



ABSTRACT

This study looks into how sexual content in Nollywood films affects young people's sexual intentions in Bayelsa State, Nigeria. The study was motivated by earlier research that suggests the amount of sexual content in Nollywood films is increasing, and that this increase may be to blame for young people engaging in risky sexual behaviours like unprotected sex and having multiple sexual partners, among others. The convenience sampling technique was used to distribute an online questionnaire as part of the survey research methodology. Findings showed that although young

INFLUENCE OF SEXUAL CONTENTS IN NOLLYWOOD MOVIES ON THE SEXUAL INTENTIONS OF YOUTHS IN BAYELSA STATE, NIGERIA

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Introduction

Movies are an extremely effective form of mass media. They have become such an inseparable part of human life that it is difficult to imagine a world without them. With the introduction of social and streaming media, society has quickly moved from the era of renting and purchasing videotapes to the freedom of freely accessing movies on technological devices with the click of a link or button. The popularity of movies as a form of mass media can be attributed to a number of factors, including their entertainment value, ability to speak to various cross-sections of society, educative and informative nature, and reflection of culture and daily occurrences in society. Movies are a popular communicative tool, according to Nwokedi (2018), because they depict society's lifestyles, attitudes, environments, and activities within and around them.

In Nigeria, the movie industry, known as Nollywood, is the world's second largest producer of film and is regarded as one of the most important communication tools for cultural, historical, traditional, and lifestyle messages among Nigerians and throughout Africa (Alonge & Asubiaro, 2020). Love, power struggles, witchcraft, religion, lineage sustainability, extramarital affairs, sexual intercourse, occultism, rape, and other themes are depicted in Nollywood films (Okeoma, 2012; Uwom, Sodeinde, Elele, 2015a; Uwom, Nwaolike and Ekundayo, 2015b). Movies and society are interdependent in the sense that societal events influence movie contents in the same way that producers and writers can get ideas for their productions, and movie contents can influence how some members of society act.



people in Bayelsa State are highly aware of the sexual content in Nollywood films and have favorable attitudes and perceptions toward that content, there may be other, more compelling factors at play that are driving young people to engage in risky sexual behavior earlier in life. Therefore, it is recommended that additional research be done to determine whether there are any other factors besides Nollywood movies that might affect young people's sexual behavior and intentions.

Key Words: Nollywood movies, Sexual Contents, Sexual Intentions, Youths,

According to Akintayo et al. (2017), movies appear so real to the audience that it influences their thoughts and dictates their actions. According to Zur and Brigit (2011), movies have a powerful impact on many of us because the combination of images, music, dialogue, lighting, sound, and special effects can elicit deep feelings and help us reflect on our lives. Iteji et al. (2021), add that films are persuasive, passionate, popular, perennial, practical, and personal.

The youthful stage is an impressionable stage, and questions about how young people process media content may arise. According to Uwom, Nwaolikpe, and Ekundayo (2015), the adolescent stage is when the child fully develops into adulthood. Adolescents who are exposed to sexual content are more likely to engage in sexual activities (O'Hara et al, 2012; Uwom et al, 2015a). According to Collins (2002), the adolescent stage is a time of sexual exploration and behaviour. This has resulted in a cascade of teenage pregnancy, sexually transmitted diseases, and regrets, all of which can be traced back to television viewing.

The youthful stage is one in which young people have a variety of experiences influenced by what they see around them and on television, what they hear from peers, and their internet exposure. At this point, the youth has desires, preferences, and some desire to align with what their peers are doing. Movies are one of the types of media content that young people watch, and with the proliferation of the internet, they have more access to movies without having to sit in front of a television set. Movies can be viewed on-demand through platforms such as Netflix, or downloaded from YouTube and other social media platforms. This means that there are numerous ways to download Nollywood movies; therefore, it is critical to determine the impact these films have on young people, particularly those with explicit sexual content.

