



Nigerian Journal of Library and Information Science

Volume 5, Number 2 December 2020

Nigerian Journal of Library and Information Science

Volume 5 Number 2
December 2020

ISSN: 0331-9199

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Nollywood Movies Watching Pattern and Risky Sexual Behaviour among in-School Adolescents in Selected South-Western Nigeria Secondary Schools

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Abstract

Nollywood movies are being released at exponential rates. With an average of 50 movies being released on a weekly basis. Observations have revealed that a number of the films produced and which are accessible to in-school adolescents promotes risky sexual behaviour. In-school adolescents are in their formative years and access to these types of films can affect their sexual behaviour. This study surveyed the Nollywood movies watching pattern and risky sexual behaviour among in-school adolescents. A correlational survey was carried out using the quantitative method. A total of 644 students were sampled using the probability proportionate to size sampling technique while a pre-tested questionnaire with reliability coefficient of 0.75 ($r = 0.75$) was used as data gathering instrument. Data were analysed using the descriptive method of frequency counts, percentages, mean and standard deviation for objectives 1 and 2 while Pearson Product Moment Correlation (PPMC) was used for objective 3. Result showed that majority of the in-school adolescents surveyed have access to Nollywood movies with sexual content (60.0%), though their parents censors the movies (63.8%). Correlation was found between Nollywood watching pattern and risky sexual behaviour among in-school adolescents in selected south-western Nigeria secondary schools ($r = .266^{**}$, $N = 644$, $p < .05$). The study therefore, recommended that parents should continue to censor movies watched by their wards.

Keywords: Nollywood movies, Exponential release rates, In-school adolescents, Risky sexual behavior, Formative years, Watching pattern

Introduction

The Nigerian movie industry, popularly referred to as Nollywood, has been one of the major communication tools for culture, history, tradition, lifestyle and trends among Nigerians and by extension, Africa. The settings, plots and messages from Nollywood movies have been established to have significant impact on the lifestyle and behaviour of Nigerians (Ogwo, Asemah and Ottah, 2015; Apuke and Dogari, 2017), especially the youths (Nnabuko and Anatsui, 2012; Udofia and Tom, 2013; Omoera, Edemode and Aihevba, 2017). The influence of television and movie viewing among youths has been subject of concerns for researchers over the years. For instance, it was established that an hour of television viewing per day increases the tendency of a youth to start drinking alcohol by 9.0% (Robinson, Chen and Killen, 1998; Gunasekera, Chapman and Campbell, 2005). Similarly, Sargent, Beach, Adachi-Mejia, Gibson, Titus-Ernstoff and Carusi (2005) reported that 40.0% of youths who tried smoking cigarette did so based on what they see in

movies, and that youths with highest exposure to cigarette smoking scenes in movies are 2.6 times likely to try the act than those with low exposure.

The impact of movies in increasing awareness, enhancing understanding and fostering behavioural change, according to Manzo (2017) could make them an important communication tool for sexually transmitted diseases. Also, O'Hara, Gibbons, Li, Gerrard and Sargent (2012) affirmed that exposure to sexual scenes in movies affects the age of sexual debut. In fact, Kinsler, Glik, De Castro Buffington, Malan, Nadjat-Haiem, Wainwright and Papp-Green (2018) reported that about 80.0% of adolescents learn about sex from television. As Nigerian youths spend ample time with television, cinemas, and the Internet to watch Nollywood movies, the information they internalise from the movies could influence their sexual behaviour. In fact, this assertion was supported by Nwagwu (2008) who noted that television is the most effective source of communicating information on HIV which is one of the sexually

transmitted diseases among adolescent girls in Nigeria. Among Never-theless, preliminary review of literature showed that HIV research in Nigeria has not explored how contents from Nollywood movies affect the campaign against risky sexual behaviours that increase the risk of spreading the virus.

Ajayi and Okeke (2019) studied the protective sexual behaviours of adolescents and the influence of family support such as types of families which includes families with both parents' intact and single parent families. The survey was cross-sectional and conducted among youths, particularly adolescents drawn from two Nigerian universities. The study examined differences of gender in protective sexual behaviours of male and female students. There were 599 students who participated in the study while analysis of data was conducted using adjusted and unadjusted multinomial logistic regression models at 0.05 significance level. Results indicated that living with intact parents was found to positively influence protective sexual behaviours among the respondents as the majority of the students indicated protective

sexual behaviours, sexual abstinence and persistent use of condom as well as sexual fidelity. Thus, it means when the two parents oversee the raising of children, it reduces the possibility of risky sexual behaviour.

