

Evaluation of Nollywood Movies' Explicit Contents and the Sexual Behavior of Youth in Nigerian Secondary Schools

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Abstract

This study evaluates the Nollywood movies' explicit contents and its effect on the sexual behaviour of youth in Nigeria. The research objectives were specifically to examine the impact of Nollywood movies on the sexual practices of adolescents. In achieving these stratified random sampling technique was employed to randomly select 1000 senior secondary school students in Uyo and the basic research instrument used was the questionnaire which reliability coefficient was put at 0.86. Pearson Product Moment Correlation statistical tool was used in testing the various hypotheses. The findings revealed that there was a positive and significant relationship between Nollywood movies and the sexual practices of secondary school students in Uyo which in turn affect performance of school. Also that sexuality education and counseling by both teachers and parents/guardians at home and in schools would help in curbing the sexual indulgences of these children. Poor approaches to the sexual practices have resulted in high rate of HIV/AIDS and the likes.

Keywords: Nollywood movies, Sexual contents in movies, Sexual behaviour of students, Counselling

Introduction

The Nigerian society today grapples with many behavioral problems among the youth. Such problems include truancy, disobedience, drug offences, assault, insult, stealing, violent demonstrations, vandalism, examination malpractices, robbery, and secret cult activities (Nnachi, 2003). Apart from these widely publicized behavioral problems, heterosexual activities are also listed among types of behavioral problems prevalent in Nigerian especially among the secondary schools students. They manifest as: sex abuse, sex offences, sexual misconduct, sexual immorality, sexual promiscuity, and sexual maladjustment (Odoemelam, 1996; Adedipe, 2000; Ndu, 2000; Nnachi, 2003). Can these increases in sexual behavioral activities be attributed to the exposure of these adolescents to Nigerian movies and other forms of mass media? Even though the movies are censored some are unduly explicit and are made for the adult viewers. The film makers do take time to warn the end users of such explicit content recommending it for those above 18 years, but these videos are watched by everybody irrespective of the age restriction.

Studies show that most adolescents spend the greatest part of their time watching video and movies (Odesola & Utibe, 2001; Buerkel, 2005). They also spend quite long time in browsing, downloading, chatting and watching movies on the Internet. As noted by Folagbade (2003), with mass production of visual images, videos, television, etc now found in places, which were formerly not reached by these media, the world has eventually become a global village exposing the youth to various explicit content. This is complicated by the alarming rate at which Nigerian movies and videos are produced is so alarming that the market is flooded with all sorts of movies.

As noted by Filani (2001), Nigerian movies has been found to greatly influence the attitudes, moral, values and behaviors of these adolescents. Odesola, (2001) contended that despite the efforts of moderating agencies, many Nigerian producers are still flooding the market with all forms of exotic pictures. Most of Nollywood movies and videos characters serve as role models to the adolescents. On many newsstands we now find magazines, pictures, posters, etc on sexually arousing materials. As a result, the youths are exposed to sexual materials before they are mentally ready for them. The laws guiding the purchase and viewing of movies are not binding, as anybody can obtain any kind of movies from video houses (Ivowi, 1999; Fafunwa, 2003; Unachukwu, 2003 and Adegoke, 2003). The impact of the Nollywood movies on the sexual attitudes and activities of these adolescents is enormous. As observed by Owumamam (2005), movies and pictures are forms of instructional materials through which the young ones acquire new attitudes. This is compounded by the illegal production of soft-core and hardcore movies.

There appears to be a consensus among Nigerian researchers and observers that many traditional values are changing rapidly and replaced by media project values. One area of life in which the decline of traditional values is obvious is in the area of sexuality. One major change has been the acceptance of pre-marital sex in a loving relationship. Researchers lament that in Nigeria, culture no longer has a grip on the youth as our society seems to be plagued with decayed moral codes and values. They confirmed that the sense of right and wrong has been eroded which is due to changing society through which various means of communication and information has made adolescents to be more sexually active. This is because the youths have been found to be thrilled by sexual discourse and information. This seems to affect the youth, adolescents' inclusive, more than any other group as this is manifested in the acceptance of sex before marriage, homosexual behavior, lesbianism, abortion, etc.

