



Cultivation Analysis And Dynamics Of Behavioural Change In Youths' Exposure To *Bbnaija* Reality Television Show

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ABSTRACT

The rapid growth of reality television as a pervasive form of entertainment has become a global phenomenon, transcending geographical, relational and cultural boundaries. These shows are becoming increasingly popular among television audiences across the globe, and have gained recognition among youths. This study seeks to examine youths' exposure to *BBNaija* reality television show from the prism of cultivation analysis. The study is aimed at determining the motivation behind youths exposure to *BBNaija* reality television show and how it has shaped their behavioural tendencies with people. Resting on the framework of Cultivation Theory of the media, the study employed survey design which is rooted in the quantitative research paradigm as a methodology. Also, the study population comprises of youngerfolks residing in Kwara State, Nigeria which are 320 in number. The study further used cluster sampling to select the respondents in the chosen area of study, which is Kwara state, while questionnaire was employed as the data collection instrument. The questionnaire was designed through Google Sheet and administered via online. However, findings showed that the respondents came across *BBNaija* through friends and acquaintances, and the reality show is majorly watched by the youngerfolks. It was also discovered that the *BBNaija* reality show has a whole lot of things for the youth, as it assists to motivate viewership towards love and togetherness in watching. Moreover, the youngerfolks who are respondents in this study maintained that the reality show has shaped their social lives through the way it brings entertainment and thrills to them. Based on these findings, it was recommended that organisers of the *BBNaija* reality show should improve on the mode of dressing of housemates in the programme, so that it can reflect the typical moral values the Nigerian culture stands for. Also, emphasis should be placed on the aspect of togetherness and social bond/cohesion which makes the show heavily watch among the youths.

Keywords: Behavioural Change, *BBNaija*, Cultivation, Exposure, Reality Television

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1.1 INTRODUCTION

Television as an arm of the mass media is a powerful influencer capable of shaping viewers perception of reality in terms of contents aired from time to time (Onebune & Okeke, 2020), as the media itself; which is an important part of the society is considered a powerful socialising agent in the society. Through television as an arm of the media, various contents (pictures, news, opinions, cultural traits, and others) can be disseminated to the audience. Furthermore, (Ugwanga, 2016) emphasised that television has the power to bend the minds of audiences and launch/popularise an idea or destroy an idea. It is evidently seen as a powerful agent of socialisation in the study of the society. Also, (Akbar, 2015) noted that aside its powerful influence, television is the most watched mass medium all over the world. Thus, television boasts of the power to influence people's behaviour and impact positively or negatively on them.

However, television reality show is a new trend in the show and entertainment business, and several television content producers are following this trend. The rapid growth of reality television as a pervasive form of entertainment has become a global phenomenon, transcending geographical, relational and cultural boundaries. As noted by (Ashemeza, 2019), one powerful feature of reality television shows is that they have the ability to get viewers addicted through the newness each of these shows take to sustain the audience. Nowadays, people (younger folks specifically) watch one reality programme or the other on television.

As argued by (Abraham, 2023), viewers' attraction to these reality shows comes from the portrayal of real-life, unscripted and unedited motion pictures which have made it gain large popularity across populations. Among these reality shows is *BBNaija* which has been on the Nigerian entertainment radar for more than a decade, the show mostly attracts the youths, and it is one that showcase and create opportunities for participants (housemates) in the world of



entertainment, as those who take part in the show as participants quickly get into limelight and ultimately become stars.

BBNaija which is Nigeria's prime television reality show debuted in the year 2006 with 14 contestants housed in South Africa to compete for \$100,000, and ever since its debut (Effanga, 2023) emphasised that *BBNaija* has continued to grace the screens of various televisions in Nigeria with over 15 million viewers in the last edition. Moreover, the advent of *Big Brother Naija* (BBNaija) has marked a noteworthy cultural development the Nigerian socio-cultural context, asserting itself as a preeminent reality show in the nation's popular media landscape. Many of the viewers are addicted to reality shows for several reasons which include escaping from loneliness, connecting with like minds, participating in societal discourses, among others (Jibrin, 2024). More so, their addiction to reality shows is as a result of the need to use the television contents as a means of gratification in terms of entertainment, personal integration, affection and so on. As opined by (Anorue et al., 2023), people within the ages of 18 and 25 leads the pack among those that have found solace in the *BBNaija* show.