Moreover, studies have revealed that mass media was found to have negative effects on undergraduates' sexual behaviours and sexual health attitudes in Osogbo metropolis (Asekun-Olarinmoye, Asekun-Olarinmoye, Adebimpe and Omisore, 2014). The authors based the study on cross-sectional survey comprising of 400 students selected through a multi-stage procedure. Frequency counts, percentages, means and standard deviation were used for data analysis of the descriptive data while binary logistic regression analysis was conducted to determine the relationship between the dependent and the independent variables. Results showed that the majority of the students engaged in watching explicit sexual content through the Internet (74.5%), and risky sexual behaviours such as coitus (37, 16.4%), oral sex (31, 13.7%), masturbation (10, 4.4%) while about half of the respondents (90, 40.0%)

never used condom. Predictors of having multiple sexual partners include the sex of the respondent and the frequency of Internet use, with females (AOR = 0.308, 95% CI = 0.113–0.843) and that those who rarely use the Internet are less likely to have multiple sexual partners.

In the same vein, Uzobo and Enoch (2020) conducted a research on the use of social media and undergraduates' sexual behaviour in a Nigerian university with the main aim of investigating the role of social media use on sexual behaviour of students of Niger Delta University, Bayelsa State, Nigeria. A cross-sectional survey was conducted based on the theoretical framework of use and gratification theory. There were 195 students randomly selected for the study while the data gathering instrument was the questionnaire. Results showed that social media use was responsible for students' high-risk sexual behaviours (OR = 0.123, $p < 0.05$). Students' relationship status was also found to determine risky sexual behaviour (OR = 24.289, $p < 0.01$), and the study concluded that social media usage affects stu-

dents' sexual behaviour negatively as its excessive usage exposes them to risky sexual behaviours while it recommended sex education to stem the wrong development among students.

Statement of the Problem

There is increase in the engagement of risky sexual behaviours among in-school adolescents in Nigeria. Consequently, this increase in sexual behaviour is being linked to their exposure to contents that can promote such behaviours. In recent times, movie-based communication is evidenced to have impact on health, sexual and social literacy and behaviours (Odoemela, Onumadu and Arua, 2014). The in-school adolescents in Nigeria have been found to spend significant time on screen watching Nollywood movies during their off-school periods and that such media contain selective contents about HIV and sexual behaviours that can be learned and cognitively reinforced. This study, therefore, intends to assess whether knowledge from Nollywood movies are sufficient enough to influence cognitive behaviour on risky sexual behaviour and HIV.

Objectives

The objectives of the study are to:

1. determine students' watching pattern of Nollywood movies with sexual scenes;
2. find out the perception of the students concerning safe sexual behaviour and HIV; and
3. Ascertain the influence of watching pattern of Nollywood movies with sexual scenes on risky sexual behaviour.

Methodology

This study's design is survey of correlational type which adopted quantitative method of data gathering and analysis. The population of the study is 2,574 in-school adolescents in all senior secondary schools selected for the study. Students in this category are predominantly between the ages of twelve and sixteen. Multi-stage sampling procedure was adopted for the study. The first stage was the clustering of the state based on their year of creation. Lagos State was created in the year

1967; Oyo, Ogun and Ondo were created in the year 1976, while Osun and Ekiti were created in the 90s that is 1991 and 1996 respectively. Therefore, Lagos was taken to represent its cluster; Oyo State, due to its centrality in the southwest, represented the cluster of the states created in the 60s, while Osun for a unique reason of containment of cosmopolitan communities represented the states created in the 90s.

In the second stage, purposive sampling was deployed to select representation of a public and private secondary school in each state with a consideration for urban, semi-urban and rural representation. Lagos state, based on its urbanisation, represents the urban population for this study, therefore, a public secondary school and a private secondary school were selected in the heart of the city, that is, Ikeja, the capital of Lagos State. In Oyo State, there are good examples of semi-urban communities and local governments. A good example is the Akinyele Local Government which by the virtue of its proximity to the premier university in Nigeria and its boundaries with several agra-

rian communities possesses a cross-sectional array of educated and non-educated populace represents the semi-urban population. Osun purposively selected to produce the rural population for the study simply because of its containment of commensurate rural population with the urban, therefore, a purely rural

Ayedaade Local Government represented the rural population of this study and a public and private secondary school each was selected. In the third stage, all the senior secondary school students of the selected schools stand the chance of participating in the study and as such, the study population is 2,574.

