Perception of the Sexual Content of Nigerian Home Videos by Undergraduates of a Christian and a Muslim University in Nigeria

OGUCHI O. UWOM, Ph.D*, ONYINYECHI N. NWOLIKPE** AND MARIA-GORETTI EKUNDAYO***

Abstract
The high increase in the production of Nigerian home videos especially the ones that have sexual contents have led a number of researchers to conduct studies pertaining to this subject matter. The main objective of this study was to conduct a survey on adolescents' perception of sexual contents in Nigerian home videos. Survey research method was adopted and copies of questionnaire were used to find out what adolescents think about sexual contents in Nigerian home videos. Students of Redeemers University and Crescent University constituted the sample for this research; a total number of 640 copies of questionnaire were distributed between the two schools. From this research, it was discovered that adolescents consider the sexual contents in Nigerian home videos as being too explicit, this study therefore, recommends that stricter measures should be used by the Nigeria Film and Video Censors Board in censoring movies and sanctioning defaulters; also, parents and guardians should constantly talk to their adolescent children/ward about sex education so they would not be misled by media messages.

Key Words: Adolescent, Perception, Nollywood, Sexual Content, Home Videos

Introduction
Mass media cover a whole range such as radio, television, books, newspaper, magazines, internet, film etc. However, means of communication these days have become easier, faster and quite affordable with the introduction of internet. Film is a medium of communication which many individuals, people and organizations can utilize for different purposes, advantages and disadvantages (Sunday and Uduakobong, 2013). Brown (2014) recreationally sees movie as being meant to convalesce a hard day’s work. It creates emotional stability, establishes situational equilibrium – as paving ways for moral instructions. In

*Dr. Oguchi O. Uwom, Ph.D. is a lecturer at the Department of Mass Communication, Babcock University, Ilishan-Remo, Ogun State, Nigeria.

**Onyinyechi N. Nwolikpe is a lecturer at the Department of Mass Communication, Babcock University, Ilishan-Remo, Ogun State, Nigeria.

***Maria-Goretti Ekundayo is a lecturer at the Department of Mass Communication, Babcock University, Ilishan-Remo, Ogun State, Nigeria.

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Nigeria, the reverse is the case, the study pigeonholed into recalcitrance and the attitude of neglecting moral victory for vicious circle.

The Nigerian Film Industry (Nollywood) has grown from obscurity to become an important phenomenon which has attracted not only world acclamation but has brought scholars, reporters, reviewers, journalists, investors and different kinds of people to the country. Some people have come to investigate, invest and observe the industry or network with its people (Adenugba, 2007).

Apart from serving as an entertainment medium, providing diversion from the daily routines of life and the stress thereof, films should also educate, possibly mobilize people towards the achievement of stated national goals, among others (Akpan, 2002).

The National Film and Video Censors Board (NFVCB) has the duty to monitor movies by keeping track of or checking the markets, video rental clubs etc. to ensure that films/video works and their trailers that have already been approved have not been altered in anyway. They are also to seize unapproved films in accordance with the Act (NFVCB, 2010).

However, a good number of movies produced now like Corporate Maid produced by Chimezie Emelinwu and Love my Way produced by Anthony Nwatu teach little or nothing about the Nigerian culture except for a few ones like Arugba and Magun which were directed by Tunde Kelani, a trained cinematographer and producer. Ebewo (2007) also says that Nigerian movies perpetuate sex role stereotypes and reflect the patriarchal social values dominant in Nigerian society.

The NFVCB which is saddled with the responsibility of censoring movies also make sure that movies produced are of good standard, teach cultural values and norms and they also place these movies into the right ratings. However these ratings are not strictly adhered to as everyone has access to these movies with the advent of cable and internet.

The adolescence stage is the stage where the adolescent forms physically, mentally and socially which takes them into adulthood. Studies have however shown that adolescents who are exposed to sexual content have a higher percentage of being involved in sexual activities. According to Nnaji (2011), the dominant audience of this unique medium today is found among children and teenagers, who have employed it for various purposes.

According to Onipe’s (2013) research article titled ‘Exposure to Media Content and Sexual Health Behaviour among Adolescents in Lagos Metropolis, Nigeria,’ “some predictors identified in previous studies in Nigeria include peer group influence, household economic status, residential density, parental control, ethnic origin and recently, the media”.

