

Public Perception of the Cultural and Moral Implications of Big Brother Naija Reality Television Show

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Abstract

Big Brother Naija (BBN) is a Nigerian reality competition television series, based on the Big brother TV franchise, in which contestants live in an isolated house and compete for big cash prizes and other material rewards by avoiding being kicked out of the house at the end of the game and viewers vote for their favourite housemate. This paper examined the way the public perceive the cultural and moral implication of the Big Brother Naija Reality Show. The paper made use of the Cultivation Media Theory and Cultural Norms Theory as the theoretical foundation for the study. The study is based on a descriptive survey method. The data obtained through 200 copies of an open-ended questionnaire administered to the respondents, who are staff of Achievers University, Owo, were qualitatively analysed. The findings show that a large number of the respondents perceive the Big Brother Naija Show as immoral because it encourages indecent dressing, open sex, smoking, intake of alcohol, and gossip. However, a small number of the respondents claim that it has an educative, informative, and entertaining influence on them. The paper concluded that the majority of people believe that the show has a negative influence on people who are exposed to the show and also does not really have relevance to the cultural and moral background of people, especially in Nigeria. The study recommended that the regulatory bodies in Nigeria should be more aggressive in regulating the activities of the electronic media, especially television stations, also it was suggested that programs should be censored.

Keywords: *Big Brother Naija, Reality, Television Show, Moral and Cultural Implications*

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Introduction

The media is a tool that can be used to shape people's opinions and influence their perceptions of life. The media affects society both negatively and positively. It is a powerful tool that is capable of shaping cultural values. If not used positively, it may lead to many undesirable results such as domestic violence, psychological disturbances, juvenile delinquencies, and many more (Ekhayeme, 2011). People see what the media portray as being real, this is done through various channels such as the radio, television, newspaper, magazines, etc., all the messages passed across by the media have the tendencies to influence people's thoughts, actions, behaviours, and attitudes. Television popularly called 'TV' is one of the influential media and it has become very easy for people to get attracted to the televised programme and become addicted to it because pictures, sound, and colour are naturally powerful ingredients of influence.

Reality TV has been defined by the Encarta Dictionaries (2008) thus; "TV show observing real-life situation: television programs that present real people in life, though often deliberately manufactured situations and monitor their emotions and behaviour". Reality TV is "a genre of television programming which presents unscripted dramatic or humorous situations, documents actual events, and features ordinary people instead of professional actors." It tends to involve short interview segments in which the contestants are asked questions about the show and their experience; also it may involve elimination of contestants either by a panel of judges or by the audience of the show. Reality TV is a category of television programming that has existed in one form or the other since the early years of television and has been used as a term to describe programme produced since the year 2000. Reality TV has its roots in two main sources- the human psyche and forms of media (i.e. books). One television program that has its mark on the youth in recent times, in Nigeria, is Big Brother Naija.

Big Brother Naija is a replica of Big Brother reality shows in Europe or Western. Big Brother Naija (BBN) is a Nigerian reality competition television series, based on the Big brother TV franchise, in which contestants live in an isolated house and compete for big cash prizes and other material rewards by avoiding being kicked out of the house at the end of the game and viewers vote for their favourite housemate, (Wikipedia 2019). The Big Brother Africa (BBA) show is a reality show that is aimed at uniting Africans. It brought together people from different countries in Africa (Ghana, Kenya, Uganda, Tanzania, Malawi, Zambia, Angola, Namibia, Botswana, Zimbabwe, Nigeria, and South Africa) to interact and live under the same roof to show their true character and tolerance. The program was a game of choice where viewers choose the person that has the most preferred character (AFANMEDIA, 2013).

Culture has been defined as the totality of the way of life evolved by a people in their attempt to meet the challenges of living in their environment which gives order and meaning to their aspiration, economic, political, aesthetic, and religious norms and modes of the organization through differentiating a people from their neighbour. 'Self-identity usually depends on culture to such a great extent that immersion in a very different culture- with which a person does not share common ways of life or beliefs- can cause a feeling of confusion and disorientation. Anthropologists refer to this phenomenon as culture shock' (Encarta, 2008). For instance, some of the scenes transmitted from the Big Brother Naija reality TV show served as a culture shock to most African viewers of the program. Nigerian values can be seen to encompass: common social background; mutual coexistence; inclination to that which is religious or sacred;

hospitality; cultural expectations; and responsibility towards elders/constituted authorities. The culture of people is what marks them out distinctively from other human societies. Culture entails a totality of traits and characters that are peculiar to a people to the extent that it marks them out from other peoples or societies. These peculiar traits go on to include the people's dressing, work, music, arts, religion, language, etc. Culture is generally the way of life people.