However, the *BBNaija* show has continue to receive several criticisms, condemnations and commendations among stakeholders in the religion and social sector, with religious bodies, leaders, social crusaders and faith-based organisations taking the forefront in calling for the cancellation and discontinuation of the show. According to (Nwafor & Ezike, 2015), some of the critics of *BBNaija* insisted that the show is no doubt a game, but intrigues in the house portrayed the reality of life in the modern society; and it is characterised by immoralities such as alcoholism, nudity, sex entertainment and vulgarism. This is further corroborated by the Nigeria's Federal House of Representatives directive to the National Broadcasting Commission (NBC) to sanction the organiser of the show and ban it outrightly from being



aired on any of the Nigerian television stations in the year 2006, just as the Christians Association of Nigeria (CAN) and the Nigerian Supreme Council for Islamic Affairs (NSCIA) also led their credence that the show is capable of eroding the faith and beliefs of many Nigeria.

Moreover, (Okpeki et al., 2023) noted that the level of immorality being celebrated by the *BBNaija* reality show is adjudged short of being a programme intended for education, as they were of the opinion that the programme did not in any way educates it viewers, despite that education is one of the key functions the media is expected to serve for people in the society. In the views of (Nwafor & Ezike, 2015), the *BBNaija* reality show displays shameless smooching, uninhibited sexual frolics in open cameras with the tendency to pass STD's, as well as ear-tingling swear words which are antithetical to the African values and good moral behaviours. According to them, various forms of immoralities that the show exhibits do project African cultures and traditions negatively. Also, (Anorue et al., 2023) stressed that the desperations of contestants in the *BBNaija* show in order to win the ultimate price has led them to forget the good virtues of morality, dignity, self-respect, posterity, discipline and decency in dressing which the Nigerian culture preaches. Thus, this gave credence to the earlier calls by the Nigerian legislators and religious leaders for the censorship and outright ban of the show.

On the other hand, (Obong, 2019) is of the view that the reality show is not as bad as some think, just as Multi-choice which is the organiser of the event; maintained that the show is strictly for adult viewers. Also, (Abraham, 2023) opined that the reality show has no doubt contributed significantly to the country's GDP in the entertainment industry, with tremendous increase in number of viewers/followers on yearly basis. (Okpeki et al., 2023) also emphasised that the reality show has neither improved in morality nor has its viewership level



declined despite the public outcries and moral panics, with the current statistical figure of viewers increasing by 25% as of the year 2019. Corroborating these commendations is (Ugwanga, 2015) who noted that the show is one of the several ways of showcasing the Nigerian culture, especially as it concerns youths and the current behavioural patterns among them.

Furthermore, studies on the television influence on viewers have been extensively discussed in the last decade, so also are several studies conducted on reality television shows and people's perception of their influence (See: Jibrin, 2024; Abraham, 2023; Effanga, 2023; Anorue et al., 2023; Ukaegbu et al., 2022; Ashemeza, 2019; Obong, 2019; and Ukpokolo & Okocha, 2015). Many of these studies however focused on how television reality shows/programmes such as news, documentaries, soap operas and day time dramas alter viewers' perception of reality. Therefore, this study have identified certain gaps in the aforementioned studies, and therefore seeks to examine the dynamics of behavioural change in youths' exposure to *Big Brother Naija* reality television show through the prism of cultivation analysis, and taking cognisance of the fact that the youth demographic constitutes a particularly susceptible and impressionable cohort within the broader social fabrics. By scrutinising the intricate interplay between *BBNaija* and the behavioural traits, cultivation analysis, and dynamics of exposure, using quantitative survey design as a methodology

1.1.2 Objectives of the Study

The main research objective for this study is to explore cultivation analysis of behavioural change in youths' exposure to *Big Brother Naija* reality television show. Specifically, the study is guided by the following research objectives:

1. To examine the motivation behind youths' exposure to *Big Brother Naija* reality television show;



2. To determine the influence of *Big Brother Naija* reality television show exposure on the social lives of youths?
3. To determine how exposure to *Big Brother Naija* reality television show shapes' relationship with the opposite sex among youths?