Apart from the blame apportioned to parents for their negligence, some people are of the opinion that youths are naturally open to the normal sex drive while this drive is incensed by the impact of permissive Western culture transmitted through the sexual stimuli conveyed by the mass media. Adegoke, (2003) pointed out that sexually explicit movies expose young people to adult issues at an "impressionable age." Others opine that the use of pornographic materials as well as knowledge and use of contraceptives, especially the condom that has been excessively advertised, has contributed immensely to the involvement of adolescents in sexual practices.

One common problem of our society now as observed by Watkins (2001) is the unwanted or teenage pregnancy. Research findings (Zaechuiz, 2002; Tejuoso, 2004 and Ijaduola, 2000) have shown that sexual activities among the young people have become sporadic. Adolescents are found to be more active sexually and this has been attributed to the negative influence of mass media; most especially the pornographic nature of most Nollywood movies which the young ones are exposed to.

Therefore this study aims at examining the impact of Nollywood movies on the sexual behavior of adolescents and their counseling needs. Film was introduced into Nigeria in the 1900's by the British colonialist who used it for propaganda purposes, while the church used it to spread the Gospel. The Colonial Administration and the Church saw film not only as a medium of entertainment but as an effective medium of communication [Akpabio, 2003]. The British colonialist with the Christian missionaries used film amongst other media to persuade Nigerians to accept Christianity, education and the western culture.

On Monday, August 12, 1903, the first motion picture was shown in Nigeria at the Glover Memorial hall in Lagos by Mr. Balboa of Barcelona, Spain, under the management of a Nigerian Herbert Macaulay, who later closed his exhibition in Lagos and left to continue showing movies in other West African countries. After his departure, an enterprising European merchant, Stanley Jones, began to show movies in the same Glover Memorial Hall, and he showed his first movies in November 1903, gradually it grew and became popular in the 1960's. The Nigeria Home Movie industry thus, began from there.

Television broadcasting in Nigeria began in 1960's and received government support in its early years, but by the mid-1980's, every State had its own broadcasting station. Laws were made by the broadcast governing bodies to limit foreign program contents, however, the National Commission recommends a 60-40 local –foreign programme ratio for all broadcast stations, and so producers in Lagos began televising local popular theater productions. Many of these were later circulated on video and as a result, a small scale informal video movie trade developed. Nigerian film is thus a video movie industry which Nigerians call 'home video'. This small local market in videos has exploded into a booming industry that has pushed foreign movies off the shelves in most African countries, and is now marketed in many parts of the world, but especially on the African continent.

Nollywood movies were initially produced with traditional analog video, such as Beta cam SP, but today in Nigeria, movies are produced using digital video technology in the release of 'Living in Bondage', a film about a businessman whose dealings with a money cult result in the death of his wife, was the industry's first blockbuster. Since then thousands of movies have been released. The Nigerian Home Movie industry is rated as the third-largest after Hollywood and Bollywood, releasing about 200 films per month [Cinema of Nigeria, Wikipedia, the free encyclopedia]. A Nigerian Film Institute was established in November 1995 in Jos. This establishment has helped greatly in developing talents for the

Nigerian Movie Industry, hence, cinema in Nigeria from there began to blossom. However, the Nigerian film industry emerged over time, but the cost of production greatly hampered its progress. Film makers who were unable to cope with cost of shooting on celluloid turned to reversal film stock and later on video tapes [ibid]. So unlike America and India, the Nigerian film industry uses the video cassette format and recently the video compact Disc [VCD]. As a consequence, most Nigerian films are not shown in Cinema houses since they are shot straight into video tapes, replicated and sold for home viewing.

The boom of Nigerian home video industry that is currently experiencing is credited to Nigerian businessmen of Igbo extraction, particularly Kenneth Nnebue, an electronic dealer and film promoter who taught that a retail market could be opened up by the sale of video. Kenneth Nnebue's first film 'Aje Ni Iya Mi' in 1989 was very profitable and also served as a booster to home video productions, in spite of the fact that it was actually Yoruba traveling theatre artistes who began making video films in 1970's.

Early Nigerian films actually emphasized on the culture and history and to some extent morality, perhaps, the success of Nollywood today could be attributed to the ability of present day movie makers to emphasize contemporary realities which many Nigerians and Africans can relate to, such as: Divorce, Love, Political instability and unemployment, but today the reverse is the case because the main focus is on the negative side that can dent the image of Nigeria Society.

