ATTITUDE OF THE DIGITAL GENERATION TOWARDS THE *UMUNNA* SYSTEM IN IGBOLAND

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ABSTRACT

The Igbo traditional socio-political system is a well-organised structure that enhances cordial co-existence through the upholding of the cultural norms and values peculiar to each Igbo autonomous community. Sub-structures are particularly used within the Igbo socio-political system to ensure proper functioning of the society. One of such sub-structures is the umunna, which is patrilineal. This structure is fundamental to the administration of the traditional Igbo society. However, in recent times, it seems as if this structure is losing its place in the Igbo society, particularly among the digital generation. This is what motivated the present study titled: "Attitude of the digital generation towards the umunna system in Igboland". The digital generation also known as the digital natives refers to people born and bred within the era of the widespread access to advanced information technology. The study seeks to find out the attitude of the digital generation towards the umunna socio-political structure as well as the factors that generate such attitude. The social psychological perspective using the attitudinal theory is used to explore the subject of study. Mixed research method is used. Data is gathered through survey using a structured questionnaire. The target population comprises the Nigerian Igbo males. The data collected are subjected to statistical and descriptive analyses. The hypothesis of the research is based on the premise that the digital generation seems to have a negative attitude towards the umunna socio-political structure in Igboland. Three null hypotheses are formulated. Four research questions and four objectives are stated. The findings of the study show that, though, the digital generation claims to have value for the umunna system, their attitude towards the system is to the contrary.

KEYWORDS: *Attitude, Digital Generation, Igboland, Socio-Political Structure, Umunna, Value System*