1.2 LITERATURE REVIEW

1.2.1 Concept of Reality Television Show/Programmes

Reality television programmes have been in existence since time immemorial, although there is latest concept to them (Effanga, 2023). However, (Gervin, 2013) noted that reality television programmes are now becoming popular among television audiences across the globe, and has gained the recognition of the Academy of Television Arts and Sciences which in the year 2003 added “Best Reality Show” as Emmy category. More so, the increase in reality shows could be attributed to increasing number of cable channels, which allows producers to reach smaller market (Nwafor & Ekezi, 2015) with reality television programmes targeted at individuals under twenty-five years of age (Frank, 2013). Also, (Yakubu-Hammer, 2017) suggests that younger viewers are attracted to reality television shows because they show individuals and situations that are related to what these young people are used to on daily basis.

According to (Onebunne & Okeke, 2020), the popularity of reality television show began with the debut of “*survivor*” which was first aired in the year 2000. Ever since then, this genre of television programme has been gaining attraction, attention and popularity among viewers, as (Effanga, 2023) emphasised that *BBNaija* reality show alone has over 15 million viewers as of the last edition. This implies that a greater percentage of individuals now watch reality television shows than what it used to be in the past. Although, there exist varieties of programmes that targets a wider demographic, but more of these programmes are targeted at



younger demographic. As argued by (Olaniran, 2021), reality television shows such as *Gulder Ultimate Search*, *BBNaija*, *Peak Talent Hunt*, *Maltina Dance Hall*, *Ultimate Love*, *Project Fame*, *African Diva*, and others all features young contestants and target the youngerfolks as well.

However, (Wilfred et al., 2019) noted that reality television show has become most watched television programme in the Nigerian socio-political context, featuring a diverse mix of housemates drawn from across socio-economic and cultural lines. As argued by (Nwafor & Ekezi, 2015), one of the most appealing aspects of reality television show lies in its power to get the audience members involved as part of the show. Like in the movies, the audience members do not easily relate with the actors but, reality television show gives the audience the opportunity of being part of making of the stars, and this is simply an indication to the audience that they can also be popular in terms of their participation in the process.

In the views of (Gervin, 2013), the popularity of reality television among audience members is not far-fetched from the fact that the public can relate to the situations and lives of people who play various roles in the shows. According to (Gervin, 2013), young people relate with reality television shows because they are trend-setting. For instance, when a participant in a reality show wears certain hairstyle, clothing or shoe, it easily becomes a subject of imitation among people. Thus, reality show has gained entry into the landscape of television programmes in the twenty first century. With increase in adaptation of reality show, as well as involvement and participation of young people (youths), reality television show is now a part of contemporary global popular culture in the emergence of globalisation.

1.2.2 Reality Television Show and Influence on Youths

The influence reality shows viewership has, and its effects on the social lives of young adults cannot be underemphasised. With the various innovations in television programming, reality



shows are fast becoming increasingly popular, especially among youth audiences. As noted by (Wilfred et al., 2019), owing to the popularity of reality shows among young people, it has become a point of addiction, given the audience level of connections and involvement in these reality shows. Moreover, (Ukpokolo & Okocha, 2015) posits that reality shows gives a coherent picture of what exists, what is important, what is related to what, and what is right. Also, (Onebunne & Okeke, 2020) buttressed that these reality shows do portray how ordinary people behaves in everyday life, or in situations often created by the show makers, which are intended to represent a typical everyday situation of people (Anolik, 2016). More importantly, some of these reality shows usually create scenarios that demonstrate how certain behaviour can be rewarded and how certain defiant ones are punished too (Udoh & Udensi, 2016). Thus, the point is that frequent viewers of these shows will learn from various behaviours exhibited on the show, consider them as desirable and then model them in the actual real world.

1.2.3 Overview of the *BBN* Reality Show

Big Brother Naija, otherwise called *BBNaija* is a Nigerian reality competition television show debuted in the year 2006. The show reflects an atmosphere where contestants live in an isolated house and compete for a large cash prize and other incentives to be awarded at the end of the show, by avoiding eviction from the house which is normally done by viewers who votes for their favourite housemates to remain in the show (Jibrin, 2024). According to (Ukpokolo & Okocha, 2015), *BBNaija* is organised by Multichoice Nigeria, with the 10th edition of the show held in July 2025.