This research work mainly seeks to examine how the public perceives the media representation of the Big Brother Naija reality show, especially on how it affects moral and cultural values. This is to specifically examine: the people's opinion on the relevance of the Big Brother Reality show, the perception of the audience on the moral importance, the impression viewers have of the show.

Statement of the Problem

Since its debut which was the 2003 Big Brother Africa show was seen as a platform for Nigeria and Africa, in general, to showcase their culture to other countries and to the outside world and boost brotherliness and unity in the continent, the Big Brother Naija reality TV show has been heavily criticized since it gained popularity in Nigeria, of promoting immorality to members of the public through its display of obscene scenes and use of inordinate languages seen to be alien to the fundamental principles of the cultures of Nigeria.

According to (Nwafor & Ezike, 2015) Big Brother Africa show displays uninhibited sexual frolics on open cameras, accusations of STDs being passed around, shameless smooching by hormonally charged housemates and ear-tingling swear words are the predominant values being shown which lamely highlight positive African cultures and traditions within which Nigeria culture can be said to be domiciled; which is ironical because such modern franchises like BBA are neo-imperialist means of eroding the very essence of Africanism.

The assertion of Nwafor and Ezike, 2015 on Big Brother Africa could also be observed in Big Brother Nigeria. Despite the establishment of the show to promote the cultural norms and values of over 250 ethnic groups in Nigeria, it has derailed from its set objectives by encouraging immoral behaviour and adaptation of western culture.

The show is characterized by the display of sexually appealing content exhibited by the contestants believing that the more sexual acts they display, the more likely they are to get the audience to vote for them. The Big Brother house is filled with lawlessness and violent behaviour which contradicts the core values of Nigerian cultures. Also, as a rule for all the contestants, they are not allowed to speak their indigenous language except the use of English language while in the house. Based on the problems discussed above, this study seeks to investigate the perception of the public on the cultural and moral importance of Big Brother Naija.

Research Objectives

This research work mainly seeks to examine how the public perceives the media representation of the Big Brother Africa reality show, especially on how it affects the cultural values and specifically:

- to investigate if people watch Big Brother Naija Reality TV show
- to examine the perception of people towards the moral and cultural importance of the show

- to examine the people's opinion on the relevance of the Big Brother Reality show
- to investigate the influence Big Brother Naija Reality TV show has on its viewers

Research Questions

- Do people watch Big Brother Naija Reality TV show?
- What perception do people have towards the moral and cultural importance of the show?
- What opinion do people have on the relevance of Big Brother Reality show?
- What influence does Big Brother Naija Reality TV show have on its viewers?

Literature Review

This study is built only on the theoretical framework and conceptual framework

History of Reality Television Show

A reality television is a genre of television programming, that has grown and gained viewership over the years. A Reality show is entertainment-education (edutainment) aired on television which captures how people behave in their everyday life. It features ordinary people in real-life situations. Thus, the main purpose of the reality television programme is to entertain. (Rutenberg, 2001); (Folayan, Babalola, & Abati, 2020).

According to Reiss and Wiltz (2004), cited by Hall, (2009:512) in (Folayan *et al*, 2020) reality programmes "help viewers to feel important because seeing ordinary people on the shows allows them to fantasize that they could gain celebrity status by being on television.

Reality TV shows have several appeals on the audience and have also become an addiction to some people, especially the youths, because of this reason, many organisations and producers have been able to utilize the opportunity for advertising their products/services by engaging in sponsorships of these reality TV shows.

Reality shows gained popularity in Nigeria in the year 2003, when Bayo Okoh, a Nigerian, featured in the first season of *Big Brother Africa* (BBA). Big Brother Africa is a 'reality' television show in which a group of people are brought together in a large house, isolated from the outside world, and made to live together while being continuously watched by television camera" (Chikafe and Mateveke, 2012). These group of people are isolated from the outside world and are not aware of outside event nor do they have access to any electronic devices. The Contestants are continuously under surveillance all through their entire stay in the Big Brother house. According to (Folayan, et al 2020) citing (Anazia, 2018), (Izuzu, 2018) the increased viewership of *Big Brother Africa* by Nigerians paved the way for more reality programmes in Nigeria such as *Gulder Ultimate Search*, *Star Quest*, *Project Fame*, *Naija Sings*, *Maltina Dance Hall*, and *Big Brother Naija*. Big Brother Naija reality show, season 6, themed: Shine Ya Eye is currently aired on television at the time of carrying out this study.