The youth have been strongly influenced by the media. Teenagers and children wish to follow the people who get recognized and do what they do to get noticed; sometimes, they focus on the bad part of the media and strive to be a part of it (Shakeel, 2013). With the economic situation in Nigeria, parents and guardians are always out in search of a means of livelihood; their absence at
home put children and adolescents at the risk of watching movies without proper guidance.

Although most of these movies have ratings on them, little or no attention is paid to them as they are readily available for sale in video clubs and for viewing on Satellite Television or even the internet. Since movies which are meant to entertain and educate its audience are now showing explicit sexual contents, this study therefore seeks to find out the perception of sexual content of Nigerian home videos by undergraduates of a Christian and a Muslim university in Nigeria.

Statement of the Problem
With the high increase in sexual content in Nigerian home videos, it seems the original reason for the production of films which was aimed at educating and teaching cultural values has been defeated. Nnaji (2007) in support of some other scholars have deduced that films are mostly viewed by adolescents and wrong exposure of sexuality tends to lead to immorality among adolescents. Exposing adolescents to sexual content in Nigerian home videos might lead to sexual harassment and abuse among teenagers which can hamper the development of the country. This study seeks to examine the perception of undergraduates of a Christian and a Muslim university to sexual contents in Nigerian home videos.

Objectives
The general objective of this study is to examine adolescents’ perception of sexual contents in Nigerian home videos. The study also seeks:
1. To determine how adolescents perceive sexual contents in Nigerian home videos.
2. To find out ways in which adolescents can be further protected from getting exposed/influenced by sexual contents
3. To ascertain the influence sexual contents can have on adolescents

Research Questions
1. How do adolescents perceive sexual contents in Nigerian home videos?
2. What are the ways in which adolescents can be protected from getting exposed to sexual contents?
3. What influence can sexual contents have on adolescents?

Theoretical Framework
Theory of perception
Perception has been defined as a process by which we interpret sensory data (Lahlry, 1991). The senses that aid this interpretation are eyes, nose, skin, ear and tongue. This definition means that the interpretation given to messages received through any of these senses especially the eyes which is most applicable to this study is considered as perception.

Selective perception is the tendency for people’s perception to be influenced by wants, needs, attitudes and other psychological factors. It means that different people can react to the same message differently (Cantril 1997:73). In relation to
this work, if a particular home video is viewed by a group of people let’s say adolescents, the messages they derive from that home video would be different though they viewed the same content. Selective perception therefore explains the fact that adolescents perception is determined by what they crave for which is their want, their needs, attitudes and some other psychological factors. For instance, a movie like *Corporate Maid*, different reactions can be got from it. One of which is that the homosexual scenes in it were not necessary or too explicit. Another reaction may be that lack of communication always ruins marriages. This however depends on the background of the viewer.

Cantril (1997 p.80) highlighted three other processes that are similar to selective perception which include the following:

- **Selective Exposure**: This is the tendency for individuals to expose themselves to those communications that are in agreement with their existing attitudes and to avoid those communications that are not. In relation to this research work, this means that adolescents tend to expose themselves to any media (television) which can come in form of home videos that they agree with or in simple terms, which they like.

- **Selective Attention**: This is the tendency for individuals to pay attention to those parts of the message that are in consonance with strongly held attitudes, beliefs or behaviours and to avoid those parts of a message that go against strongly held attitudes, beliefs or behaviours. This means that after the audiences (adolescents) are exposed to whatever kind of media they decide to be exposed to, they take another step of paying rapt attention to those that are of benefit to them and paying little or no attention to those they consider not to be of benefit to them.

- **Selective Retention**: This is the tendency for the recall of information to be influenced by wants, needs, attitudes and other psychological factors. All the messages received cannot all be recalled. However some messages are easily forgotten than the others and this depends on our need for the message. We accurately remember messages that are favourable to us.

**Observational Learning and Imitation Behaviour Theory**

Observational learning and imitation behaviour theory both assume that people, especially children, tend to learn aggression from the mass media and to model their behaviour on that of the dramatis personae (model). The learning process is similar to that by which children imitate the behaviour (Folarin, 1998 p.82). This explains the fact that as adolescents keep getting exposed to these sexual scenes in home videos, there is tendency that they could begin to exhibit some actions such as pre-marital sex, nudity, homosexuality and the likes. Bad news from Bandura’s study is that antisocial models (family, neighbourhood or TV) may have antisocial effects (Myers, 2007 p.8).
For this study, the kind of model that adolescents tend to learn from are the symbolic models which come in form of Nigerian actors and actresses that feature in movies with sexual content.