Table 1: Population of respondents

S/N	School	Ownership and State	Population	Source
1	Ikeja Senior High School, Ikeja, Lagos	Public, Lagos	1,423	http://www.lagosschoolsonline.com/Schools/Profile/1823
2	D-Ivy College, Ogba, Ikeja, Lagos	Private, Lagos	97	http://www.lagosschoolsonline.com/Schools/Profile/5538
3	Ojoo High School, Ojoo	Public, Oyo	477	Personal contact with a teacher
4	Yinbol College, Orogun, Ibadan, Oyo State	Private, Oyo	42	Sheed (2019), An unpublished Ph.D. Thesis, University of Ibadan, Nigeria.
5	L. A. Commercial Grammar School, Iwo, Osun State	Public, Osun	432	Personal contact with a teacher
6	The Wings Schools	Private, Osun	103	Personal contact with a teacher

	Total		2,574	
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For the sample size, 25% of the population was used for the study in order to account for adequate representation and convenience of the researcher. Therefore, the sample of the study is 644. This sampling method is a systematic random sampling, a subset of probability sampling, which gives every 4th person the chance of participating in the survey. Trochim (2005) stated that the main objective of a systematic random sampling is to select n units out of N such that each NCn has an equal chance of being selected. The calculation for the selection is presented below:

- number the units in the population from 1 to N
- decision on the n (sample size) needed
- $k = N/n =$ the interval size
- randomly select an integer between 1 to k
- then we take every k^{th} unit

Therefore, $f = 644/2574 = 25\%$. In this case, the interval size, k , is equal to $N/n = 100/25 = 4$ and the investigators select every 4th respondent randomly.

Table 2: Sample size

S/N	School	Ownership and State	Population	Sample size (25% of total population)	Source
1	Ikeja Senior High School, Ikeja, Lagos	Public, Lagos		356	http://www.lagoschoolsonline.com/Schools/Profile/1823

2	D-Ivy College, Ogba, Ikeja, Lagos	Private, Lagos		24	http://www.lagoschoolsonline.com/Schools/Profile/5538
3	Ojoo High School, Ojoo	Public, Oyo		119	Personal contact with a teacher
4	Yinbol College, Orogun, Ibadan, Oyo State	Private, Oyo		11	Sheed (2019), An unpublished Ph.D. Thesis, University of Ibadan, Nigeria.
5	L. A. Commercial Grammar School, Iwo, Osun State	Public, Osun		108	Personal contact with a teacher
6	The Wings Schools	Private, Osun		26	Personal contact with a teacher
	Total	644			

The data collection instrument was a pre-tested questionnaire which was divided into three sections. The first section elicited questions on the *Socio-demographic characteristics* of the students. Demographic information that were collected include parents' level of education and income, household type, home access to the Internet, com-puter and television. Other

demographic information included religion and religious beliefs about watching movies. The second section of the questionnaire elicited questions on students' Nollywood movies watching pattern with 10 items while the third section comprises six items on risky sexual behaviour of students. The sixteen items, excluding demographic information, yielded Cronbach's Alpha 0.75. SPSS

analysis software was used to analyse the data collected. Frequency counts, mean and standard deviation were used to

analyse objectives 1 and 2 while Pearson Product Moment Correlation was used for objective 3.