Big Brother Naija and its Origin

Big Brother Naija, formerly known as Big Brother Nigeria, is a Nigerian reality TV competition television series based on the Big brother TV franchise, in which contestants live in an isolated house and compete for big cash prizes and other material rewards by avoiding being kicked out of the house at the end of the game and viewers vote for their favourite housemate. The first season of the show was first aired on M-Net and DSTV channel 37 from 5 March to 4 June 2006. (Wikipedia, 2019). Big Brother Naija is

synonymous with Big Brother Africa because it is an adaptation of Big Brother Africa. Big Brother Africa is a 'reality' television show in which a group of people are brought together in a large house, isolated from the outside world, and made to live together while being continuously watched by television camera" (Chikafe, *et al*, 2012). These group of people are isolated from the outside world and are not aware of outside event nor do they have access to any electronic devices. The Contestants are continuously under surveillance all through their entire stay in the Big Brother house. In order to emerge the winner and take home the cash prize, the contestants must survive nominations every week and try their best to avoid evictions and be the last housemate standing, they do this by playing their best game in the house and getting along well with every housemate and also winning the votes of the audience that are glued to their television sets watching them.

Big Brother reality show was premiered in 1999 at Veronica in the Netherlands. This is to say that the reality TV show had been on air in other parts of the world for about five years before the show made debut in Africa in 2003t. The first edition in Netherland attracted more than 15 million viewers (Johnson-woods, 2002). Since then, the Big Brother reality show has become a multi-billion dollar TV franchise with some other countries making adaptations of the show. The series was developed by Endemol, and ever since its debut in the Netherlands, the show's format has since been copied in over forty countries, including Brazil, Bulgaria, Germany, Italy, Spain, India, United Kingdom, US, Africa etc. In most countries that have the reality show, the format is usually centred on four elements: 1. The environment in which contestants live; 2. The knock-out system by which the contestants are voted out of the house by the audience at home; 3. The tasks, set by the editorial team, which the contestants must complete on a weekly basis 4. The diary room, in which the contestants are required to record their feelings, frustrations, thoughts and their nominations" (Andrejevic 2004, p.72).

In Africa, the show was known as Big Brother Africa (BBA). With an estimated viewership of more than forty million across Africa (<http://www.bigbrotherafrica.com>), the BBA was first premiered to 42 African countries on Sunday May 25, 2003. It was the first time in the world that the internationally famous program will be created using participants of different nationalities from one continent. Just like the Big Brother in other nations, contestants of BBA are placed in an isolated building, where their activities are monitored by an unseen cameras. Each contestant competes not to be evicted. The last contestant at the end of the show becomes the winner. The power to select the eventual winner is determined by the audience who are allowed to vote for their preferred candidate.

The Globalization and Moral/Cultural Alarm of Big Brother Naija

Big Brother Africa has continued to increase with the spread and expansion of satellite television in Africa. The media has been able to get the show across to many people across the continent, Big Brother Naija which is an offspring of Big Brother Africa is now watched by an estimation of millions of people across Africa, and Nigerians are the majority of these viewers, young and old individuals enjoy this show and it gives them the opportunity of participating actively as well, in the sense that viewers get to decide who leaves or stays in the house by voting out their least favourite contestant under probation, and also the audience is given the chance to voice out their opinions of the housemates by sending in their view about a particular housemate via the show's social

media platforms. Big Brother Naija, despite gaining so much viewership and popularities in Nigeria and also in Africa as a whole, the question remains “how African is Big Brother Naija?” The show in all sense is “un-African”. The contents of the show, presented by the media constitute a deviation from the Africa culture plus the show has continued to raise a lot of questions on morality and influence of the show on the culture of the Nigeria people. According to (Oloka-Onyango, 2013, p.26) cited in (Nwafor, *et al*, 2015), It has also forced consideration of the manner in which the forces of globalization of which television has become a most potent one and has come to affect the development and expression of “African culture” in the twenty-first century. This, according to (Endong 2014, p.1) cited in (Nwafor, *et al*, 2015) has given birth to a plethora of forces that have, since the second half of the twentieth century, reshaped and redefined cultural models in numerous countries of the world. It has raised so many issues that arise within current debates about globalization: ideas about the loss of sovereignty and identity, of the deluge of the indigenous by the foreign. All these questions raised can be said to be valid as they are pointers to the overwhelming destruction of the indigenous culture of Africa by the adoption of foreign culture and acts.