Nudity, promiscuity, vulgarism, sex, and violence are all depicted in Nollywood films (Uwom et al, 2013). Alonge et. al's (2020) study found that sexual themes were present in almost all scenes of fifty (50) popular Nollywood movies among in-school students in the south-western part of Nigeria, with none of the scenes providing educative information on protected sex. Alonge et al. identified a lack of educational information as a high risk factor for young people's vulnerability to sexually transmitted diseases and the prevalence of adolescent pregnancy. According to Alawode and Fatonji (2015), the Nigerian film industry sets the agenda for sexual perversion among young people. According to Osuala et al. (2020), Nollywood movies are mostly about sex, sexuality, and romance, and young people resort to risky sexual behaviours after watching them because they want to try out what they see or hear in those movies.



Young people watch these movies for entertainment and may not realize that film production is a business that must be laced with attention-grabbing content. Thus, the purpose of this research is to examine how Nollywood movies influence the sexual intentions of young people in Bayelsa State, Nigeria.

Research Questions

1. To what extent are youths in Bayelsa State aware of sexual contents in Nollywood movies?
2. What is the attitude of youths in Bayelsa State towards the portrayal of sexual contents in Nollywood movies?
3. What is the perception of youths in Bayelsa State on the sexual content of Nollywood movies?
4. To what extent does youth exposure to sexual contents lead to early sexual experiences?

Literature Review

According to Odeleye and Ajuwon (2015), recent increases in exposure to local and foreign television channels via cable networks have resulted in increased exposure of young people in Nigeria to sexual content in the media.

Njoku(2016) used the purposive sampling technique to investigate the impact of Nollywood movies on the moral behaviour of secondary school students in Ebonyi state. The study revealed a "high rate of acceptance" on the impact of home video/movies on the moral behaviour of the said students, with the students accepting, among other things, that Nollywood movie contents cause sexual assents or other sexually related immoralities, influence viewer orientation, and harm Nigeria's cultural image (Njoku, 2016).

Timiun (2017) asserted that erotica scenes from Nollywood movies influence unsafe sexual behaviours and HIV risk among Nigerian Tiv people; specifically, the findings revealed that Nigerian men are 17.5 times less likely than females to engage in unsafe sexual intercourse due to the influence of erotica scenes from Nollywood home videos. Because majority of Timiun's study respondents were between the ages of 18 and 39, we can safely conclude that the findings are largely due to the Nigerian youth demographic.

Several interesting findings were revealed in a previous related study by Onipede (2013) involving young people aged 12 to 19 in Lagos state. For example, the study discovered that male and female respondents who were exposed to nude human images on TV or over a cable network for two or more hours were more than twice as likely to have engaged in multiple sexual relationships as those who were exposed for an hour, and three and a half times more likely to have had sex than those who were exposed for one hour or less. One study finding revealed that young people are more likely to engage in sexual activities if they are exposed to sexual content in the media (including movies).

In stark contrast, despite respondents' perceptions in Uwom et. al's (2015) study that sexual contents in Nollywood are bad and offensive, the majority of them said that they do not believe they are negatively influenced by those sexual contents. This finding is most likely due to the youth sample. Unlike the majority of the previous studies, which sampled secondary school students, Uwom et. al's study focused on students at two Nigerian universities. The few who believe that the sexual content in Nollywood movies has a negative impact on them cannot be ignored; they



account for nearly a third of the respondents. Surprisingly, some respondents in the same study agreed that exposure to sexual content can lead to anti-social vices such as addiction.

In explaining why adolescents are prone to being affected by sexual contents, Ioraa and Akoh (2021) propose that the adolescent brain is a work in progress with an easily impressionable faculty. As a result, being exposed to sexually explicit materials may be harmful to their developing minds. O'Hara (2012) refers to this as sensation-seeking; it is a feeling that affects young people when they are exposed to sexually explicit films.