However, series of criticism have trailed *BBNaija* reality show, as critics said the show is notorious for being too provocative and is perceived as a misrepresentation of the Nigerian cultural values and traditions. In the views of (Onebunne & Okeke, 2020), the *BBNaija*, in a



contemporary media entertainment industry, is a show which lacks a deep sense of human worth and degradation of human dignity, as well as a show that displays total absence of human values and pride. Irrespective of these criticisms, the *BBNaija* is still gaining popularity and overwhelming audience commitment and addiction to the show (Lwahas, 2017).

On the other hand, advocates of the reality show opined that the setting of Big Brother house shows some socio-cultural connections with the Nigerian society. According to (Folayan et al., 2019), aside from having an all Nigerian house-mate, the setting of the house reflects the Nigerian flag which is green-white-green in colour. Also, other advocates like (Obong, 2019; Abraham, 2023; Okpeki et al., 2023; and Ugwanga, 2015) opined that the programme has potential connection with the Nigerian identity to justify some positive impacts it has on the socio-political and cultural existence of the Nigerian nation. Accordingly, (Obong, 2019) is of the view that the *BBNaija* reality show is not as bad as those agitating for its ban think, just as Multi-choice which is the organiser of the event; argued that the show is strictly at viewers discretion. Moreover, (Abraham, 2023) noted that the *BBNaija* reality show has no doubt contributed significantly to Nigeria's GDP in the entertainment industry, with tremendous increase in number of viewers/followers on yearly basis, while (Okpeki et al., 2023) also emphasised that *BBNaija*'s viewership level has never declined despite the public outcries and moral panics. Corroborating these commendations is (Ugwanga, 2015) who noted that the show is one of the several ways of showcasing the Nigerian culture, especially as it concerns the youthfolk and the current trends among them.

1.2.4 Theoretical Justification: Cultivation Theory

Cultivation theory, otherwise known as cultivation hypothesis or cultivation analysis was an approach developed by George Gerbner, a Professor in the Annenberg School of



Communications; University of Pennsylvania, and later expanded upon by himself George Gerbner and Liam Gross. The theory rests on the propositions that heavy television viewers will cultivate the perception of reality portrayed by the television; which implies that perception of reality formed by most television viewers were as a result of their constant exposure to its contents. As averred by (Asemah et al., 2017), the theory rests on the following core assumptions:

1. Television has become the main source of storytelling in today's society.
2. Heavy television viewers will cultivate the perception of reality portrayed by the television.
3. People predicate their judgements about, and their actions in the world on the cultivated reality provided by the television.
4. The more time people spend living in the television world, the more likely they are to believe social reality portrayed on television.
5. People's conceptions/perceptions of social reality are influenced according to exposure to television.
6. Events shown on television determine how we look at the society.
7. Heavy viewers of television are affected by the "Mean World Syndrome"; an idea that the world is worse than it actually is.

Accordingly, the purpose of the study on cultivation analysis, as noted by (Asemah et al., 2017) is that viewers over the time cultivate a perception of the world around them, based on what they view on television. However, advocates of the theory sees television as a powerful instrument capable of influencing people as it mirrors reality. Moreover, critics of the theory were of the opinions that the reality television mirrors may be distorted, as people/viewers copy and imitate various behaviours exposed to on television. According to these critics,



television exposure brings about social consequences, and the fact that proponents of the theory abrogate so much power to television as capable of influencing behaviour without recourse to other factors that may bring change in behaviour.

Thus, the explications on cultivation theory above indicate a strong connection with studies on reality television show. This informs why the theoretical framework of this study is premised on the cultivation analysis, because exposure to *BBNaija* reality television show has changed behavioural patterns of youths in terms of dressing culture, hairstyle, mode of expression and relations with other members of the society, as a result of what they see on the show.

Moreover, the extended exposure to several episodes and series of *BBNaija* could lead the youths to copy and imitate certain social practices such as dating, beauty, sex, dressing, family life, among others, just the way they are portrayed in the reality show. Therefore, exposures to *BBNaija* is likely to influence the social lives of its viewers who are majorly the young class of the population, and will impact their behaviour which may lead to change in attitude and the social order.