Bussey (2009) explains that observational learning is a powerful means of social learning and it principally occurs through the cognitive processing of information displayed by models. The information can be conveyed verbally, textually and auditorily and through actions either by live or symbolic models such as television, movies and the internet.

In relation to this study, what forms as model here for adolescents are the home videos that have sexual contents; through observation, as Bandura has rightly stated, ideas are formed in the minds of these adolescents from the movies viewed and then the coded information which is got from the movie serves as a yardstick for action. These actions could then be a replica of what was viewed and coded into the memory of the adolescents.

Through observation of these movies, adolescents may begin to exhibit behaviours that are forbidden like homosexuality, pre-marital sex, sexually abusing their mates among others and as higher animals especially humans learn through observation and imitating others (Myers, 2007).

Review of Relevant Literature

Nollywood and Cultural Values

Ajayi (2009) defines culture as the established pattern of behaviour among a people, an all-embracing and heterogeneous concept that encompasses every aspect of a man’s life and experience. It is perceived as a way of life or the totality of all human efforts and achievements in the struggle for survival.

Since its (Nollywood) emergence at the turn of the twenty-first century, the Nigerian movie industry ‘Nollywood’ has had a profound influence on African culture (Onuzulike, 2007). Onuzulike (2007) adds that Nigerian video films are deeply rooted in Nigerian cultural traditions and social texts that focus on Nigerian community life. Nigerian video film stories are told using African idioms, proverbs, costumes, artefacts, cultural display and the imagery of Africa.

Onabajo and Oladapo (2009) citing Akpabio (2003) says that the common themes of Nigerian movies include greed/avarice, impatience, jealousy, envy, pride, arrogance, infidelity, perfidy, treachery, occultism, love and hate. Akpabio (2007) citing Akpabio (2003) also enumerates some themes of Nollywood films to include ‘…female genital mutilation, extra marital affairs, incest, sexual intercourse with housemaids, prostitution…’

An Islamic cleric, Imam Memood Mushood while urging Nigerian actresses to teach morals through their acting in a chat with nigeriafilms.com was quoted as saying ‘…these actresses are talented, no doubt about that, but what we expect them to teach young ladies in the society is not what they are doing. Most ladies of this generation do not attend lectures where they can hear the word of God, but they watch films which have a lot of influence on them. That is why the actors have a vital role to play in reshaping our society’ (Oloyede, 2012).

Oloyede (2012) also notes that there were times when promiscuous dressing in Nigerian movies used to be indecency and immorality, but today, without
doubt, such dressing have become a fashion trend. Not that alone, it has come to represent some form of civilization.

Oloyede (2012) adds that the present collaboration between Nigerian and Ghanaian movie industries is not helping matters either. It has even augmented the proliferation of decadence perpetuated by their inglorious productions. Now, competition between the two movie industries is doing nothing substantially beneficial; rather it is escalating the unacceptable standards of immorality and indecency in the country.

Uduchukwu (2013) said the movies and entertainment industries are meant to promote the norms, values and culture of the people and also to serve as a medium through which the masses are enlightened on the issues at stake in a polite manner.

The rate at which divorce cases are filed in the courts is alarming and Nollywood cannot be unconnected with such. This is because instead of producing movies that will promote African norms and morals, the industry now produces movies mostly featured by lust, betrayal of trust and romance and any shallow minded Nigerian is easily influenced by such (Uduchukwu, 2013).

The industry has made more negative influence on Nigerians and if urgent measures are not taken, the movie industry will be a curse to Nigerians. The government should initiate the movies and entertainment industries into the ministry of culture and tourism so that more dedicated attention should be paid on their activities. This will further make the stakeholders in the movie industry understand that they are meant to promote Nigeria’s norms, values and dignity (Uduchukwu, 2013).

Ekeanyanwu (2009) adds that it is imperative that Nollywood restructures so that the industry becomes a vehicle of cultural transmission, protection and growth.

