

# **(De)glamorisation of cybercrimes in select Nigeria Hip-Hop Songs**

**Oludayo Tade PhD**

**Department of Sociology**

**University of Ibadan**

# Outline

- Cybercrimes: The Problem
- My Studies: A Review
- Music and Crime
- Methods
- Results
- Conclusions
- Input

# The Problem

- Cybercrimes is a global problem (threat to world peace and security)
- It cost Nigeria about 0.08 percent (N127 billion) of her GDP (Centre for Strategic and International Studies, 2016)
- NDIC Reports 2013, 2014, 2015 attest to the growing cybercrime due to growth in e-transactions

# Problem cont'd

- Types in Nigeria: Software piracy, malware attacks, electronic fraud, identity theft, romance scam, privacy invasion, website hacking and defacing (INEC, and Lagos 2015) and cyber terrorism
- Increase in cybercrimes due to growth in internet penetration to about 80million, poor cyber security awareness and poor adherence to guidelines on website security

# My Researches on cybercrimes

- Tade and Aliyu (2011) on social organisation of cybercrime among university students
- Tade and Akinleye (2012) on Music piracy
- Tade (2013) spiritual dimension to cybercrime
- Tade and Adeniyi (2016) characterised ATM fraudsters in SW, Nigeria
- Tade and Okoro (2017) Movie Piracy networks, Alaba International Market

# Researches cont'd

- Tade and Adeniyi (2017) ATM Fraud in SW Nigeria: victim typology, victimisation strategies and fraud prevention
- Tade and Adeniyi (forthcoming) ATM fraud and Victims life chances
- Tade and Adeniyi (forthcoming) Dimensions of electronic fraud and governance of trust in Nigeria's Cashless ecosystem

# The present study

- Music is ubiquitous yet studies have not looked at its influence on cybercrimes.
- Every life event has its own brand of music (Wedding, birthday, death, crime, joy, sadness *etcetera*)
- It is time, place, and context bound (Capers, 2010)

# The present study cont'd

- The ubiquity of music shows its power and physicality both in its production and result
- The study investigates how Nigerian hip-hop songs through their lyrics glamorise and/or deglamorise cybercrimes.



# Methods

- The research employed exploratory design
- Qualitative content analysis of 15 purposively-selected Hip-Hop songs
- Bifurcated into songs that glamorise cybercrimes and otherwise
- These songs were sourced from professional Disc Jockeys (DJs)

# Methods cont'd

- Songs were analysed based on how cybercrimes are constructed and thereby justified or disdained
- the strategies used in defrauding;
- narratives of hard work, grass-to-grace stories etc

# Glamorisation themes

- Get rich-at-all-cost syndrome (Youth influence)
- Broader societal culture of corruption
- Unemployment/poverty
- Cybercrime as 'game' (Nkem Owoh 'i go chop your dollar')

# Glamorisation cont'd

- *“ i don suffer no be small. All because I get sense. Poverty no good at all o, na im make me join this business. 419 no be thief, its just a game. Everybody dey play am, if anybody fall mugu..my brother i go chop am. You be the mugu, i be the master”*
- Victims as ‘greedy’ and not to be pitied.

# Strategies

- Identity theft/falsifying claims (ownership of fictitious companies, Oil business, relatives of powerful individuals), cyber spiritualism
- Blaming the victim
- *“when Oyinbo play wayo dem go say na new style, but when countryman do him own, dem go dey shout bring am, kill am die, but Oyinbo people greedy, i don see dem tire, that is why when dem fall into my trap, i dey show dem fire”*

# Glamourisation themes

- Olu Maintain's song 'Yahooze': shows direction of victimization as 'foreigners' who spends hard currencies (\$1=N462).
- Purchase of exotic cars, clubbing, womanising
- *"if I hammer, first thing na Hummer (Jeep), \$1million dollar, elo lo maje ti n ba se si naira. Monday, Tuesday, Wednesday, Thursday Boys dey hustle, Friday, Saturday, Sunday gbogbo aye, hennesy, champagne, mowet, for everybody..."*

# Glamorisation themes

- Spiritualising cybercrime success (*Kelly handsome*):
- *“Maga don pay, mugu don pay, shout halleluyah. Owo! All of the boys and girls demma like it. Ego! Even papa and mama dem all want it. Moto! You get them different shape and sizes and colour”*

# Deglamorising Cyber crime

- Banky 'W' and other artistes in 'Maga no Need Pay':

*"Maga no need pay for me to buy correct motor, maga no need pay for me for me to take my dough"*

- Serial testimonial success stories: (Ekpoma when I climb Okada and used to soak Garri)



# Deglamorisation Cont'd

- 'You need no maga just work harder'
- 'Maga no need pay to get a good degree for a great opportunity'
- Dignity of labour

# Deglamoralise Cont'd

- Omawumi :I wanted to change the way i lived but i didnt have to do those things (Yahoo yahoo) like i am a VIP
- No need to go cafe, no need to do yahoo yahoo.
- No need to do yahoo yahoo to catch a check as Mr Capable (Banky W)

# Deglamorisation themes

- P.Square 'Bring it on' preaches legitimate work:
- *"I dont care who you are, where you are from and what you do, just as long as you chasing money, **do whats right** and never give up on it. No matter how you try dont you ever fall, keep up **your head high and standing tall**"*

# Deglamorising cybercrime

- Music can ease tension and reduce crime tendencies
- Using music to deglamorise cybercrimes has ethical and moral issues
- Do we just tell cyber criminals not to jettison what they see as a way of life while refusing to increase opportunities for them?

# Ongoing Interventions

- Cybercrime Prevention and Prohibition Act (2015)
- National Cyber security policy and strategy
- Cybercrime Advisory Committee (2017) to ensure the total and effective implementation of the Cybercrime Act of 2015 and save Nigeria from huge economic loses.
- Biometric Verification Number (BVN)

# Conclusion

- Censorship on songs which glamorise cybercrimes
- Cyber security awareness campaigns
- Enforcement of cybercrime act
- Tackling unemployment and cultures of corruption

THANK YOU FOR LISTENING