However, the industry has been accused of over emphasizing negative themes by critics, and the industry's over emphasis on negative themes is becoming national concern. The National film and video Censors Board, the industry's regulatory body, its guidelines for motion picture producers as a result called for productions to be above board in portrayal of violence, crimes, sex and pornography, vulgarity, obscenity, religion and other sensitive subjects (NFVCB 2000: 107-111).

As a result, the board imposed a ban on many films such as; 'I hate my village 1' for promoting cannibalism and failing to uphold Nigeria's cultural values. The board also placed bans on seven films: 'Shattered Home', 'Outcast 1 & 2', 'Night Out' [;Girls for Sale], 'Omo Empire', 'Isakaba 4', 'Terrorist Attack' and 'Unseen Forces' due to lawlessness and upholding of immorality and cannibalism by the producers which are floating the industry.

An analysis of these selected movies reveal that issues highlighted in them include: violent robbery, ritual performances, rivalry, conflicts, sexual violence, organized crime, prostitution, murder, greed, avarice, impatience, jealousy, envy, pride, arrogance, infidelity, treachery, occultism, etc. Gerbner cited in www.nollywood.com theorizes that the media sexual acts have negative effects on the youths. He calls that "the main world syndrome."

In a study of retention rate of film details between different age groups, Zabala (2003:63) found that "both children and adults remember best material that has a high emotional appeal, that is easily understood, and that is concerned with the movie's plot." The material that adolescents will emotionally relate to differs not only from adults and children, but also from teenagers to teenagers (Akpabio 2003).

Teenagers are most likely to become emotionally invested and interested in the situations that pertain to their changing views of the world and growing status in society. These issues include identity formation, high school graduation, and college, moving away from home, driving, and parental relationships. The level of emotional involvement teenagers in general feel with the film's content can affect aspects of his or her psychosocial development. In Nigerian society, the situation is quite alarming in that, teenagers' attitudes, thoughts and general behaviors are considerably influenced by western films and worse still, Nollywood films which are mostly anchored on western models and consolidate western films thereby promoting western values in Nigerian society.

Sexual messages in the mass media can have both immediate and long-term effects on the adolescent minds. Viewing a television program or movie may change a person's immediate state by inducing arousal, leading to inhibition of impulses, or activating thoughts or associations. It may also contribute to enduring learned patterns of behavior, cognitive scripts and schemas about sexual interactions, attitudes, and beliefs about the real world.

Research Questions

The following research questions were drawn.

1. Do Viewing of Nollywood movies have any relationship on the sexual behavior of adolescents?
2. Is there any relationship between school performance pressure on the viewing of Nollywood movies have any relationship on the sexual practices of adolescence?
3. Does effect control pattern of Nollywood movies viewing have any relationship on the sexual behavior of adolescence?

Research Hypotheses

1. There is no significant relationship between Nollywood movies and the sexual behavior of adolescents.
2. There is no significant relationship between performance in school on the viewing of Nollywood movies and the sexual behavior of adolescents.
3. There is no significant relationship between parental control pattern of Nollywood movies viewing and the sexual behavior of adolescents.

Research Method

The study Area was Uyo Local Government Area which is one of the thirty one (31) Local Government Areas in Akwa Ibom State in Nigeria. A sample of 1000 derived from the main population. Since this population is a finite one, it was convenient for the Researcher to use the Taro Yamane's formula for the determination of the sample size.

The chief instrument used in collecting data for this study was a twenty-five (25) items, the questionnaire was designed in three parts; sections "A", "B" "C". Section "A" deals with the bio- data of the respondents, section B deals with a better understanding of the respondents towards Nollywood movies while section "C" relates the question that will aid in providing answers to the research hypotheses. In designing the questionnaire the Summative Rating style scale was adopted, thus scoring was done in the following ways below: Strongly Agree(SA), 4; Agree (A), 3; Disagreed(D), 2 and Strongly Disagree (SD) 1. The reliability of the questionnaire was established by the use of Chronbach Alpha with an index of 0.86. After it has been face validated by experts.

The principal's permission was obtained in each school for the purpose of administering the instrument. The questionnaire was distributed and collected from the students. The statistical instrument used in this research work were descriptive statistics and Pearson product Moment Correlation the frequency of responses.