In the case of Nigeria, Ekeanyanwu (2009) says that her historical experience should metamorphose through Nollywood productions so that we are constantly kept aware of where we are coming from. Nollywood must rise to be counted among those projecting Nigerian cultural values to the outside world in a positive way.

**Sexual Content and its Impact**

Ecobar-Chavas, Tortolero, Markham, Low, Eitel and Thicketun (2005) define sexual content as any depiction of sexual activity, sexually suggestive behaviour or talk about sexuality or sexual activity.

There is a great deal of sex in the media showing or implying acts such as pre-marital and extra-marital sex. The amount of sexual content is steadily increasing in many areas of the media. Children and adolescents are exposed to these media regularly (Malamuth and Impett, 2001).

Sex in media is not limited to explicit portrayals of intercourse or nudity, however it may include any representation that portrays or implies sexual behaviour, interest or motivation (Harris and Barlett, 2009).

Researchers found that adolescents who watched the most television with sexual content were twice as likely to initiate sexual intercourse over the next
year as adolescents who watched the least amount of television with sexual content. Adolescents were less likely to initiate sexual intercourse if their parents monitored their activities (RAND Study, 2004).

O’ Brien (2012) cited a study by Ross O’Hara and his colleagues; they found out that greater exposure to sexual content in movies at a young age led to a higher peak in sensation-seeking during adolescence. In addition, as a result of this, sensation seeking sexual behaviour can last well into the late teens and even into the early twenties of young people who are exposed to these kinds of movies. The researchers also speculate that adolescents learn specific behaviours from the sexual messages in movies. Many adolescents turn to movies to acquire ‘sexual scripts’ that offer examples of how to behave when confronted with complicated emotional situations (O’ Brien, 2012).

Adieza (2004) also noted that most home videos depict sexually related behaviour, and when children watch such movies, they are sexually aroused especially the adolescents and this could often lead to such anti-social vices as sexual addiction, lesbianism and homosexuality.

Under some conditions, exposure to sexual content in the media is likely to affect some young people’s judgments and attitudes regarding sexual behaviour (e.g. premarital and extramarital sex) and possibly influence their sexual behaviours (Malamuth and Impett, 2001).

In a study by Collins, Elliott, Berry, Kanouse, Kunkel and Hunter (2004), they found out that teenagers who watch a heavy diet of television with sexual content were twice more likely to engage in sexual intercourse over the years than teens who were light viewers of sexual content, even after controlling other possible factors.

Malamuth and Impett (2001) suggest that the effects of exposure to sexual media may be moderated by many other factors, including family communication styles, cognitive style and personality characteristics. However, what we learn about sexuality from the media forms a large part of what sexuality means to us (Harris and Barlett, 2009).

**NFVCB and Sexual Content**

The National Film and Video Censors Board (NFVCB) are tasked with the responsibility of regulating the films and video industry in Nigeria (NFVCB, 2010).

Film and Video Censorship refers to a process whereby any film or video work either produced locally or imported is submitted to the Censor’s board for registration, previewing and examination prior to its categorization for public supply, distribution or exhibition (NFVCB, 2010).

According to Ekwuazi (1991) the criteria for approval of films by the Board were that any film, whether local or foreign should not:
1. Undermine national security
2. Induce or reinforce corruption of private and public morality
3. Encourage illegal or criminal acts
4. Expose people of African descent to ridicule and contempt and
5. Encourage racial religious or ethnic discrimination and conflict
In a published interview with the Deputy Director of NFVCB, Tanko Abdullahi, he argued that ‘our mandate is only limited to classified movie that are going on the television and satellite pay channels. We really have a big challenge dealing with those contents that are being posted online (Oyetimi and Adebayo, 2013).

In explaining why there is need for a film censorship board, the NFVCB states: ‘of course, censorship alone is not sufficient to maintain the moral tone of our society, as the industry, artists and the community at large has to play a significant role in determining what the society as a whole considers to be acceptable standards for media content.’

**Research Method**

The research design adopted was the survey research method. The population used were the 2500 students of Redeemers University, Mowe and the 1500 students of Crescent University, Abeokuta since most of them are in their adolescent stage which gives them that common characteristic. Therefore, the population of the study comprised 4000, a total of the population of both schools. The sample size drawn for the study was 640.

A structured questionnaire was used in gathering data from the respondents for effectiveness and accuracy of the study and multistage sampling technique was adopted.

