

**TOWARDS AN APPROPRIATE IDEOLOGY: THE
EVOLUTION OF IGBO PHILOSOPHY FROM
COLLECTIVISM TO INDIVIDUALISM**

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ABSTRACT

Ndigbo, as it is popularly called, is one of the ethnic nationalities in African that used to have rich cultural values or belief systems. To be sure, the group was remarkably known prior to this contemporary time for their collective consciousness and total aberration, things have not been the same again in that society. The effects have been traumatic and tragic. Hence, the need for ideological re-orientation and transformation.

Keywords: Ideology, collectivism, individualism, social capital, common good.