According to (Nwafor *et al*, 2015) citing (Endong, 2014; p.1), one of such forces is the media/cultural imperialism which is suspiciously viewed by good number of conservative critics as a predatory force to weaker cultures of the globe. Such force according to the critics is a sort of hypodermic needle effect in which the values embedded in cultural products, although some other studies have debunked such awesome media powers (Christof, 2011) cited by (Nwafor, *et al*, 2015).

Chikafa & Mateveke (2012) in (Nwafor, *et al*, 2015), agree that many reviews of BBA are mainly castigations of the show as being un-African and peddling immoral values. Such critics make haste to point at issues such as sex, nudity, violence, cheating and voting unfairness. By extension the Big Brother Naija, ever since its inception has been seen as an avenue to promote immorality among the viewers which comprise more of the youths. The show has been criticised basically because of some of its obscene scenes, where the housemates are seen engaging in some immoral acts such as displaying their nudes, kissing, and use of foul languages in the house. These behaviours according to the critics are not part of the Nigeria culture. The African culture according to them is embedded with the ideas and beliefs about what is right or wrong, what is good or bad; it is embedded, furthermore, in the forms or patterns of behaviour that are considered by the members of the society to bring about social harmony and cooperative living, justice, and fairness (Oluwakayode, 2013) cited in (Nwafor, *et al* 2015).

Theoretical Framework

This study is based on the foundation of Cultivation Media Theory and Cultural Norms Theory

Cultivation Media Theory

The theory was proposed by George Gerbner. It is a media effect theory and according to the theory, people who watch television frequently are more likely to be influenced by the messages from the world of television. The influence goes to such an extent that their world view and perceptions start reflecting what they repeatedly see and hear on television. This simply means that high-frequency viewers of television are more

susceptible to media messages and the belief that they are real and valid like the more time people spend, watching television, the more likely they are to believe social reality aligns with reality portrayed on television. The theory states that the more time people spend 'living' in the television world, the more likely they are to believe the social reality portrayed on television (Cohen and Weimann 2000). It assumes that mass media gradually cultivate messages into the audience's mind and consciousness, and steady viewing will make the audience perceive reality according to what is portrayed on television.

The constant exposure to Big Brother Africa reality TV show could eventually build some mental images in the audience's mind which will lead them to believe that what is being shown on TV is the actual reality and this could lead to a decrease in the cultural and moral values that have been instilled in them or it may actually lead to the total loss of values of people who are exposed to the program.

Cultural Norms Theory

Cultural norms theory is a theory of mass communication that suggests that the mass media selectively presents, and emphasizes certain contemporary ideas or values. According to this theory, the mass media influences norms by reinforcing or changing them. It holds that a person's behaviour is normally guided by the individual's perception of cultural norms while the mass media, through selective presentation and emphasis, establish audience impressions of such common cultural norms. The theory charged that, through selective presentation and tendentious emphasis on certain themes, the mass media created the impression among their audiences that such themes were part of the structure or clearly defined cultural norms of society (Folarin, 2005). This simply means that some weak individuals in the society may easily develop the behavioural patterns that are shown by the mass media not minding if such behaviour is either good or bad.

Big Brother Africa is presented to an audience by the media and as the audience get exposed to the contents of the show such as the obscene images, nudity, use of foul language, kissing, pornographic content, etc., they begin to consider or see what is being shown by the media as the norm and this may influence them in such a way that they begin to act or behave according to what they see or watch in the media.

Methodology

The study is based on Survey method, with reliance on the data obtained through copies of questionnaire administered to the respondents. The population of this study is the entire staff of Achievers University, The sample size of this work is 200 staff of Achievers University, Owo. The research randomly distributed the questionnaire to the 200 staff. This was done in order to give anyone under the sampled population equal opportunity to be selected. The researcher used questionnaire which was administered to the respondents face-to-face and they were given some time to respond to the required questions. 60% out of the 200 respondents are male while 40% are female. The respondent's educational background indicated that 45% are HND/BSc/BA holder, 30% are Master's Degree holder and 25% are Ph.D. holder. 38% are in between 25-34 year old, 53% are 35-44 year old and 9% are in between 45 years and above. 74% of the respondents are Academic staff and the remaining 26% are Non-Academic staff.

$$n = \frac{N}{1+N(e)^2}$$

Where:

n is the required sample size from the population under study

N is the whole population that is under study

e is the precision or sampling error which is 0.05

Therefore, N=398, e=0.05

$$n = \frac{398}{1 + 398(0.05)^2}$$

$$n = \frac{398}{1 + 398(0.0025)}$$

$$n = \frac{39}{1 + 0.995}$$

$$n = \frac{398}{1.995}$$

$$n = 200$$

Data Presentation and Analysis

Table 1: Do you watch the Big Brother Naija Reality TV Show?