**Data Analysis, Presentation and Interpretation**

**RQ1:** How do adolescents perceive sexual contents in Nigerian home videos? This question will be answered using Tables 1, 2, and 3.

<table>
<thead>
<tr>
<th></th>
<th>Crescent Uni.</th>
<th>Redeemers Uni.</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Good</td>
<td>57</td>
<td>25.3</td>
<td>61</td>
</tr>
<tr>
<td>Fair</td>
<td>18</td>
<td>8.0</td>
<td>157</td>
</tr>
<tr>
<td>Bad</td>
<td>94</td>
<td>41.8</td>
<td>116</td>
</tr>
<tr>
<td>Very Bad</td>
<td>56</td>
<td>24.9</td>
<td>55</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>225</strong></td>
<td><strong>100</strong></td>
<td><strong>389</strong></td>
</tr>
</tbody>
</table>

*Source: Field Survey, 2014*

Table 1 shows that 210 (34.2%) of the respondents perceive sexual content in Nigerian home videos to be bad. This implies that majority of respondents from both institutions are of the opinion that explicit sexual contents in Nigerian movies are bad and could be offensive.
Table 2: Respondents reaction as to if sexual content can influence them negatively

<table>
<thead>
<tr>
<th></th>
<th>Crescent Uni.</th>
<th>Redeemers Uni.</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Yes</td>
<td>37</td>
<td>16.4</td>
<td>118</td>
</tr>
<tr>
<td>No</td>
<td>188</td>
<td>83.6</td>
<td>263</td>
</tr>
<tr>
<td>No Response</td>
<td>8</td>
<td>2.1</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>100</td>
<td>389</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2014

Table 2 shows that 451(73.5%) of the respondents do not get influenced negatively by sexual contents. This means that though most respondents as shown in Table 1 think that sexual contents in Nigerian home videos is bad, majority however do not think that such contents can influence them negatively.

Table 3: Respondents’ reaction when they see a movie with sexual scenes

<table>
<thead>
<tr>
<th></th>
<th>Crescent Uni.</th>
<th>Redeemers Uni.</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Fast forward</td>
<td>19</td>
<td>8.4</td>
<td>71</td>
</tr>
<tr>
<td>Change station</td>
<td>93</td>
<td>41.3</td>
<td>111</td>
</tr>
<tr>
<td>Keep watching</td>
<td>113</td>
<td>50.2</td>
<td>183</td>
</tr>
<tr>
<td>Look away</td>
<td>24</td>
<td>6.2</td>
<td>24</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>100</td>
<td>389</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2014

Table 3 shows that 296(48.2%) of the respondents keep watching when they see a movie with sexual contents. The point is that respondents do not try to change stations, fast forward the scenes or avoid watching completely. It could be that they might decide not to move the scenes in case something interesting is shown in one of such scenes or maybe because of whoever they could be watching the movie with.

From the analysis gathered above, it shows that adolescents do not like sexual scenes in Nigerian home videos as they consider it bad. However, most of the respondents tend to keep watching when they see a movie with sexual scenes. This is one of the achievements of film producers as they produce movies that easily catch the attention of these adolescents even if such adolescents do not intend to watch such movies. Since adolescents are in their formative years, they are likely to imitate what they see in agreement to the imitation and behaviour theory.
RQ2: What are the ways in which adolescents can be protected from getting exposed to sexual contents?

Table 4: How often parents/guardians discuss sexual behaviour with respondents

<table>
<thead>
<tr>
<th></th>
<th>Crescent Uni.</th>
<th></th>
<th>Redeemers Uni.</th>
<th></th>
<th>Combined</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Rarely</td>
<td>19</td>
<td>8.4</td>
<td>164</td>
<td>42.2</td>
<td>183</td>
<td>29.8</td>
</tr>
<tr>
<td>Often</td>
<td>19</td>
<td>8.4</td>
<td>102</td>
<td>26.2</td>
<td>121</td>
<td>19.7</td>
</tr>
<tr>
<td>Never</td>
<td>93</td>
<td>41.3</td>
<td>82</td>
<td>21.1</td>
<td>175</td>
<td>28.5</td>
</tr>
<tr>
<td>Always</td>
<td>94</td>
<td>41.8</td>
<td>41</td>
<td>10.5</td>
<td>135</td>
<td>22.0</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>100</td>
<td>389</td>
<td>100</td>
<td>614</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2014

175(28.8%) of the respondents from Table 4 say that their parents/guardians never discuss sexual behaviour while 183(29.8%) say their parents rarely talk to them about sexual behaviour. Sometimes, it could be that some of the vices that young people get involved in could be because parents/guardians rarely discuss issues with their children and as such they make hasty decisions without thinking about the consequences.

