-laundering e-mails, and cleverly designed but pretend company partnership offers. Criminals involved in the advance fee fraud schemes (419) known as "yahoo yahoo" are popularly referred to as "yahoo boys" in Nigeria. Yahoo yahoo is the most popular local name for cyber-crime in Nigeria. It usually involves the use of email, particularly through a Yahoo address or yahoo messenger to con unsuspecting victims. The nation has therefore carved a niche for herself as the source of what is now generally referred to as "419" mails named after Section 419 of the Nigerian Criminal Code (Capp 777 of 1990) that prohibits advance fee fraud.
The "yahoo boys" use various methods in looting their victims. Many of these fraudsters patronize cyber cafes, browsing the internet all night, sending scam mails to unsuspecting victims. Many foreigners, especially females, who are seeking for spouses via the Internet have fallen victim of the "yahoo boys". They pretend to be ready to go into a lasting relationship with these women and subsequently start to exploit them. Some of them get their victims to help in procuring travel documents to where they reside or even to assist in getting residential permits for them. Once they have been able to achieve their aims, they stop communicating with the victim and move on to another target (Adesina, 2012).
In other instances, the scammers use stories of severe life circumstances, tragedies, family deaths, personal injuries or other hardships to keep their victims concerned and involved in their schemes. They also ask victims to send money to help overcome alleged financial hardships.

Many of the victims just lick their wounds and carry on with life, but some of the very bitter victims report to the appropriate authorities who often apprehend and prosecute the suspects. The situation is worsened by the fact that several non-Nigerians apprehended for cyber-crimes most often claim to be Nigerians before they are thoroughly investigated and their country of origin established.

Demonstrating the gravity of the problem of cyber-crime in the country, in 2007, a young Nigerian musician, Olumide Adegbolu (also known as Olu Maintain) released a hit song called "Yahooze". The song, which sparked a lot of controversies, speaks of a flashy lifestyle, fancy trips and expensive drinks, if the song star is able to "hammer" (obtain) 1 million dollars and converts it into Naira (Nigerian currency). Critics argued that the song was a glorification of internet fraud or "Yahoo Yahoo", pointing out that for a young man to think of living such a life style if he gets such a huge amount of money, he must be a scammer. This has been vehemently

denied by Olu Maintain himself claiming that the song was just a reflection of his rise to fame and the change money has made to his life.

The song and the whole controversy that trailed it reflect the current trend of thinking of many Nigerian youth. The quest to possess and ride flashy cars and live frivolous lifestyles have lured many Nigerian youth into the "yahoo yahoo" business. It is not unusual to enter a cybercafé and find that most of the people there are (mainly) boys in their 20's or early 30's who are browsing the internet in search of potential victims. There is even what is called "night browsing" where, for a fee, they stay on the internet all through the night to carry out their businesses. The boys often team up to practice their businesses in other to be able to get ideas from each other.

However, in recent times, because of some stringent measures put in place by many financial institutions and various organizations that do online transactions, the cyber-criminals in Nigeria apparently suffered a setback in their activities. To this end, the more desperate among them has had to resort to spiritual means to enhance their businesses. This is referred to as "Yahoo Plus". Yahoo plus is an advanced form of yahoo yahoo whereby the "yahoo boys" employs traditional spiritual means like voodoo or juju to hypnotize their victims into doing their bidding and parting with whatever amount of money they request for. The yahoo boys indulge in occultic ritual practices to enhance their potential to defraud people. It involves employing traditional spiritual means like voodoo or juju in ensuring that the cyber-criminal hypnotizes his victims and thereby brighten the swindler's chances of getting his victims hypnotized. Once this is successfully done, the victim is guaranteed to keep remitting money from wherever he or she is in the world. There are various strategies deployed in achieving this feat. The yahoo boy approaches a spiritualist or diviner who consults, the "oracle" or the "gods". He is then given diverse options of rituals to perform. These include sleeping in a coffin for certain numbers of days, sleeping in the cemetery, bringing body parts. In other words, he kidnaps a victim, kills him/her and extracts the body part needed. Some are even told to sleep with virgins as part of the rituals. Most often, young girls are kidnapped and raped and sometimes killed by these ambitious people.

Other forms of rituals performed include sleeping with pregnant women or mad women and sometimes, the yahoo boy may be told not to take his bath for days or months as doing so may have terrible repercussions.