Data Analysis and Interpretations of Results

Demographic information

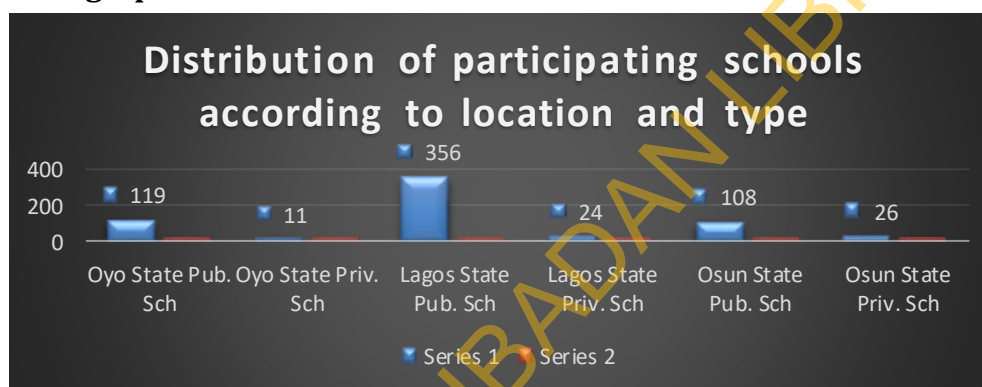


Figure 1: Distribution of respondents by schools

Figure 1: Indicates that students from the selected public schools formed the majority (Lagos = 53%, Oyo = 18.5% and Osun = 16.8%), the others were students from the selected private schools with Osun State having the highest representation.

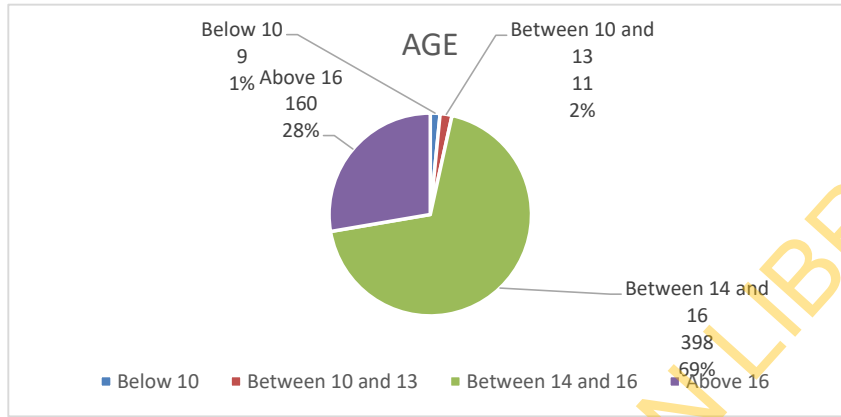


Figure 2: Age of Respondents

Figure 2: The majority of the respondents were between the age range of 14 and 16 while the least were below age 10.

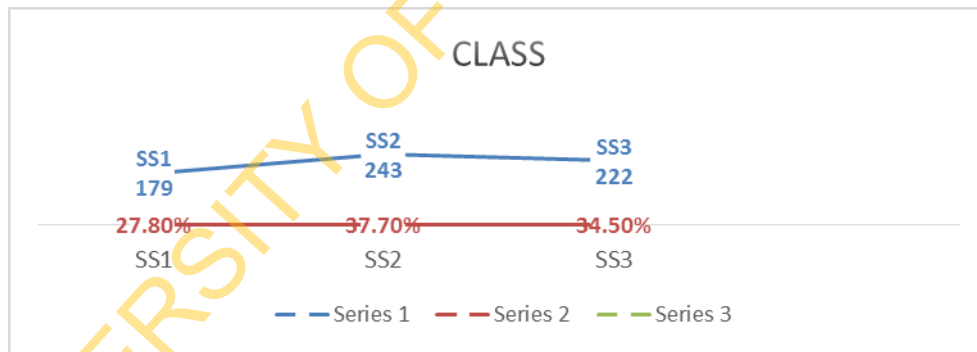


Figure 3: Class of Respondents

Figure 3: This shows that Senior Secondary (SS) 2 students formed the majority of the respondents.