Uwom et al. (2015) investigated "imitation" as a justification. More than half of the respondents in their 2015 study of students at Nigerian universities agreed that adolescents are likely to imitate sex models. There is also the issue of parental supervision. According to Uwom et al. (2015) and Udchukwu (2013), if parents/guardians discussed sexual behaviours with their wards more frequently and monitored their wards, there would be fewer cases of movie influence on young people in sexual or other ways.

Collins, Elliott, Berry, Kanouse, Kunkel, Hunter, and Miu (2004) measured levels of exposure to three types of sexual content on television in their study: (1) sexual behaviour, such as kissing, intimate touching, and implied or depicted intercourse, (2) talk about sexual plans or desires or sex that has occurred, and expert advice, and (3) talk about or behaviour demonstrating the risks of or the need for safety in relation to sexual activity: abstinence, waiting to have sex, depictions mentioning or showing contraceptives, and depictions related to consequences, such as AIDS, STDs, pregnancy, and abortion. "Television may play a significant role in the high rates of teen pregnancy in the United States", according to their findings.

Collins (2008) investigated the effects of multitasking, or using other media while primarily watching television, on the behaviour of youths. The author speculated that there might be a link between multitasking and sexual content exposure.

'Sexual messages in the media are distorted, stereotypical, and potentially harmful,' explains Korpershoek (2012, p.3). For example, sexually explicit television shows frequently depict sexual acts between people who are not in a relationship or who are not married.'

Impact Of Sexual Content On Movie Audience: Emphasis On Youths

According to the RAND Corporation (2008), "the amount of sexual content on television has more than doubled in recent years, with little representation of safer sex practices in those portrayals." According to Collins, Strasburger, Brown, Donnerstein, Lenhart, and Ward (2017), "sex is portrayed in both word and deed, with characters discussing sex they have had or want to have, myriad jokes and innuendo, advice from magazines about techniques to "drive your partner wild," and scenes depicting activities ranging from "making out" to intercourse."

The variety of media content has also increased the number of ways to obtain it. Television content, for example, can be accessed via the internet and viewed on handheld devices such as personal computers, iPods, iPads, phones, and so on. This has allowed audiences, particularly youths who are heavy ICT users, to consume more media content in less time.

According to a Kaiser Family Foundation survey conducted on youths aged 8 to 18 in 2005, youths use approximately 8.5 hours of exposure, though this can be fit into approximately 6.5 hours. This is accomplished through multitasking, which involves using more than one media form at the same time. This demonstrates that young people use other media while watching television. According



to Quadara, El-Murr, and Latham (2017), just under half (44 percent) of children aged 9-16 surveyed in Australia had encountered sexual images in the previous month. 16 percent had seen images of someone having sex and 17 percent had seen images of someone's genitals.

Collins, Strasburger, Brown, Donnerstein, Lenhart, and Ward (2017), explains that there has been a series of studies looking at associations between sexual media exposure and sexual attitudes and beliefs. Ward concluded from a thorough review of 32 studies that sexual media consumption is associated with greater acceptance of casual sex and perceptions that sex is more frequent or prevalent (Collins, Strasburger, Brown, Donnerstein, Lenhart, Ward, 2017).

According to the RAND Corporation (2008), "adolescents receive a considerable amount of information about sex through television, and programming typically does not highlight the risks and responsibilities of sex." According to the study, exposure to sex on television may influence teen pregnancy by creating the perception that there is little risk to having sex without using contraception and thus accelerating the process.

According to Quadara, El-Murr, and Latham (2017), adolescent pornography use is associated with more permissive sexual attitudes" (e.g., premarital sex, casual sex). There is some evidence that pornographic exposure can increase the likelihood of having a first sexual experience earlier, particularly among adolescents who consume pornography more frequently. Viewing pornography or explicit sexual content has also been shown to "influence a young person's expectations about sex, such as what young men expect their partners to do and vice versa" (Quadara, El-Murr, & Latham, 2017).