1.3 METHODOLOGY

The research design that was used for this study is survey method, since it is believed to be the most suitable method that can be used to seek opinion of selected group of people on a particular issue. Survey as emphasised by (Tejumaiye, 2017) involves drawing up some set of questions on various aspect of a subject to which selected members in a given population will react to. Thus, in accordance with the research design, the population of this study are youths in Kwara State who were selected through stratified sampling. However, the National Bureau of Statistics (NBS, 2023) puts population projection for Kwara state at estimated figure of 3,192,893, while the United Nations Population Fund (UNFPA) definition of youth age



which is between 18 and 45 years was employed to arrive at the exact number of youths' population in the state. Thus, based on the population projection, the Taro Yarmane formula was employed to arrive at 400 respondents that were eventually used for the study.

Furthermore, questionnaire serves as data instrument and was administered through online distribution, while data was analysed through the use of SPSS version 27.0 and results presented in frequency tables and percentage score.

1.4 DATA ANALYSIS AND RESULTS

Data gathered from the field was analysed using descriptive, correlation and regression analysis. Also, the SPSS version 27.0 was further used for the analysis. Results were however presented in simple and percentage frequency tables. This is due to the nature of the research topic and objectives which warranted the use of this type of analysis.

Table 1: Demographic of the Respondents

Variables	Frequency	Percentage
Gender		
Male	174	54.2%
Female	146	45.2%
Total	320	99.4%
Age		
Less than 18	22	6.9%
18-29	133	41.4%
30-39	113	35.2%
40 & Above	52	16.2%
Total	320	99.7%
Employment		
Unemployed	67	20.9%
Self-Employed	86	26.8%
Paid Employed	137	42.7%
Freelance	30	9.0%
Total	320	99.4%
Income Level		



High Income	34	10.3%
Middle Income	119	37.1%
Low Income	167	52.0%
Total	320	99.4%
Religion		
Christianity	93	29.0%
Islam	213	66.4%
Traditional Religion	6	1.9%
Atheist	5	1.6%
Total	320	99.7%

Source: Field Survey, 2026

The given descriptive statistics shed light on a number of demographic factors that affect a sample population. The distribution of genders shows that men make up 54.2% of the sample, a little preponderance, while women make up 45.2%. This suggests that the gender distribution in the sample is fairly balanced. The age distribution of the sample shows a wide range, with 41.4% of the sample falling into the 18–29 age groups. There are also sizable percentages in the 30-39 (35.2%) and 40 & above (16.2%) categories, indicating a diverse range of ages. In terms of work status, paid employees make up 42.7% of the sample, followed by independent contractors (26.8%) and jobless people (20.9%). The percentage of freelancers is lower, at 9.0%. Within the sample, there is a wide range of employment kinds, as seen by this distribution. The sample's income distribution shows that the lowest-income group makes up 52.0% of the total, followed by middle-class people (37.1%) and high-income earners (10.3%). This implies that a sizable fraction of the sample might experience financial difficulties. Islam is the most common religion, as evidenced by the fact that 66.4% of the sample identified as Muslims. Christianity is the next most popular religion, making up 29.0%, while conventional religion and Atheism makes up 1.9% and 1.6% of the total. The distribution illustrates the range of religious beliefs in the sample, with Islam being the most common.

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Research Question 1: What motivates your viewership of *Big Brother Naija* reality television show?

Table 2: I came across <i>BBNaija</i> reality television show through friends and acquaintances					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	3.4	3.5	3.5
	Disagree	24	7.5	7.6	11.0
	Undecided	27	8.4	8.5	19.6
	Agree	122	38.0	38.5	58.0
	Strongly Agree	133	41.4	42.0	100.0
	Total	317	98.8	100.0	
Missing	System	4	1.2		
Total		321	100.0		

Source: Field Survey, 2026

From the above table, majority of respondents strongly agree (41.4%) and agree (38.0%) that they discovered the show through friends and acquaintances. A smaller portion is undecided (8.4%), while a minority disagree (7.5%) or strongly disagree (3.4%). This indicates that personal recommendations and social networks play a significant role in the show's viewership, with a substantial proportion of respondents attributing their discovery of the show to recommendations from friends and acquaintances.