Table 5: Where respondents first learnt sex education

<table>
<thead>
<tr>
<th></th>
<th>Crescent Uni.</th>
<th></th>
<th>Redeemers Uni.</th>
<th></th>
<th>Combined</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Movies</td>
<td>56</td>
<td>24.9</td>
<td>122</td>
<td>31.4</td>
<td>178</td>
<td>29.0</td>
</tr>
<tr>
<td>Magazines</td>
<td>19</td>
<td>8.4</td>
<td>35</td>
<td>9.0</td>
<td>54</td>
<td>8.8</td>
</tr>
<tr>
<td>Internet</td>
<td>94</td>
<td>41.8</td>
<td>34</td>
<td>8.7</td>
<td>128</td>
<td>20.8</td>
</tr>
<tr>
<td>Parent</td>
<td>38</td>
<td>16.9</td>
<td>136</td>
<td>35.0</td>
<td>174</td>
<td>28.3</td>
</tr>
<tr>
<td>Other</td>
<td>18</td>
<td>8.0</td>
<td>53</td>
<td>13.6</td>
<td>71</td>
<td>11.6</td>
</tr>
<tr>
<td>No Response</td>
<td>9</td>
<td>2.3</td>
<td>9</td>
<td>1.5</td>
<td>9</td>
<td>1.5</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>100</td>
<td>389</td>
<td>100</td>
<td>614</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2014

In Table 5, 178(29.0%) respondents say that they first learnt about sex through movies while 174(28.35) respondents first learnt sex education from their parents. This implies that majority of respondents learn sex from the movies they watch and the next group learnt from their parents and some from the internet. This means that movie producers should be careful about the scenes they include in movies to catch the audiences’ attention.
Table 6: Respondents' consideration as to if the sources are genuine and correct

<table>
<thead>
<tr>
<th></th>
<th>Crescent Uni.</th>
<th>Redeemers Uni.</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency %</td>
<td>Frequency %</td>
<td>Frequency %</td>
</tr>
<tr>
<td>Yes</td>
<td>112</td>
<td>316</td>
<td>428</td>
</tr>
<tr>
<td>No</td>
<td>113</td>
<td>55</td>
<td>168</td>
</tr>
<tr>
<td>No Response</td>
<td>18</td>
<td>4.6</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>225</td>
<td>389</td>
<td>614</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2014

428 (69.7%) of respondents amounting to the majority say the sources where they first learnt about sex education are genuine. From this analysis, it is discovered that many adolescents were rarely talked to about sex education from their parents/guardians and this is why many of them first learnt about sex through media (movies). Therefore, adolescents can be further protected from getting exposed to and influenced by sexual contents if parents can rise up to the responsibility of teaching their children/ward what sex education really entails instead of them going to learn from unreliable sources that could trivialize the issue.

RQ3: What influence can sexual contents have on adolescents?