A study of 2,343 teenagers found that sexually explicit Internet content significantly increased their sexual insecurities, as noted on http://marripedia.org/effects_of_pornography_on_adolescents. The study also revealed that increased sexually explicit Internet content exposure increased favorable attitudes toward extramarital sex and decreased marital commitment to one spouse. According to the findings of a different study (http://marripedia.org/effects_of_pornography_on_adolescents), adolescents who were exposed to high levels of pornography had lower levels of sexual self-esteem.

Social Cognitive Theory (SCT)

Collins, (2002) as cited by Collins (2008) explains that according to social learning theory, exposure to sexual messages without reference to potential negative consequences or modeling of responsible sexual behaviour should increase the likelihood of youth having sex.

A key element is observational learning, which holds that people learn both desirable and undesirable behaviours by watching others and then imitating what they see. According to this theory, people's perceptions of their own self-efficacy also influence whether or not they imitate an observed behaviour (Vinney, 2019).

According to the theory, someone can watch and observe someone else acting one way, then copy that behaviour. This is frequently demonstrated through the "mocking" of behaviour. Individuals can successfully complete a behaviour if it has been successfully demonstrated to them before. Two methods—imitation and identification—are used in the aforementioned "modeling" of observed behaviours (Okeoma 2012). Observational learning, inhibiting influences, and disinhibiting influences, according to Baran (2009), produce imitation and identification (Baran, 2009).



By simply watching new behaviours in action, observers can pick them up (learn) through observation. According to inhibitive influences, seeing a model punished for a behaviour—say, in a movie—decreases the likelihood that the observer will engage in that behaviour. On the other hand, disinhibitory influences contend that watching a model receive praise for restrained or threatening behaviour increases the likelihood that the observer will imitate that behaviour. This complaint is made regarding the glorification of drugs and crime in media, for example (Baran, 2009).

Methodology

The survey method was used for this study. Youths between the ages of 15 and 29 made up the population at Niger Delta University in Bayelsa state. To get a good representation of young people, this was chosen. Considering the sensitivity of the subject, convenience sampling was used to choose the respondents who were willing to answer the questionnaire. 20 students from Babcock University in Ogun state participated in a pilot study. Cronbach Alpha's alpha value was 0.835. Google forms were used to administer the survey online. The link was spread among some prominent individuals in the school, who then told other students about it. 227 responses were found in total, but only 197 were examined because they were submitted within the survey's two-week time frame.

Data Analysis

The data was analysed with Statistical Products and Service Solutions (SPSS version 22) software. Data was presented in tables using descriptive statistics.

There were more female respondents (54.3%) than male respondents (45.7%). Most respondents were between ages 16-20 years (53.8%), while ages 21-25 and 26-29 had 41.1% and 5.1% respectively.

The specific objectives of the research are answered below:

1. To what extent are Bayelsa State youths aware of sexual contents in Nollywood movies?

Awareness of Sexual Content in Nollywood Movies

S/No.	Variable	Category	Frequency (N=197)	Percentage
1.	When you watch Nollywood movies, how often do you encounter sexual content?	Never	3	1.5
		Rarely	101	51.3
		Regularly	86	43.7
2.	What kind of sexual acts do you most frequently encounter in Nollywood movies?	Intimate Touching	45	22.8
		Kissing	116	58.9
		Other	8	4.1
		Sexual Intercourse	20	10.2



3.	What kind of sexual themes do you encounter most in Nollywood movies?	Numerous sexual partners	35	17.8
		Unprotected sex	20	10.2
		Commercial sex (Prostitution)	41	20.8
		Pre-marital sex	35	17.8
		Extra-marital sex	43	21.8
		Protected sex	23	11.7
		Nudity	32	16.2
		Public intimacy	15	4.1
		Lesbianism/Homosexuality	5	2.5
		Vulgarism	8	4.1
		Rape	28	14.2
		Incest	7	3.6