Table 3: The <i>BBNaija</i> reality television show is a programme needed by young people of nowadays					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	54	16.8	16.9	16.9
	Disagree	97	30.2	30.4	47.3
	Undecided	53	16.5	16.6	63.9
	Agree	70	21.8	21.9	85.9
	Strongly Agree	45	14.0	14.1	100.0
	Total	319	99.4	100.0	



Missing	System	2	.6		
Total		321	100.0		

Source: Field Survey, 2026

The results show a relatively balanced distribution of opinions, with the largest proportion disagreeing (30.2%) and strongly disagreeing (16.8%) that the show is needed by young people. Conversely, a notable percentage agree (21.8%) or strongly agree (14.0%) with the statement, indicating that they perceive the show as beneficial or necessary for today's youth. The undecided category (16.5%) suggests a degree of ambiguity or mixed opinions regarding the show's relevance among respondents.

Table 4: I am thrilled by the atmosphere of love and togetherness that the BBNaija reality television show do bring to the youth anytime it is aired					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	36	11.2	11.4	11.4
	Disagree	60	18.7	18.9	30.3
	Undecided	32	10.0	10.1	40.4
	Agree	142	44.2	44.8	85.2
	Strongly Agree	47	14.6	14.8	100.0
	Total	317	98.8	100.0	
Missing	System	4	1.2		
Total		321	100.0		

Source: Field Survey, 2026

The data reveal a predominantly positive sentiment, with a significant majority agreeing (44.2%) or strongly agreeing (14.6%) that the show brings about a sense of love and togetherness among youth viewers. A smaller proportion disagree (18.7%) or strongly disagree (11.2%) with the statement, indicating a minority of respondents who do not share this perception. The undecided category (10.0%) suggests some ambiguity or variability in respondents' perceptions of the show's impact on fostering a positive atmosphere.

Research Question 2: How does the viewership of *Big Brother Naija* reality television shapes the social lives of young Nigerian?

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Table 5: In what way has the BBNaija reality television show influenced your way of life?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	My entertainment life	139	43.3	45.0	45.0
	Interaction with friends and colleagues	84	26.2	27.2	72.2
	My mode of dressing and style	36	11.2	11.7	83.8
	Manner of eating and public decorum	6	1.9	1.9	85.8
	5.00	44	13.7	14.2	100.0
	Total	309	96.3	100.0	
Missing	System	12	3.7		
Total		321	100.0		

Source: Field Survey, 2026

Table 5 shows majority of respondents attribute changes in their entertainment life to the show, with 43.3% stating that it impacts their entertainment choices. Additionally, a significant portion (26.2%) mentions that the show influences their interactions with friends and colleagues, indicating a social aspect to its influence. A smaller percentage acknowledges changes in their mode of dressing and style (11.2%), as well as their manner of eating and public decorum (1.9%). These findings suggest that the show has multifaceted effects on viewers' lifestyles, ranging from entertainment preferences to social behavior and personal style.

Table 6: Through my exposure to BBNaija reality television show, I can now relate easily with people better than ever					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	43	13.4	13.6	13.6
	Disagree	55	17.1	17.4	30.9
	Undecided	60	18.7	18.9	49.8



	Agree	106	33.0	33.4	83.3
	Strongly Agree	53	16.5	16.7	100.0
	Total	317	98.8	100.0	
Missing	System	4	1.2		
Total		321	100.0		

Source: Field Survey, 2026

The data indicate mixed opinions, with a notable proportion agreeing (33.4%) or strongly agreeing (16.7%) that they can now relate easily with people better than ever. Conversely, a significant minority disagrees (17.4%) or strongly disagrees (13.6%) with the statement. The undecided category (18.9%) suggests uncertainty or variability in respondents' perceptions of the show's impact on interpersonal relations, indicating that its influence in this aspect is nuanced and may vary among viewers.