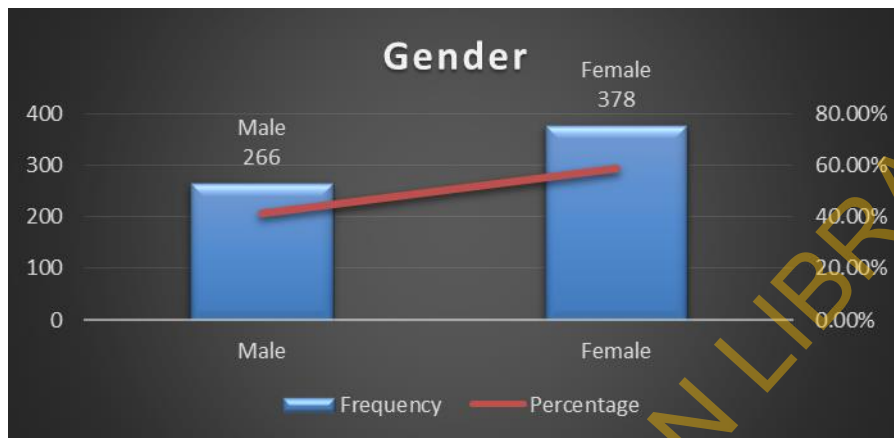


Figure 4: Gender of Respondents

Figure 4: Female students formed the majority of the respondents 378 (58.7%) while the males were 266 (41.8%).

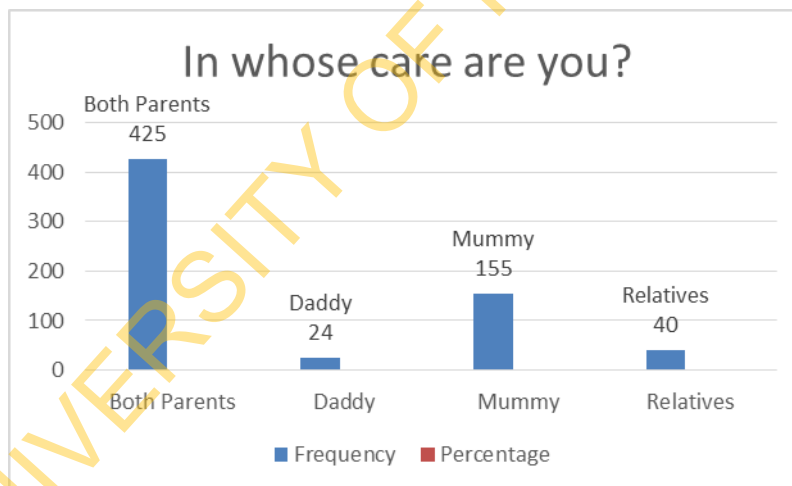


Figure 5: Care Givers of Respondents

Figure 5: Shows that most respondents lived with both parents.



Figure 6: Friendship with opposite sex

There were majority of the students (55.0%) who stated that they have a boyfriend or a girlfriend whom they were intimate with.

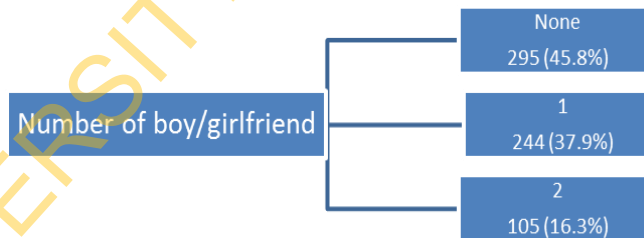


Figure 7: Number of boy/girl friends

This reveals that the majority of the students had boy/girlfriend(s) while the figures of those who have one boy/girlfriend (244, 37.9%) and those with two (105, 16.3%) are aggregated.

Results

Objective 1: Determine students' watching pattern of Nollywood movies with sexual scenes.

Table 3: Watching pattern of Nollywood movies with sexual scenes

S/N	Statements	Strongly Agreed	Agreed	Disagreed	Strongly Disagreed	X	SD
1	I have access to Nollywood movies through television and video set	134(20.8%)	388(60.2%)	92(14.3%)	30(4.7%)	2.03	.733
		Very frequently	Frequently	Not too frequently	Not at all	X	SD
2	How frequently do you watch Nollywood movies such as Shakira, The Grand Player, Heart of Men, Room 027, Bold 5 Babes	71(11.0%)	134(20.8%)	225(34.9%)	214(33.2%)	2.90	.987
		Daddy	Mummy	Both Parents	Relatives	X	SD
3	Under whose guardian or care, are you?	24(3.7%)	155(24.1%)	425(66.0%)	40(6.2%)	2.75	.623
		Strongly agreed	Agreed	disagreed	Strongly disagreed	X	SD
	My friends assist me download Nollywood movies with sexual scenes regularly	41(6.4%)	83(12.9%)	236(36.6%)	284(44.1%)	3.18	.890
	I enjoy sexual music background, pictures, storyline etc. in Nollywood movies	30(4.7%)	93(14.4%)	267(41.5%)	254(39.4%)	3.16	.838
	I hide a few Nigerian movies from my parents/guardian, and watch them in secret	31(4.8%)	112(17.4%)	230(35.7%)	271(42.1%)	3.15	.875