As shown in Table 4.1, the majority of respondents (51.3%) said they only occasionally see sexual content in Nollywood films, while 43.7% said they do so regularly. The type of movies they watch may have something to do with this discovery. Kissing was the most common sexual act seen in Nollywood movies, accounting for 58.9% of all sexual acts, followed by intimate touching (22.8%) and sexual intercourse (10.2%). When respondents were asked which sexual themes they had seen in Nollywood movies the most, extramarital sex came out on top with 21.8 percent of the responses. A conclusion that is consistent with Alonge et. al (2020), which examined a sample of 50 Nollywood movies for theory sex-related content and sexual themes based on the responses of students aged twelve to sixteen in secondary schools in South-Western Nigeria, is that Bayelsa youths are highly aware of the sexual content in Nollywood movies.

2. What is the attitude of Bayelsa State youths towards the portrayal of sexual contents in Nollywood movies?

Table 4.2.2 Attitude towards Sexual Content in Nollywood Movies

S/No.	Variable	Category	Frequency (N=197)	Percentage
4.	What is your reaction when you see sexual scenes in Nollywood movies?	Change the channel	48	24.4
		Keep watching	127	64.5
		Switch off the TV	15	7.6
5.	Do you think Nollywood movies would	No	140	71.1



	be boring without sexual content?	Yes	49	24.9
6.	Do you think Nollywood movies should incorporate more or less sexual content?	Indifferent	76	38.6
		Less	57	28.9
		More	57	28.9
7.	Would you watch a Nollywood movie solely because of its sexual content?	No	143	72.6
		Yes	47	27.4

The general attitudes of the respondents toward sexual content in Nollywood films were shown in Table 4.2.2. The majority of respondents (63.5%) claimed that when sexual scenes are shown in Nollywood films, they continue to watch instead of turning the TV off or changing the channel. On the question of whether Nollywood films should contain more or less sexual content, respondents were evenly divided, with 28.9% choosing "more" and 28.9% selecting "less." However, 38.6% of the respondents were indifferent, and the remaining participants made no response at all. Similarly, only 24.9 percent of respondents said they thought Nollywood films would be dull without sexual content, and only 27.4 percent said they would watch a film solely for its sexual content. Based on the foregoing, it can be concluded that Bayelsa State youths have an attitude of general indifference toward the sexual content of Nollywood films rather than a blatantly positive or negative attitude.

These results appear to be comparable to those from earlier studies that have been done. The similarity arises from the Nigerian youth positive propensity for sexual content in Nollywood films. For example, just like this study, most of the respondents in Uwom et al (2015) study on youth perceptions toward sexual contents in Nollywood movies admitted that they keep watching when they see a movie with sexual content rather than skipping ahead, switching the channel, or turning their heads away. Adeyemi (2006) and Iteji et al. (2021) also came to the conclusion that producers still release Nollywood films despite complaints that their content is violent and negative due to an overemphasis on themes like sex, prostitution, and polygamy, producers still go ahead and release films with such content because Nigerians (including the youth population) have an attitude toward them that is largely positive.

3. What is the perception of Bayelsa State youths on the sexual content of Nollywood movies?

Table 4.2.3 Perception towards Sexual Content in Nollywood Movies

S/No.	Variable	Category	Frequency (N=197)	Percentage
8.	Do you pay particular attention to the sexual content in Nollywood movies?	No	110	55.8
		Yes	80	40.6
9.	What is your general perception of the sexual content in Nollywood movies?	Appropriate	34	17.3
		Inappropriate	37	18.8
		Neutral	97	49.2
		Very	17	8.6