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Yes | 128 | 64% |
| No | 72 | 36% |
| Total | 200 | 100.0 |

Data in the above table revealed that 128 (64%) respondents agreed that they watch the Big Brother Naija Reality TV Show while 72 (36%) respondents confirmed that they do not watch Big brother Naija Reality TV Show.

Table 2: Do you often watch the Big Brother Naija Reality TV Show?

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Yes | 82 | 41% |
| No | 118 | 59% |
| Total | 200 | 100.0 |

Data in the above table revealed that 82 (41%) respondents agreed that they often watch the Big Brother Naija Reality TV Show while 118 (59%) respondents confirmed that they do not often watch Big Brother Naija Reality TV Show. The data indicated that majority of the respondents, representing 59% do not often watch the Big Brother Naija Reality TV Show.

Table 3: Does Big Brother Naija Reality TV Show promote cultural norms and traditions?

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Yes | 50 | 25% |
| No | 150 | 75% |
| Total | 200 | 100.0 |

Data in the above table revealed that 50 (25%) respondents agreed that the Big Brother Naija Reality TV Show promote cultural norms and traditions, while 150 (75%) respondents are of the opinion that cultural norms and traditions are not promoted through the Big Brother Naija Reality show. The data indicated that majority of the respondents, representing 75% do not agreed that the Big Brother Naija Reality TV Show promote cultural norms and traditions.

Table 3: Are indigenous languages allowed in the Big Brother Naija House?

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Yes | 20 | 10% |
| No | 180 | 90% |
| Total | 200 | 100.0 |

Data in the above table revealed that 20 (10%) respondents agreed that the indigenous languages are allowed in the Big Brother Naija House, while 180 (90%) respondents disagreed. This indicated that 90% of the respondents claimed that indigenous languages are not allowed in the Big Brother Naija House.

Table 4: Does Big Brother Naija Reality TV Show promote moral behaviour?

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Yes | 48 | 14% |
| No | 152 | 76% |
| Total | 200 | 100.0 |

Data in the above table revealed that 48 (14%) respondents agreed that the Big Brother Naija Reality TV Show promote moral behaviour, while 152 (76%) respondents disagreed. This indicated that 76% of the respondents claimed that Big Brother Naija Reality TV Show does not promote moral behaviour.

Table 5: Does the Big Brother Naija Reality TV Show have sexual content?

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Yes | 180 | 90% |
| No | 20 | 10% |
| Total | 200 | 100.0 |

Data in the above table revealed that 180 (90%) respondents agreed that the Big Brother Naija Reality TV Show have sexual content, while 20 (10%) respondents disagreed. This indicated that 90% of the respondents claimed that Big Brother Naija Reality TV Show has sexual content.

Table 6: Does Big Brother Naija Reality TV Show promote nudity?

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Yes | 174 | 87% |
| No | 26 | 13% |
| Total | 200 | 100.0 |

Data in the above table revealed that 174 (87%) respondents agreed that the Big Brother Naija Reality TV Show promotes nudity, while 26 (13%) respondents disagreed. This indicated that 87% of the respondents claimed that Big Brother Naija Reality TV Show does promote nudity.

Table 7: The Big Brother Naija Reality TV Show boosts the economy

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Agree | 114 | 57% |
| Undecided | 12 | 6% |
| Disagree | 74 | 37% |
| Total | 200 | 100.0 |

Data in the above table revealed that 114 (57%) respondents agreed that the Big Brother Naija Reality TV Show boosts the economy, 12 (6%) respondents were undecided, while 74 (37%) respondents disagreed. This indicated that majority of the respondents claimed that Big Brother Naija Reality TV Show boosts the economy.

Table 8: The Big Brother Naija Reality TV Show is entertaining

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Agree | 148 | 74% |
| Undecided | 40 | 20% |
| Disagree | 12 | 6% |
| Total | 200 | 100.0 |

Data in the above table revealed that 148 (74%) respondents agreed that the Big Brother Naija Reality TV Show is entertaining, 40 (20%) respondents were undecided, while 12 (6%) respondents disagreed. This indicated that majority of the respondents claimed that Big Brother Naija Reality TV Show is entertaining.