Table 7: Influence of Sexual Contents

<table>
<thead>
<tr>
<th>SN</th>
<th>QUESTIONS</th>
<th>University</th>
<th>SA</th>
<th>A</th>
<th>U</th>
<th>SD</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adolescents’ want more of sexual scenes in Nigerian home videos</td>
<td>Crescent</td>
<td>94(41.9%)</td>
<td>56(24.9%)</td>
<td>38(16.9%)</td>
<td>37(16.4%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Redeemers</td>
<td>181(46.5%)</td>
<td>144(37%)</td>
<td>2(6.9%)</td>
<td>26(6.7%)</td>
<td>11(2.8%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Combined</td>
<td>275(44.8%)</td>
<td>200(32.6%)</td>
<td>65(10.6%)</td>
<td>63(10.3%)</td>
<td>11(1.8%)</td>
</tr>
<tr>
<td>2</td>
<td>Adolescents are likely to imitate sex models they see in movies.</td>
<td>Crescent</td>
<td>76(33.8%)</td>
<td>112(49.8%)</td>
<td>19(8.4%)</td>
<td>18(8%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Redeemers</td>
<td>153(39.3%)</td>
<td>209(53.7%)</td>
<td>19(4.9%)</td>
<td>8(2.1%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Combined</td>
<td>229(37.3%)</td>
<td>321(52.3%)</td>
<td>38(6.2%)</td>
<td>18(2.9%)</td>
<td>8(1.3%)</td>
</tr>
<tr>
<td>3</td>
<td>Adolescents turn to movies to acquire sexual knowledge.</td>
<td>Crescent</td>
<td>112(49.8%)</td>
<td>38(16.9%)</td>
<td>57(25.3%)</td>
<td>18(8%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Redeemers</td>
<td>113(29%)</td>
<td>123(31.6%)</td>
<td>65(16.7%)</td>
<td>26(6.7%)</td>
<td>62(15.9%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Combined</td>
<td>225(36.6%)</td>
<td>161(26.2%)</td>
<td>122(19.9%)</td>
<td>44(7.2%)</td>
<td>62(10.1%)</td>
</tr>
<tr>
<td>4</td>
<td>Exposure to sexual contents can lead to anti-social vices such as sexual addiction, homosexuality and rape.</td>
<td>Crescent</td>
<td>38(16.9%)</td>
<td>74(32.9%)</td>
<td>38(16.9%)</td>
<td>75(33.3%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Redeemers</td>
<td>178(45.8%)</td>
<td>153(39.3%)</td>
<td>34(8.7%)</td>
<td>164(41.1%)</td>
<td>8(2.1%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Combined</td>
<td>216(35.2%)</td>
<td>227(37%)</td>
<td>72(11.7%)</td>
<td>91(14.8%)</td>
<td>8(1.3%)</td>
</tr>
<tr>
<td>5</td>
<td>Can the media be regarded as a good source for sex education?</td>
<td>Crescent</td>
<td>57(25.3%)</td>
<td>57(25.3%)</td>
<td>18(8%)</td>
<td>74(32.9%)</td>
<td>19(8.4%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Redeemers</td>
<td>76(19.5%)</td>
<td>130(33.4%)</td>
<td>92(23.7%)</td>
<td>45(11.6%)</td>
<td>46(11.8%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Combined</td>
<td>133(21.7%)</td>
<td>187(30.5%)</td>
<td>110(17.9%)</td>
<td>119(19.4%)</td>
<td>65(10.6%)</td>
</tr>
<tr>
<td>6</td>
<td>Sexual scenes in Nigerian home videos are misleading and explicit.</td>
<td>Crescent</td>
<td>75(33.3%)</td>
<td>56(24.9%)</td>
<td>9(18.4%)</td>
<td>38(16.9%)</td>
<td>37(16.4%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Redeemers</td>
<td>154(39.6%)</td>
<td>90(23.1%)</td>
<td>76(19.5%)</td>
<td>82(21%)</td>
<td>61(15.7%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Combined</td>
<td>229(37.3%)</td>
<td>146(23.8%)</td>
<td>95(15.5%)</td>
<td>46(7.5%)</td>
<td>98(16%)</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2014
As shown in Table 7, 275 (44.8%) of the respondents strongly agree that adolescents want more of sexual scenes in Nigerian home videos. On the same table, 321 (52.3%) agree that adolescents are likely to imitate sex models they see in movies. 225 (36.6%) say that adolescents tune to movies to acquire sexual knowledge. 227 (37%) say that adolescents exposure to sexual content can lead to anti-social vices such as sex addiction, rape and homosexuality. 187 (30.5%) agree that media is a good source for sex education. 229 (37.3%) strongly agree that sexual scenes are misleading and explicit.

From the analysis above, it is discovered that adolescents tend to imitate sex models they see in movies which is in agreement with the behavioural/imitation theory and that most of them turn to movies in order to acquire sexual knowledge which counters the essence film originally started in Nigeria. However, adolescents have come to agreement through this analysis that sexual scenes could be misleading and explicit. Movies are made to pass meaningful messages to its audience but that is not the case anymore as a good number of the movies produced cannot do without a sexual scene.