		Appropriate		
		Very Inappropriate	5	2.5
10.	How do sexual contents in Nollywood movies make you feel?	Disgusted	15	7.6
		Erotic	33	16.8
		Excited	27	13.7
		Indifferent	105	53.3
		Others	10	5.1
11111 10a.	If others, please specify	Alright	1	.5
		Good	1	.5
		Goosebumps	1	.5
		Happy	1	.5
		I don't feel anything	1	.5
		Normal	2	1.0
		Somehow	1	.5
11.	Do you consider sexual contents in Nollywood movies offensive?	NO	165	83.8
		YES	25	12.7

The perception of sexual content in Nollywood films was revealed in Table 4.2.3. 40.6 percent of respondents said they were aware of the sexual content in Nollywood films, compared to 55.8% who said they were not particularly aware of it. It was also discovered that 49.2 percent of respondents had a neutral opinion of the sexual content in Nollywood films. 17.3 percent of respondents thought that the sexual content in Nollywood films was appropriate; 18.8 percent thought it was inappropriate; 8.6 percent thought it was very inappropriate; and 2.5 percent thought it was acceptable. The respondents' responses to how sexual content in Nollywood films makes them feel showed the same neutrality in perceptions.

While 30.5 percent of respondents claimed that the sexual content in Nollywood films makes them feel either excited or erotic, 53.3 percent of respondents claimed that the sexual content makes them feel indifferent. Other responses on how they are affected by the sexual content in Nollywood films include 'Alright', 'Somehow', 'Happy', and 'Normal'. Only 12.7% of the respondents found the sexual content in Nollywood films offensive, which can be seen as a stark contrast. Of the 12.7%, 44% claimed that the sexual content in Nollywood films only becomes offensive at the point of nudism, while 24% and 28% of respondents, respectively, thought that sexual content was offensive at the point of intimate touching and sexual intercourse, while none of the respondents found kissing in Nollywood films to be offensive. Numerous sexual partners and commercial sex (prostitution) were the most prevalent sexual themes that respondents found offensive.

Contrary to previous research, which found that, among other things, erotica scenes from Nollywood movies impact unsafe sexual behaviours and HIV risk among the Tiv people of Nigeria (Timiun, 2017), Nigerian youths practice risky sexual behaviours in part because of Nollywood, and



Nollywood movie contents bring about sexual assents or other sexual related immoralities, influence the orientation of viewers, and damage the cultural image of Nigeria (Osuala et. al, 2020). This contrast brings up the question: What other factors might these issues be attributed to if Bayelsa and more broadly Nigerian youths do not attribute their sexual intentions and experiences to exposure to sexual contents in Nollywood movies, either partially or entirely? Although it may be outside the purview of this study and necessitate further research, the researchers' speculations include social media and foreign media. A study conducted by Uwom et al. (2015b) with students from two universities in Nigeria found that, despite respondents' perceptions that sexual content in Nollywood is bad and offensive, the majority of respondents did not believe that they are influenced by that content. This is noteworthy given the numerous contradictory studies on the subject.

4. To what extent does youth exposure to sexual contents lead to early sexual experiences?

Table 4.2.4 Influence of sexual content on (early risky) sexual behaviours/intentions

S/No.	Variable	Category	Frequency (N=197)	Percentage
13.	Do you think exposure to sexual content in Nollywood movies can lead to early risky sexual intentions (forinstance unprotected sex and multiple sexual partners)?	NO	113	57.4
		YES	77	39.1
14.	Would you say that sexual content in Nollywood movies has ever influenced your sexual behaviours or intentions?	NO	165	83.8
		YES	24	12.2
14a.	What do you think is responsible for such influence?	Additional peer pressure	6	3.0
		I am generally interested in sexual content	8	4.1
		My age make me impressionable	3	1.5
		Not sure	6	3.0
		The actors/actresses are my role	2	1.0



		models		
15.	Would you say that the sexual content in Nollywood movies partly or wholly caused you to engage in sexual activity before the age of 18 years (for instance kissing, sexual intercourse, unprotected sex, etc)?	I did not engage in sexual activity before the age of 18	46	23.4
		No	124	62.9
		Yes	19	9.6