4	My parents or guardians censors the Nollywood movies I watch	111(17.2%)	300(46.6%)	179(27.8%)	54(8.4%)	2.27	.844
5	I prefer Nollywood movies with sex scenes than the others	27(4.2%)	82(12.7%)	327(50.8%)	208(32.3%)	3.11	.779
6	I derive sexual education from watching sex scenes in Nollywood movies	45(7.0%)	149(23.1%)	264(41.0%)	186(28.9%)	2.92	.891
7							
8	I always read comments and reviews of Nollywood movies and select only those that indicates sexual contents	40(6.2%)	96(14.9%)	272(42.2%)	236(36.6%)	3.09	.870

The first objective of the study is to determine the watching pattern of Nollywood movies with sexual scenes. watching pattern. Results from tables 3 and 4 show that a large percentage of the respondents stated that they have access to Nollywood movies (388, 60%) but do not frequently watch high ranked sexual promoting videos such as Shakira, The Grand Player, Heart of Men, Room 027, Bold 5 Babes (255, 34.9%), though the aggregation of very frequently and frequently responders indicates that one-third still view such movies.

There were a majority of the students who claimed their parents censor the movies they watch (411, 63.8% 'strongly agreed' and 'agreed' combined). However, there is a contrasting view on the other items under Nollywood movies watching pattern. There were the majority who disagreed with the fact that they; prefer Nollywood movies with sex scenes than the others ($\bar{x} = 3.11$), derive sexual education from watching sex scenes in Nollywood movies ($\bar{x} = 2.92$), enjoy sexual music background, pictures, storyline, etc. in Nollywood movies ($\bar{x} = 3.16$), always read comments and reviews of Nollywood

movies and select only those that indicate sexual contents ($\bar{x} = 3.09$), friends assist them download Nollywood movies with sexual scenes regularly ($\bar{x} = 3.18$), and disagreed they hide a few Nigerian movies from their parents/guardian, and watch them in secret ($\bar{x} = 3.15$). Therefore, in-school adolescents' Nollywood movies watching pattern indicate that they watch Nollywood movies with sexual scenes regularly and it does not influence negative sexual orientation.

Objective 2: Find out the perception of the students concerning safe sexual behaviour and HIV.

Table 4: The sexual behaviour of the students

	Items	Strongly agreed	Agreed	disagreed	Strongly disagreed	X	Std.
1	I can refuse transactional sex	168 (26.1%)	232 (36.0%)	158(24.5 %)	86 (13.4%)	2.25	.989
2	I can always insist on condom use for sex	68 (10.6%)	169 (26.2%)	204(31.7 %)	203 (31.5%)	2.84	.988
3	I am willing to have sex with someone not prepared to use condom	34 (5.3%)	82 (12.7%)	266(41.3 %)	262 (40.7%)	3.17	.846
4	I will have sex with my boy/girl friend to keep our relationship	34 (5.3%)	101 (15.7%)	229 (35.6%)	280 (43.5%)	3.17	.880
5	I can refuse to have sex if I am not interested	151 (23.4%)	173 (26.9%)	184 (28.6%)	136 (21.1%)	2.47	1.06 9

6	I will feel safe to have sex with someone I am familiar with without using condom	19 (3.0%)	79 (12.3%)	242 (37.6%)	304 (47.2%)	3.29	.793
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The second objective of this study was to determine the sexual behaviour of the students. The result of the scale measuring the sexual behaviour of students was poor. Aside being able to refuse transactional sex ($\bar{x} = 2.25$), the students cannot insist on condom use when having sex ($\bar{x} = 3.17$), and were willing to engage in sexual activities with someone not prepared to use condom ($\bar{x} = 3.17$). However, they are not willing to have sex with their boy/girlfriend to keep their relationship ($\bar{x} = 3.17$) and can refuse to have sex if they are not interested ($\bar{x} = 2.47$). The overall perception of the respondents about safe sexual behaviour was very poor.