Another popular "yahoo" crime in Nigeria is phishing. Phishing is an attack that typically involves sending an email to a victim that looks to the unsuspecting recipient as if it comes from a legitimate source, for instance, a bank. For phishes, an email is sent asking the victim to verify personal information through a link to a fraudulent web page. Once that is provided, the hacker can access the victim's financial information. According to Richards (2016), the year 2015 recorded high number of phishing emails from suspected cyber criminals in Nigeria, peaking when the Central Bank of Nigeria (CBN) announced deadline for Bank Verification Number (BVN). Cyber criminals swamped unwary bank customers with phish emails to warn them that their accounts were about to be blocked and consequently steal their credentials once they supply their details.

Statement of Problem:

The metamorphosis and constant increase of the activities of cyber-crime and its peculiar negative effects in our communities is becoming alarming (Aimee, 2018). Innocent people especially female counterparts both young and old bear the brunt of this devilish social vice of young people searching for illicit wealth. It is important to note that cyber-crime is no longer

called yahoo yahoo but rather "yahoo plus" It is rather unfortunate as parents of the cyber-crime practitioners accept them and celebrate them in spite of the society's poor attitude to them.

Objectives of Study:

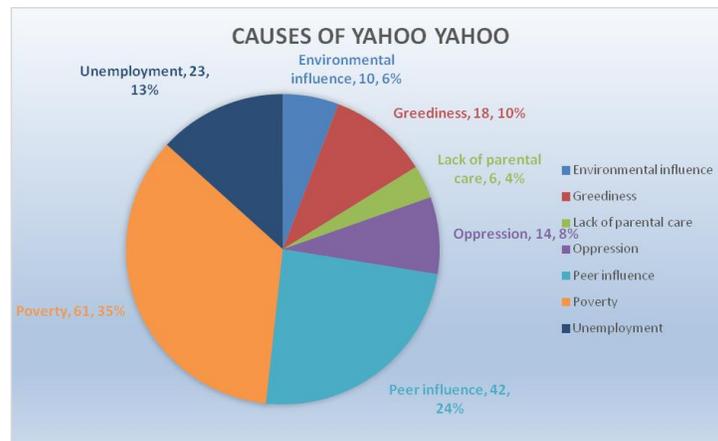The objectives of this study include the following:
  i.   To identify the causes of (cyber-crime) yahoo yahoo practice;
  ii. To examine why cyber-crime (yahoo) practice become acceptability and celebrity and;
  iii. To know the kind of support given to yahoo people by their parents.

Methods:

This study explores a descriptive design. The population for this study are the entire people of Ekiti state. A total of 400 respondents were selected using convenient sampling technique. Both primary and secondary data were used for this study. The primary data was obtained using semi-structured questionnaire while the secondary data were collected via different sources. The quantitative data was analyzed using SPSS and the data were presented using frequency and percentage and charts where useful.

Findings:

Figure 1: Causes of Yahoo Yahoo Practice

CAUSES OF YAHOO YAHOO

Environmental influence, 10, 6%
Greediness, 18, 10%
Lack of parental care, 6, 4%
Oppression, 14, 8%
Peer influence, 42, 24%
Poverty, 61, 35%
Unemployment, 23, 13%

Legend: Environmental influence, Greediness, Lack of parental care, Oppression, Peer influence, Poverty, Unemployment

Source: Field work, 2019

Chart 1 is on the causes of yahoo practice. Majority of the respondents 30.5% maintained that poverty is cause of yahoo practice, 21.0% argued that peer influence is the cause of yahoo act, 11.5% said unemployment is the cause of yahoo practice, 9.0% said it is greediness while 3.0% of the respondents said inadequate of parental care cause yahoo practice. From the above, it shows that a lot of things are responsible for the cause of yahoo practice. That is, the cause may differ from one person or place to another.