The opinions of the respondents regarding the impact of sexual content on young people in Bayelsa State's sexual intentions were presented in Table 4.2.4. The majority of respondents—57.4 percent—do not believe that watching sexually explicit Nollywood films causes young people to develop risky sexual intentions, such as having multiple partners and unprotected sex, while a close 39.1 percent do. Again, the majority (83.8%) felt that the sexual content of Nollywood films had never affected their sexual behaviour or intentions; among the 12.2% who disagreed, the general interest in sexual content and additional peer pressure were the most frequently cited causes. The analysis also revealed that the majority of respondents (62.9 %) did not think that the sexual content of Nollywood films had any bearing on their decision to engage in sexual activity at a young age. In actuality, 23.4% of those surveyed claimed they had no sexual activity at all before turning 18. Quadara, El-Murr, and Latham, (2017) asserted that explicit sexual content could lead to sexual violence. A study conducted by Uwom et al. (2015b) with students from two universities in Nigeria found that, despite respondents' perceptions that sexual content in Nollywood is bad and offensive, the majority of respondents did not believe that they are influenced by that content. This is noteworthy given the numerous contradictory studies on the subject.

Conclusion

The logical conclusion to be drawn from all of the aforementioned information is that, despite the positive attitudes and perceptions Bayelsa State youths have toward the sexual content of Nollywood films, these youths' sexual behaviours and intentions may be influenced by factors other than the sexual content of those films.

What then could be the underlying causes of this contrast? Finding the answer to that question might fall outside the purview of this study and necessitate additional research. However, we can speculate. The demography used could be one explanation for this contrast. While other studies looked at youths in various States, This current study concentrated on young people in Nigeria's Bayelsa State, similar studies have been situated in different locations. Globalization and the impact of digitalization on media and film could be a more convincing argument. As established, Nollywood has a much greater digital and streaming presence as a result of the emergence of popular online multimedia streaming platforms like Youtube and Netflix (Akanke, 2021).

We overlooked the fact that the increased digital and streaming presence goes beyond Nollywood; young people in Nigeria (including those in Bayelsa State) now have access to films from a variety of international film industries, including Hollywood, Bollywood, and even Korean drama, many of which have more explicit sexual content than Nollywood. In order to minimize the intensity of the sexual content in Nollywood films and the youths' perception and belief of how much influence those contents have on them, we cannot rule out the possibility that these foreign films may have



sexual influences on Bayelsa and Nigerian youths in addition to Nollywood films. Given this uncertainty, it is advised that additional research be done on the effects of sexual content in foreign films on Nigerian youths in comparison to the effects of Nollywood films.

Recommendations

In order to protect Nigerian cultural values as they are represented in Nollywood films, the NFVCB and other film regulatory organizations in Nigeria must make an effort to screen the contents of Nollywood films.

The NFVCB must come up with strategies with the Nigerian government to control and judiciously censor the rapidly expanding digital film market, including films shown on third-party platforms like YouTube, Netflix, and Iroko TV. Instead of focusing on explicit and unnecessary sexual content, movie makers should understand their social responsibility to showcase Nigeria's rich cultural values.

In order to instil morality in Nigerian youth, parents, religious leaders, and educational institutions should take proactive measures. They should emphasize the immediate and long-term effects that positive attitudes toward sexual immorality may have on these youth as well as on the society at large. In addition to emphasizing the psychological aspects of these discussions, education should also inform young people about the potential for unconscious perceptions to form and manifest. As a matter of national significance, media and film training institutions should promote the expansion of local content in their training curricula and organization. Parents and educational institutions should instruct young people on the value of safe sex practices and any advantages to refraining from early sexual experiences because it may be utopian to expect that sexual content will be entirely eradicated from Nollywood movies.

Finally, youths must be media literate. The need to understand media contents and the purpose of such content is necessary.

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