Results

From a descriptive analysis of the data collected, the cumulative percentage of the frequency of responses drawn from responses showed that 80.36% of the respondent agree that Nollywood movies has relationship with adolescence sexual practices while 19.64% disagreed. In the individual items the same result pattern was obtain. Therefore, the data revealed that Nollywood movies have impact on the sexual behaviour of adolescents in Uyo metropolis.

Table 1: Percentage Analysis of the responses on the relationship between performance in school viewing pattern and the sexual behavior of adolescent

S/N	Items	% Responses	
		Agreed	Disagreed
9	Yes, I always read comments and reviews on Nigerian movies, popular actors and actresses as I browse and chat with others.	77.37	22.63
10	In spending more time watching movies than reading	87.79	12.21
11	My friends assist me download Nigerian movies regularly	87.54	12.46
12	I always feel like becoming an artist when I watch them.	87.12	12.88
13	The more one watches Nigerian movies with friends the more one learns how to intensify the friendship. I do not always read with them	86.95	13.05
14	Watching some Nigerian movies with friends encourages sexual feelings	87.29	12.71
15	The nudity in some characters acting in Nigerian movies influences ones perfection of sex. Watching is affecting my performance	86.87	13.13
16	Nigerian movies expose one to some sexual practices with school mates.	67.96	32.04
	Total	83.61	16.39

As shown in Table 1 the cumulative of 83.61% agreed while 16.39 disagreed that the performance in school has relationship with adolescence sexual behavior this was also the pattern observed in all the items, this is an indication that viewing pattern affect school performances it has relationship on the sexual behaviour of adolescents in Uyo metropolis.

Table 2: Percentage analysis of the responses on the relationship of parental control pattern of the exposure to the adolescent sexual behavior

S/N	Items	% Responses	
		Agreed	Disagreed
17	Promote mere reality information than my parents on issues relating to opposite sex	87.17	12.93
18	The popularity of your favorite character among friends somehow justifies his/her sexual acts and increases your urge to imitate him/her against parental advice	87.25	12.75
19	.Sexual acts seen in Nigerian movies are openly discussed among your parents.	86.70	13.30
20	You ask your parents what they think when you have questions concerning sex in the home.	87.10	12.90
21	Some of your friends hide a few Nigerian movies from their parents/guardian, and watch them in secret.	86.39	13.69
22	Your parents advise you on sexual context in the movies	85.72	14.28
23	Your parent/guardian effectively prohibits you from being exposed to Nigerian movies with high sexual contents.	87.17	12.83
24	Your choices and decisions concerning sex will be better if you had easy access to factual information from authorities.	86.20	13.80
25	Parental advice will help you distinguish between fact and the fiction in Nigerian movies, and hence clarify any possible misconceptions.	86.64	13.36
	Total	86.70	13.30

As shown in Table 2 the pooled percentage shows that 86.7% agreed while 13.3% disagreed that parental control has relationship with the viewing of Nollywood movies and the sexual behavior of adolescence. Therefore, the analysis indicated the impact of parental control of the exposure to the adolescent's sexual content in Nollywood in Uyo metropolis.

Table 3: Correlation Analysis of the relationship between Nollywood movies and the sexual behaviour of adolescents

Variable	$\frac{\sum X}{\sum Y}$	$\frac{\sum X^2}{\sum Y^2}$	df	$\sum XY$	r_{cal}	r_{crit}
Nollywood Movies (X)	8421	11341	998	104571	0.64	0.133
Sexual practice (Y)	8153	13452				

As shown on the Table 3 above, since the calculated correlation coefficient of 0.60 was greater than the table value of 0.133 at the degree of freedom of 98 and 0.05 significant level the null hypothesis which states that there is no significant relationship between Nollywood movies and sexual practice of adolescent in Uyo was rejected. This implies that there is significant relationship between Nollywood movies and sexual practice of adolescent in Uyo metropolis that affect the adolescent sexual practice.

Table 4: Correlation Analysis of the responds on the relationship between performance in school and sexual practices of adolescents

Variable	$\frac{\sum X}{\sum Y}$	$\frac{\sum X^2}{\sum Y^2}$	df	$\sum XY$	r_{cal}	r_{crit}
Peer pressure (X)	8535	11462	998	113672	0.72	0.133
Sexual practice of adolescent (Y)	8153	13452				

As shown on table 5 above since the calculated correlation coefficient of 0.72 was greater than the critical value of 0.133 at the degree of freedom of 98 at 0.05 significant levels. The null hypothesis which states that there is no significant relationship between peer pressure and sexual practice of adolescent was rejected. This implies that peer pressure has significant adolescent in Uyo metropolis.