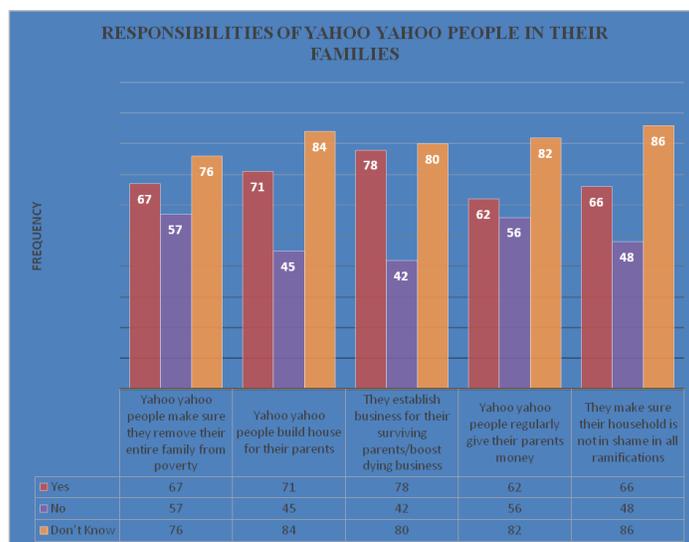**Table 1: Acceptability and Celebrity of Yahoo People**

Items	YES		NO		Don't Know		TOTAL	
	F	%	F	%	F	%	F	%
Yahoo yahoo practice accommodate anybody	274	**68.5**	86	**21.5**	40	**10.0**	400	**100.0**
The practice of yahoo yahoo is spreading like burning bush	368	**92.0**	22	**5.5**	10	**2.5**	400	**100.0**
Yahoo yahoo people are well received by all people everywhere	108	**27.0**	216	**54.0**	76	**19.0**	400	**100.0**
The parents and siblings of yahoo yahoo people respect them	108	**27.0**	166	**41.5**	126	**31.5**	400	**100.0**
Yahoo yahoo boys are apple of their parent eyes.	110	**27.5**	154	**38.5**	134	**33.5**	400	**100.0**
In short, yahoo yahoo people are well celebrated and acceptable by their families.	144	**36.0**	116	**29.0**	138	**34.0**	400	**100.0**

Source: Field work, 2019

This table focuses on the public opinion on the acceptability and celebrity of yahoo people. From the table, majority of the respondents 68.5% said Yes, that yahoo practice accommodates anybody, 92.0% said yes, the practice of yahoo is spreading like a wide fire. On its acceptability and celebrity, 54.0% of the respondents said No, that yahoo people were not received by their people everywhere, 41.5% said No, the parents and the siblings of yahoo people do not respect them, 38.5% said No, yahoo boys are not the apple of their parents eyes while 36.0% of the respondents said No, yahoo people are not celebrated and accepted by their families. It can be easily concluded that yahoo people are not a group of people that commanded any respect in their immediate families or the community at large simply because they belong to sub-culture that is not cultured at all. Also, what they practice negates the norms of the society going by the theory of Merton on social structure and Anomie. For instance, the daughter of one time deputy Governor of Ondo state killed for money rituals by her boy friend, the father of the boy (yahoo boy) and one of his siblings connived to call police and arrested him meaning, because they indulge in unreasonable practice or act, the family and sibling did not in any way or form support them. Therefore, they are not accepted nor celebrated by their families.

Responsibilities of Yahoo Yahoo People in their Families

Figure 2: Responsibilities of Yahoo People in their families

Source: Field work, 2019

The above chart is on the responsibilities that yahoo people render in their household or families. Majority of the respondents 38.5% said they don't know that yahoo people made sure they extricated their family from poverty, 42.5% said they don't know if yahoo people build house for their parents, 40.0% said they don't know that yahoo people established business/boost the business of their parents, also, 41.0% don't know too if yahoo people give their parents money while 43.0% of the respondents don't know if yahoo people made sure their family were not put in shame. From the above analysis, it can be concluded that yahoo people do not have any responsibility they engage in their respective families. The family of the yahoo people do not allow affected children to take up any financial responsibility because of the evil consequences that yahoo practice attract.

Table 2: Public Perception of Yahoo People and their Household

Items	YES		NO		Don't Know		TOTAL	
	F	%	F	%	F	%	F	%
Yahoo people are respected in the general public	114	**28.5**	202	**50.5**	84	**21.0**	400	**100.0**
The general public sees the yahoo people as ungodly and uncultured children	308	**77.0**	56	**14.0**	36	**9.0**	400	**100.0**
No member of the general public want his/her child to practice yahoo	302	**75.5**	42	**10.5**	56	**14.0**	400	**100.0**
Yahoo people are dangerous to be associated with	302	**75.5**	42	**10.5**	56	**14.0**	400	**100.0**
The general public don't have good/positive perception of yahoo people	310	**77.5**	32	**8.0**	58	**14.5**	400	**100.0**

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Source: Field work, 2019

On the general public's perception of yahoo people and their household. Majority of the respondents 50.5% said No, yahoo people are not respected in the general public, 77.0% said Yes, the general public sees yahoo people as ungodly and uncultured children, 75.5% said yes, no member of the general public want his/her child to practice yahoo, 75.5% said Yes, yahoo people are dangerous to be associated with while 77.5% of the respondents said Yes, the general public do not have good/positive perception of yahoo people. From the above analysis, yahoo people are not perceived well by the general public at all. Or put differently, the yahoo sub-culture are not a group to be associated with and this account for why no rational or God fearing parents would advice their child to associate with yahoo people or indulge in the clandestine act all.