Objective 3: Influence of the watching pattern of Nollywood movies with sexual scenes on risky sexual behaviour of students.

In order to achieve this objective, a hypothesis was stated thus; watching pattern of Nollywood movies with sexual scenes will have no influence on risky sexual behaviour of in-school adolescents. The hypothesis was tested at 0.05 level of significance as summarised in Table 5.

Table 5: Influence of the watching pattern of Nollywood movies with sexual scenes on risky sexual behaviour among in-school adolescents in Southern Nigeria

Variable	Mean	Std. Dev.	N	R	Sig. P
Nollywood movies with sexual scenes watching pattern	28.57	4.68	644	.266**	.000
risky sexual behaviour among in-school adolescents	17.20	3.25			

*Sig. at .05 level

Table showed that there was a significant positive correlation between Nollywood movies with sexual scenes watching pattern and risky sexual behaviour among in-school adolescents in South-west Nigeria ($r = .266^{**}$, $N = 644$, $p < .05$). The inference to be drawn from this result is that Nollywood movies with sexual scenes watching pattern has great influence on the risky sexual behaviour among in-school adolescents in such a way that an improvement in watching Nollywood movies with sexual scenes would lead to increase in the risky sexual behaviour among in-school adolescents in the selected secondary schools, south-west, Nigeria.

Discussion

This study sought to determine the Nollywood movies watching pattern as determinants of risky sexual behaviour among in-school adolescents in selected south-western Nigeria secondary schools. Watching of Nollywood movies with sexual scenes was found to be regular among the in-school adolescents. The respondents were found to have regular access to movies while one-third views movies

with sexual contents. It was equally found that parents censor the movies the in-school adolescents watch, however, recklessness was found in the watching pattern as majority did not always read comments and the "films' review" before selecting films to be watched. It was found that those in-school adolescents' Nollywood movies with sexual scenes watching pattern was regular while the study also established that

watching has not influenced negative sexual orientation. These findings were dissimilar to the studies of Ogwo, Asemah and Ottah (2015); Apuke and Dogari (2017); Nnabuko and Anatsui (2012); Udofia and Tom (2013); and Omoera, Edemode and Aihevba (2017) who all reported that the settings, plots and messages from Nollywood movies have impacted youth's lifestyle and behaviour significantly. Therefore, this study established that this lifestyle impact may not exclude negative sexual orientation.

In the second objective, it was the aim of the study to determine the perception of the students concerning risky sexual behaviour. According to Bada (2013) and Alonge (2017), students have not transformed their knowledge of HIV into safe sexual behaviour. Nigeria NACA (2015) equally reported that four-fifth of new HIV infections were attributed to unprotected sex in Nigeria. However, this study found that in-school adolescents have the right perception to safe sexual behaviour and HIV which contradicts the above-mentioned findings.

The third objective indicates that watching Nollywood movies with sexual content have positive influence on students' risky sexual behaviour. It means the more the students got exposed to watching such movies, the more they are prone to exhibit risky sexual behaviour. This finding is same with Asekun-Olarinmoye, *et. al.* (2014) who found that mass media had negative effect on undergraduates' sexual behaviours and sexual health attitudes in Osogbo metropolis as the majority of the students showed predictions of having multiple sexual partners. It also supported the findings of Uzobo and Enoch (2020) who found that social media use was responsible for students' high-risk sexual behaviours.

Summary and Conclusion

This study established that in-school adolescents have access to Nollywood movies with sexual contents and as well watches such movies. The parents' role in censoring what the students watch was being carried out. While this has not stopped the students from being influenced by the sexual contents in the Nolly-

wood movies. Therefore, the study concluded that the watching of Nollywood movies with sexual scenes or content influences risky sexual behaviour among in-school adolescents.

Recommendations

1. There were majority of the students who had access to Nollywood movies with sexual contents, therefore, parents, guardians and government agencies, such as National Film Censors Board should put in concerted efforts in reducing students access to such movies by monitoring and evaluating the movies' content before releasing to students while parents in particular should not relent in censoring what their wards watch.
2. Information about healthy sexual behaviours should continue to be circulated among the students in order to encourage positive sexual behaviour. Health talk in form of seminars and assembly talks should be repeatedly carried out.
3. Schools and homes can create time to air more educationally-focused movies in order to divert the attention of the students from such movies.

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