Table 7: Viewership of BBNaija reality television show has changed my approach to issues and philosophy of life					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	40	12.5	12.6	12.6
	Disagree	62	19.3	19.6	32.2
	Undecided	47	14.6	14.8	47.0
	Agree	127	39.6	40.1	87.1
	Strongly Agree	41	12.8	12.9	100.0
	Total	317	98.8	100.0	
Missing	System	4	1.2		
Total		321	100.0		

Source: Field Survey, 2026

The results show a diverse range of opinions, with a significant percentage agreeing (40.1%) or strongly agreeing (12.9%) that the show has changed their approach to issues and philosophy of life. Conversely, a notable minority disagrees (19.6%) or strongly disagrees (12.6%) with the statement. The undecided category (14.8%) suggests a degree of ambiguity or variability in respondents' perceptions of the show's influence on their worldview and beliefs.

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Table 8: Other factors in exposure to BBNaija reality television show that shapes your social lives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Style of relating with people	68	21.2	26.0	26.0
	Voting	71	22.1	27.1	53.1
	My fashion sense	19	5.9	7.3	60.3
	Way of tolerating people	28	8.7	10.7	71.0
	Ability to make decisions	76	23.7	29.0	100.0
	Total	262	81.6	100.0	
Missing	System	59	18.4		
Total		321	100.0		

Source: Field Survey, 2026

The table shows 21.2% agreed that style of relating with people is a major factor, 22.1% agree with voting, 5.9% agree that my voting sense, 8.7% agree that way of tolerating people is a factor in exposure to *BBNaija* reality television show.

Research Question 3: How has the content of *Big Brother Naija* reality television shaped relationships across gender among young Nigerians?

Table 9: I see the mode of dressing and appearance of housemates on the BBNaija reality show as normal in a western world

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	31	9.7	9.7	9.7
	2.00	52	16.2	16.4	26.1
	3.00	33	10.3	10.4	36.5
	4.00	138	43.0	43.4	79.9
	5.00	64	19.9	20.1	100.0
	Total	318	99.1	100.0	
Missing	System	3	.9		
Total		321	100.0		

Source: Field Survey, 2026

The data reveal a range of opinions, with the majority (43.4%) rating the dressing and appearance as normal for a western context. Additionally, a notable percentage (20.1%) strongly agrees with this statement, indicating a substantial portion of respondents who view the dressing style of *BBNaija* housemates as aligned with western standards. However, a



smaller portion disagrees or strongly disagrees, suggesting some diversity in opinions regarding the cultural appropriateness of the dressing and appearance displayed on the show.

Table 10: Through the various activities and daily occurrences among housemates in the BBNaija reality show, I now have a new way of relating with the opposite gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	22	6.9	6.9	6.9
	2.00	67	20.9	20.9	27.8
	3.00	48	15.0	15.0	42.8
	4.00	136	42.4	42.5	85.3
	5.00	47	14.6	14.7	100.0
	Total	320	99.7	100.0	
Missing	System	1	.3		
Total		321	100.0		

Source: Field Survey, 2026

The data reveal a diverse range of opinions, with a significant portion (42.5%) agreeing or strongly agreeing that they now have a new way of relating with the opposite gender as a result of watching the show. However, smaller proportion of the respondents disagreed and strongly disagreed with this notion, indicating differing perspectives on the extent to which the show influences viewers' inter gender relationships.

Table 11: I am convinced that exposure to the BBNaija reality show provides avenue to relate better in one's relationship with people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	5.9	6.0	6.0
	2.00	65	20.2	20.4	26.4
	3.00	47	14.6	14.8	41.2
	4.00	147	45.8	46.2	87.4
	5.00	40	12.5	12.6	100.0
	Total	318	99.1	100.0	
Missing	System	3	.9		
Total		321	100.0		

Source: Field Survey, 2026



The findings reflect a largely positive attitude, with a sizable majority (46.2%) agreeing or strongly agreeing that watching the show gives them opportunities to relate to others more effectively. A lesser percentage of respondents, however, disagree or strongly disagree with this assertion, indicating that opinions on the show's influence on interpersonal relationships vary.