Parents Support to Yahoo Child

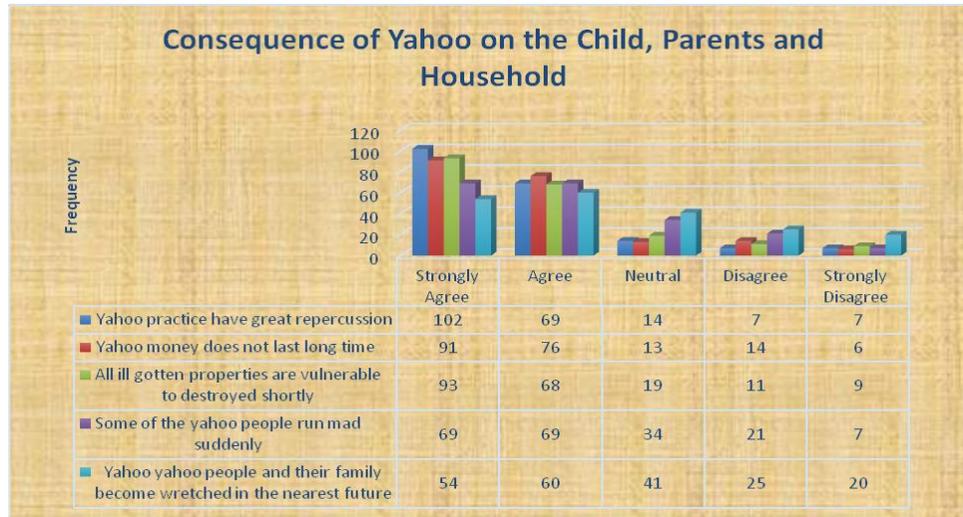**Table 3: Respondents views on Family support for Yahoo Child**

Items	SA	A	I	D	SD
Parents of yahoo people share the same mentality about ill wealth with them	168 (42.0%)	118 (29.5%)	68 (17.0%)	26 (6.5%)	20 (5.0%)
Parents take their yahoo child to spiritualist to sustain their ill gotten wealth	98 (24.5%)	94 (23.5%)	82 (20.5%)	52 (13.0%)	74 (18.5%)
Parents do not care how and where their child get the money from	148 (28.5%)	104 (26.0%)	126 (11.0%)	82 (20.5%)	170 (14.0%)
Parents advice their yahoo child not to be lavish in spending	116 (29.0%)	92 (23.0%)	70 (17.5%)	58 (14.5%)	64 (16.0%)
Yahoo child or people are jealously guided by their parents	100 (25.5%)	98 (24.0%)	72 (18.0%)	70 (17.5%)	60 (15.0%)

Source: Field work, 2019

Here, the general public opinion is also sought on whether or not the parents of yahoo people support them. Majority of the respondents 42.0% strongly agreed that parents of the yahoo people share the same mentality about ill wealth, 24.5% of the respondents strongly agreed that parents of the yahoo people take their children to spiritualist to sustain their ill gotten wealth, 28.5% of the respondents strongly agreed that parents do not care how and where their child get the money from, 29.0% of the respondents also strongly agreed that parents advice their yahoo child not to be lavish in spending while 25.0% of the respondents strongly agree that yahoo child or people are jealously guided by their parents. From the above analysis, it revealed that despite the well rich way of life known as culture of the Yoruba speaking people in the southern west of Nigeria who cherish their family name and integrity to protect, some parents ignored and disregarded the culture to give the necessary supports to their children especially those taking good care of them not minding the source of their ill gotten wealth.