**Discussion**

As shown in Table 7, 229 (37.3%) of the respondents are of the opinion that sexual scenes in Nigerian home videos are misleading and explicit. This reaffirms Brown (2002) and Onipede (2013) claim that there is more explicit portrayal of sex in the media than it used to be and that the media portrays more information and pictures that promote unhealthy sexuality than the ones promoting the culture of the country.

A major finding from this work in Table 7, says that 227 (37%) of the respondents agree that exposure to sexual content can lead to anti-social vices such as addiction and rape. This corroborates the assertion by Onipede (2013) who found out from his study that young people who are exposed to sexual content have a greater involvement in sexual activities. Myers (2007) further supports this finding as seen in his study that through observation of these movies, adolescents may begin to exhibit behaviours that are forbidden like homosexuality, pre-marital sex etc. as higher animals especially humans learn through observation and imitation. Adieza (2004) restates that when adolescents watch home videos that depict sexually related behaviour, they are sexually aroused and this could lead to anti-social vices as sexual addiction, lesbianism and homosexuality.

321 (52.3%) of the respondents as shown in Table 7, agreed that adolescents are likely to imitate sex models. This also reaffirms the claim by Shakeel (2013) that teenagers and children wish to follow the people who get recognized and do what they do to get noticed. Sometimes, they focus on the negative part of the media’s content and strive to be a part of it. According to Brown and Bassey-Duke (2014), these acts have been rededicated to the increasing trend of showcasing and bombarding our teenagers with unhealthy sexual contents in the name of movies. This study had characterized a steady rise of teenage pregnancies in Calabar-South, as a result of watching uncensored movies that stimulated erotic emotions.
183 (29.8%) of the respondents as indicated in Table 4 say that their parents/guardians rarely talk about sexual behaviour with their wards. Uduchukwu (2013) has however advised that parents should monitor their children and ensure that they are not addicts of these immoral movies. Also, RAND Study (2004) states that adolescents were less likely to imitate sexual intercourse if their parents monitored their activities. Therefore, parents should constantly monitor and speak to their wards about sex. The RAND researchers recommend that parents watch television with their children and talk about sexual contents that appear—even the jokes.

Kaufman (2011) explains that

> When parents talk to their children about sex, they can make sure that they are getting the right information. Parents should be a child’s first source of information about sex. Although the media is full of sex and sexuality, it is mostly depicted in the most sensational and superficial sense. Realistic portrayals of relationships and sexuality are rare. Children who receive sex education at home are actually less likely to engage in risky sexual activity.

This reconfirms the fact that parents have a role to play in the sexual development of their children.

Finally, adults in all areas of adolescents’ lives need to help teenagers/youths critically evaluate the media and its often unrealistic representation of characters, products and behaviour and live situations. Teaching adolescents to be critical consumers of electronic media is the best prevention strategy (Gruber and Grube, 2000).

**Conclusion and Recommendations**

As it is evident in our society today, there are a lot of sexual offences that are recorded every day in the dailies especially reports that pertain to rape. The fact that adolescents keep getting exposed to these sexual contents, there is invariably a high increase in sexual behaviour such as rape, lesbianism, homosexuality etc. If adolescents are considered the leaders of tomorrow, then what kinds of leaders are in the making? This study has already shown that adolescents’ constant exposure to sexual content increases their sexual activities, therefore, parents and guardians who the respondents say rarely talk to them about sex education should make it their duty to put their wards under the right tutelage. The NFVCB too should also perform their duties well enough so as to breed decent adults for the future.

Parents and guardians should constantly talk to their children about sex education as it has been discovered from this work that adolescents have the tendency to imitate sex models they see in these movies. They should also ensure that if they have to buy such movies for any reason, it should not be at the disposal of these adolescents and they should constantly watch what these adolescents watch with them. Therefore, parents must be on the lookout and
guard their wards from engaging in anti-social sexual activities which could ruin such individuals for life. Parents should also monitor what their children view, pointing out what is wrong and educating them appropriately.

Television stations that air Nigerian movies should ensure that they censor the movies themselves before airing them so that it suits its intended audience and at the appropriate time so sexual movies do not get to the view of the under-aged. To save the Nigerian culture, strict censorship must be applied to all movies produced and producers should be advised to produce films that have substance and would boost our cultural heritage.

The National Film and Video Censors Board should strengthen the movie producers, come up with policies on the content of the movies to be produced and have a punitive measure for offenders of the policy.

References