Table 5: Correlation analysis of the relationship between parental control and exposure of Adolescents to the sexual content in Nollywood

Variable	$\frac{\sum X}{\sum Y}$	$\frac{\sum X^2}{\sum Y^2}$	df	$\sum XY$	r_{cal}	r_{crit}
Peer pressure (X)	8671	1156	998	109674	0.78	0.133
Sexual practice of adolescent (Y)	8153	13452				

As shown on Table 5 above, since the calculated correlation coefficient of 0.78 exceed the critical value of 0.133 at the degree of freedom of 98 and 0.05 significant level. The null hypothesis was rejected which implies that there is significant relationship between parental control to explosive of adolescent to sexual content in Nollywood.

Discussion of Findings

This finding was in line with the finding of (Haynes, 2006) who found out a significant influence of Nollywood media and movies on the sexual practice of an adolescent in selected local government in Lagos State. He predicted that mass media convey image of social normative behaviour to youth. These youth absorbed and build impressions and assumptions about whom, when, how often, under what circumstance sexual interaction occur. Odesola (2001) also carried out similar finding and found out that the content of Nollywood movies has significant effect on the sexual practice of adolescent. He mentioned that adolescents were more adjusted to what they see and usually advance to practice same. He therefore concluded that Nollywood television Programme (movies) would be well programmed to reduce sexual content and therefore reduce the rate of sexual involvement of youth. These were in line with the findings of this work. The results confirmed that sexual practice is enhanced by the type of movie the youth watch especially the explicit nature of the Nollywood films.

From the analysis so far, it can be concluded that there was significant relationship between Nollywood movies and sexual practice of adolescents in Uyo metropolis. This conforms to the findings of Haynes (2006) that observed influences on adolescent's sexual behaviour have focused on adolescents connections with movies, music and magazines with sexual content.

From the forgoing, Davis and Harris (1982), Ajayi *et al* (2005) and Owuamanam (1995) agreed with the result obtained by this researcher that some environmental variables such as, parental control are among the factors that combine to sexual practices of adolescents in the area of study and in extension academic. The significant relationship between school performance and sexual practice of adolescent in Nollywood movie in Uyo metropolis is in line with the finding of Zabala (2003) who conducted a study on peer pressure and sexual practice of Youth in a selected local government area. Buerkel(2005). also supported the study when he mentioned that peer communication patterns seems to influence the manner adolescents make inference and draw connection with sexual media of Nollywood in further support of the study Haines (2000) reiterated that adolescent who has company and friend who practice sex will usually be lured into sexual practice. The more an adolescent is exposed to sex by the peer the more the willingness to practice it.

The significant relationship between parental controls to adolescent's exposure to sex in Nollywood movies. The finding is in consonant with the finding of UNFPA (1998) who found out that parental control influence the adolescent exposure to sex in media. He mentioned that close parental supervision on the kind of movies their kids watch discourage adolescent sexual activity by regulating teenager's movement. Therefore, adolescent school behaviour is influenced by the extent to which parent control their ward

Conclusion

It can be concluded that Nollywood movies contain sexually explicit contents. These sexual contents are watched and assimilated by everyone including youth in secondary schools. These youngsters therefore model their sexual behaviour after what they see portrayed in Nollywood movies.

Recommendations

Based on the findings and conclusion of the study, it is hereby recommended that:

1. Nollywood operates should reduce the rate of sexually adjusted movies which tends to increase the rate of sexual activities.
2. Non-governmental organization should encouraged adolescent developmental workshop to enable them develop skill that will makes the youth always alive without paying attention to idle activities.
3. Community-based organization focused on the quality of the service needed to be implemented and provider need to be trained to respect the right of the adolescents to privacy and confidentiality.
4. Government, religious leaders and other education leaders should stage programmes to make people aware of the factors that cause unwanted pregnancy and the procedure of how to avoid them. This will enable the adolescent to reduce the rate at which the skewed to watching of sexually practice movies.

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