Consequences of Yahoo on the child, Parents and Household

Figure 3: Consequences of Yahoo on child, parents and household

Consequence of Yahoo on the Child, Parents and Household

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Yahoo practice have great repercussion	102	69	14	7	7
Yahoo money does not last long time	91	76	13	14	6
All ill gotten properties are vulnerable to destroyed shortly	93	68	19	11	9
Some of the yahoo people run mad suddenly	69	69	34	21	7
Yahoo yahoo people and their family become wretched in the nearest future	54	60	41	25	20

       Source: Field work, 2019

In respect to the consequences of yahoo on those that practice it, their parents and household. The above chart 51.5% of the respondents strongly agreed that yahoo practice has great repercussion, 45.5% strongly agreed that yahoo money does not last long, 46.5% also strongly agreed that ill gotten wealth are susceptible to perishing, 34.5% strongly agreed that some of the yahoo people suddenly run mad while 30.0% of the respondents agreed that yahoo people and their families become wretched within short time in the future. From the above, it can easily be concluded that yahoo practitioners mortgage their destinies for momentary splendour. That is, there is no any meaningful gain in yahoo practice. At the end of it all, the yahoo actor and their families become subject of lasting ridicule and shame.

Discussion:

The two Holy books strongly supports good moral in the community especially the Holy Bible. The book of Proverbs 22:1 says, "A good name is rather to be chosen than great riches and loving favor rather than silver and gold". (The Holy Bible). The bible passage simply suggests that, there is nothing one can equate good name with not even gold or silver but regrettably, the reverse is now the case. That is, gold and silver are better than good name. This is exactly what parents of yahoo boys do. They optimally support or vote the act of yahoo practice their child or children engage in because it will surely deliver or bail them out of poverty which ravages Nigeria presently. Kazeem (2019) argued that the World Poverty Clock affirmed that 86.9 million Nigerians living in extreme poverty represents nearly 50% of its estimated 180 million population. As Nigeria faces a major population boom, it will become the world's third largest country by 2050, the problem will likely worsen. Having a large swathe of people still living in extreme poverty is an Africa-wide problem.

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Akinwale (2019), opined that, "The scale of economic inequality in Nigeria has reached extreme levels and it finds expression in the daily struggles of majority of the population in the face of accumulation of obscene amount of wealth by a small number of individuals. "While more than 112 million people were living in poverty in 2010, the richest Nigerian man will take 42 years to spend all of his wealth at $1 million per day".

Azbuike (2020), maintained that, the report noted that social protection measures implemented by the government in Nigeria had not been able to address the high level of poverty, as well as the negative impact of conflicts and natural disasters. In the comprehensive report, obtained by one of our correspondents, the World Bank observed that although Nigeria was a richly endowed country, it had a larger proportion of the world's extreme poor than any other nation.

The above facts and figures perhaps made the parents of yahoo guys to give maximum supports such that the said child or children becomes what Yoruba called, "Omo aayo". That is, a child that one sees and you are always glad. Yahoo guys have automatically become celebrity in their respective families of they always remember their poor parents when they make their ill wealth. Some of them set their parents up on their desired business not minding what the financial cost will be. They also, make their parents to be mobile by getting a car for them. If the house they live does not befit their new economic status, they rejuvenate the house or build another for them. The above is against what the society or community says. The parents do not give any dam to whatever anybody says.

Conclusion:

No doubt, the practice of yahoo yahoo is gaining popularity by each day. This is simply because the practice has now been more modernized by the actors in terms of materials used and the volume of money they control within short time. The families of those involved in yahoo practice does not see anything bad in the act despite knowing the implications or consequences that characterized the practice. Developing nation like Nigeria does not appreciate social values any longer because of poverty which has eaten deep into the life of many households, the crave for social value is exchanged for illegal and irrational forms of making blood money. Yahoo guys both male and female are now celebrated and accepted than those children who could not take the bull by the horn to do money rituals. In most cases, their parents especially mothers lead yahoo child to herbalists or money ritual specialists for success and protection from any consequence.

Recommendation:

The following recommendations emanated from the findings in this study. They are:

    i. Generally, parents and members of the community should endeavor to teach and uphold morals, values and ethics.Also, there should be strict adherence to the faith believed in and practice in order to instill fear in to them;

ii. The strength and passion of the citizenry especially the youth should be harnessed into visionary and profitable enterprises such as skills acquisition, youth empowerment and agricultural scheme etc

iii. Parents should proactively engage their children by making youth see the importance of hardwork, diligence, honesty and modesty

iv. Government at all tiers should provide for the citizens in order to alleviate poverty in Nigeria.

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