1.4.2 Discussion of Findings

The following are the various findings that emanated from the responses to the research questions:

1. The respondents came across *BBNaija* through friends and acquaintances, and the reality show is basically watched by majorly young people. This finding therefore aligns with that of (Jibrin, 2024) which emphasised that reality television show is one of the genres of television programming that has gain popularity over the years, and has become a favourite of some sort for many of its viewers especially the young folks.
2. The *BBNaija* reality television show has a whole lot of things for the youth, and one of the main things that motivate viewership is the love and togetherness in it. Thus, this finding is in line with (Okpeki et al., 2023) conceptualisation that *BBNaija* reality show viewership has neither improved in morality nor has its viewership level declined with the current statistical figure of viewers increasing by 25% as of the year 2019. This is also corroborated by (Ugwanga, 2015) submission that the show has enabled the youths to understand the beauty of the Nigerian culture which preaches unity, bond and togetherness.
3. The *BBNaija* reality television show has shaped the social lives of youths through its way of entertainment, and it viewership has changed majority of the viewers approach



to issues and philosophy about life. Therefore, this finding is in tandem with that of (Ashemeza, 2019) which apposite that one powerful feature of reality television shows is their ability to get viewers addicted through the newness they take to sustain the audience. Nowadays, people (younger folks specifically) watch one reality programme or the other on television.

4. Majority of the respondents stressed that exposure to the *BBNaija* reality show enables them to connect with people across the globe, and it has empowered them as youths; to make preference in terms of needs and taste. This finding resonates with (Effanga, 2023) position that ever since its debut, the *BBNaija* show has continued to grace the screens of various televisions in Nigeria with over 15 million viewers in the last edition, of which the youngerfolks constitutes majority of viewers.
5. Various ways that the *BBNaija* reality show has assisted the respondents includes ability to build relationship, source of entertainment and fun, as well as love and togetherness in viewership. This finding therefore agreed with that of (Anorue et al., 2023) that many of the viewers are addicted to reality shows for several reasons which include escaping from loneliness, connecting with like minds, participating in societal discourses, among others. Also, it resonates with the positions of (Onebune & Okeke, 2020) that viewers' addiction to reality shows is as a result of the need to use the television contents as a means of gratification in terms of entertainment, personal integration, affection and so on.

1.4.3 Conclusion



Having analysed and interpreted the findings from the study, it can be stated that the influence of reality shows on viewership and social lives of young adults cannot be underemphasised. With the various innovations in television programming, reality shows are fast becoming increasingly popular, interesting and fascinating to the youth audiences. Owing to this popularity in its viewership, addiction to the programme has crept into the youngerfolks, their lifestyles distorted, behaviour changed, their level of connections increased and ultimately their ways of relationship with other members of the society has significantly improved. There is no gainsaying that reality shows on television gives a coherent picture of what exists, what is important, what is related to what, and what is right. Also, these reality shows do portray how ordinary people behaves in everyday life, or in situations often created by the show makers, which are all intended to represent a typical everyday situation of people. Thus, some of these reality shows usually create scenarios that demonstrate how certain behaviour can be rewarded and how certain defiant ones are punished too. This point to the fact that frequent viewers of reality shows will learn from various behaviours exhibited on the show, consider them as desirable and then model them in the actual real world, and this will either positively or negatively affect their social lives. However, more still need to be done by organisers of the *BBNaija* reality show in order to allay the fears of various schools of thoughts that believe it is full of immoralities and abnormal practices that are against the ethos of good virtues. The adoption of various reviews and critique of the programme will assist the organisers in a great way, towards ensuring the programme will continue to be enjoyed by all.



1.4.4 Recommendations

Based on the findings from the study, the following recommendations are proffered:

1. Organisers of the *BBNaija* reality show should improve on the mode of dressing of housemates in the programme, so that it can reflect the typical moral values the Nigerian culture stands for.
2. Emphasis should be placed more by the organisers, on the aspect of togetherness and social bond/cohesion which the *BBNaija* reality show is known for.
3. The *BBNaija* reality show contents should be tailored towards educating the youngerfolks and shaping their perceptions about life positively.
4. The *BBNaija* reality show should be improved in terms of its ability to make viewers network and connected with one another across geographical boundaries.
5. The *BBNaija* reality show should be reviewed in terms of frequency of airing, maturity of housemates/contestants, duration of airing, and other factors that will meet the needs and wants of the teeming viewers.



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