Table 9: The Big Brother Naija Reality TV show is informative

| Responses | Frequency | Percentage |
|--------------|------------|--------------|
| Agree | 128 | 64% |
| Undecided | 20 | 10% |
| Disagree | 52 | 26% |
| Total | 200 | 100.0 |

Data in the above table revealed that 128 (64%) respondents agreed that the Big Brother Naija Reality TV Show is informative, 20 (10%) respondents were undecided, while 52 (26%) respondents disagreed. This indicated that majority of the respondents claimed that Big Brother Naija Reality TV Show is informative.

Table 10: The Big Brother Naija Reality TV show is educative

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Agree | 94 | 47% |
| Undecided | 28 | 14% |
| Disagree | 78 | 39% |
| Total | 200 | 100.0 |

Data in the above table revealed that 94 (47%) respondents agreed that the Big Brother Naija Reality TV Show was educative, 28 (14%) respondents were undecided, and 78 (39%) respondents disagreed. This indicated that the majority of the respondents claimed that Big Brother Naija Reality TV Show is educative.

Table 11: The Big Brother Naija Reality TV Show adds value to its viewers

| Response | Frequency | Percentage |
|--------------|------------|--------------|
| Agree | 66 | 33% |
| Undecided | 36 | 18% |
| Disagree | 98 | 49% |
| Total | 200 | 100.0 |

Data in the above table revealed that 66 (33%) respondents agreed that the Big Brother Naija Reality TV Show adds value to its viewers, 36 (18%) respondents were undecided, while 98 (49%) respondents disagreed. This indicated that the majority of the respondents claimed that Big Brother Naija Reality TV Show does not add value to its viewers.

Discussion of Findings

The research questions were picked one after the other, and a discussion of findings was done under each. From the first research question: **"Do people watch Big Brother Naija Reality TV show?** It was found out from the responses of the respondents that people watch the Big Brother Naija Show but not often.

From the second research question: **"What perception do people have towards the moral and cultural importance of the show?** It was found out from the responses of the respondents that the show does not promote cultural norms and traditions, indigenous

languages are not allowed, and that nudity and sexual content are promoted in the Big Brother Naija house. Therefore the people do not perceive any moral and cultural importance towards the show is.

From the third research question: **“what opinion do people have on the relevance of Big Brother Reality show?”** It was found out from the responses of the respondents that the Big Brother Naija Reality TV show boosts the economy, is entertaining, informative, educative, but does not add value to its viewers.

From the fourth research question: **“what influence does Big Brother Naija Reality TV show have on its viewers?”** It was found out from the responses of the respondents that the Big Brother Naija Reality TV show mostly does not have any influence on its viewers.

Conclusion

The study has examined the public perception of Big Brother Naija Reality TV show, the study revealed that the majority of people believe that the show has no positive influence on people that are exposed to the show and also does not really have relevance to the cultural background of people. Many believe that the moral values, sense of judgment, and attitude of people especially the youths towards pre-marital sex, nudity, language have been affected negatively. The study also revealed that the show has influenced them by making them realize how easy it is to make money and by making them want to party more.

The show also continues to receive backlash from various quarters, calling for sanctions, this is so because people believe that the show does not promote Nigerian culture and the western orientation of the show is not suitable for Africa as a continent, in the sense that Africa culture pays significant attention to cultural and moral values. The respondents are of the opinion that the show carries strong language, violence, improper dressing, sex, etc. hence leading to their dissatisfaction with the show.

Recommendations

The Big Brother Reality TV show is not only perceived negatively by the public but it is also considered irrelevant to the cultural heritage and values of Nigerians. The media i.e. the television and the cable network providers are the main sources of exposure to the show, therefore, the study recommends that:

1. There should be strictness in regulating the activities of the Nigerian Electronic Media in which television stations can be categorised under, by Bodies like Nigeria Broadcasting Commission regulating the functions of the broadcast media. These bodies should endeavour to censor every program before transmission.
2. Ways that can reveal how people perceive reality shows should be introduced by the regulatory bodies such as an online poll.
3. The media should be encouraged to include shows and programs that will promote and educate people on the cultural heritage and values of the Nigerians while performing both their entertaining and educating functions.
4. Citizens of the country should be enlightened and educated on how to give media ratings.
5. The producers of any reality television show should always conform to the rules and regulations guiding programming, how content are being placed in the media, and also professional media scheduling.

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