



**COMPARATIVE ANALYSIS OF AUDIENCE PERCEPTION  
OF REALITY SHOWS IN NIGERIA: BIG BROTHER  
NAIJA**

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**Abstract**

The study compared and analysed perceptions of staff and students of Federal College of Fisheries and Marine Technology on reality shows in Nigeria with focus on the Big Brother Naija show. Data was generated with a 19-item self-developed questionnaire validated by two colleagues. The instrument was administered on 325 respondents randomly selected from the staff and students of FCF&MT, Lagos, Nigeria. One hundred and fifty-three (153) were selected from the staff while 172 students were selected for the study using a simple random sampling technique. The study reveals that the audiences found the programme informative and educative. The study also reveals through the t-test conducted that there is a significant difference between the staff perception and the students' perception of the show. The students' group has a positive perception of the show while the staff's group has a negative perception. Majority of the respondents also agree that the show should not be banned. However, the study shows that most participants who had negative perception of the show rarely watched the show or never even watched it. The study concludes that age plays a significant role in the perception of audience and that negative perception of the show may be borne out of bias or pre-conceived notion. It also concludes that the positive perception may also be from illusion on the part of the youth based on the belief that housemates become successful and famous. The study therefore recommends that the producers of the programme inculcate more cultural content to reflect the traditions of Nigerian culture; stricter penalties for violence be put in place to discourage violent acts in the show; more educative yet entertaining items be introduced in the itinerary of the participants of the show etc.

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**Keywords:** comparative analysis, perception, reality shows and big brother Naija

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## **Introduction**

Reality television programmes became popular in the 21<sup>st</sup> Century and immediately gained and sustained viewership. The programmes represent a clear departure from regular television programming as it is unscripted and unedited. In Nigeria today, it is common to watch one reality show or the other on television stations airing either locally or through terrestrial broadcasting institutions that aim at portraying live unscripted and unedited motion pictures that have gained unprecedented popularity. Reality television shows have always got people prejudiced. The audience develops a variety of opinions about the show, depending on their personal idiosyncrasies – age, family, education, religious and environmental backgrounds. These different levels of opinion have fairly developed in three schools of thought concerning the programme. First, the group who consider the shows morally bankrupt and disapproving; second, there are those who get goosebumps and fired up with sheer excitement whenever the subject matter is mentioned; third, the indifferent who always avoid the scores of mockery and thus prefer to sit on the fence (Umoren & Udonquak, 2022). As Ikoro et al., (2015) observed, reality television draws such a wide range of often conflicting definitions by different authorities and thus presents a sort of definitional difficulty in media discourse due to the wide range and sometimes conflicting scholarly and professional perspectives on the topic. Scholars and industry professionals see it from different and various perspectives.

Reality TV is a genre of television programming that has grown over the years and has become an obsession of some sort for many of its viewers. Hall (2006: p. 515), posits that “reality programmes are now indispensable television programming”. Many people watch reality shows for different reasons. Reiss and Wiltz (2004) cited by Amakiri, et.al (2020) discovered that an element of reality programmes charm is that they help viewers to feel important because seeing ordinary people on the television allows them to fantasize that they could also gain celebrity status by being on television.

The increase in viewership has encouraged producers also to improve the content and come up with better packages that attract more audiences to stay glued to their TV screens, thereby, also attracting more sponsorship from different organizations.

In Nigeria, reality television programme has in recent time significantly proved to be a favourite among the youth and women – particularly those who fall within the range of ages 18-25. Advertisers and indigenous sponsors are convinced that endorsement of these reality shows is good business because of the massive viewership that these programmes realize.

According to Balkin (2004, cited by Amakiri, et.al, 2020), reality shows emerged in the world at the same time as television broadcasting in the 1940s. In Nigeria, reality television according to This Day newspaper (2004) started in 2004 with the Guilder Ultimate Search. Reality television has since become an addiction for viewers. There are different genres of reality television. Hall (2006) identifies reality television categories to include: “competition-focused programmes, makeover/lifestyle programmes, talent-show programmes, court programmes, reality sitcoms, home improvement programmes, and hidden camera-based shows” (p.204). Irrespective of the kind of reality show, there seems to exist an ensuing bond among the audiences, between the participants and the audiences and a relationship between participants that is formed over time out of a prolonged stay in a given, controlled environment. Big Brother Naija (BBN) is a Nigerian reality television programme that features Nigerians as participants of the programme. BBN was carved out of a broader reality television programme – Big Brother Africa (BBA). Daniel (2016) describes the ideology of Big Brother as a concept that originated from George Orwell’s novel “Nineteen Eighty-Four”. The book is about a fictitious *Big Brother* who had surveillance cameras scattered all over the county to gather hidden facts and truths about residents of the vicinity.

The programme which debuted in 2006 did not organize subsequent editions until 2017. Each year, hundreds of young people dream about *being* a participant in the house because of the fame and attractive prizes that winners get to go home with. Once in the house audiences from all works of life including students in tertiary institutions spend weeks/months watching the television broadcasts of the occurrences and progress of the ‘house events’ that include games, tasks, conflicts, parties, discussion sessions, romance and eviction series. The show begins with an audition of interested contestants who are young people between the age of 21 and 33. A final shortlist of about 20 to 25 housemates or more is admitted into a house where they are expected to stay for a period of 3 months. Housemates are then

evicted on weekly bases until the last person emerges as the winner of the competition. Housemates are voted for a stay or eviction by the television audience who are fans of the programme.

Recently, there has been a clamor by the public asking for the ban of the programme (Daily Post, 2022; The Guardian Newspaper, 2021; Vanguard Newspaper, 2021), many Nigerians have been divided on the idea of supporting the survival or ban of the programme. Those who are supportive of the ban on the BBN claim that the show promotes immorality in the forms of sexual acts, nudity and indecency, thereby corrupting the moral standing of viewers. Those who support the survival of the programme argue that the reality show offers educational, informational, entertainment, economic and cultural benefits to the housemates, the viewing audience and the nation at large. The thrust of this paper is to compare the perception of older adults and that of younger adults about the show. The study will also explore reasons for the call for the ban /survival of the show and determine if the call falls within either of the groups in this discourse.

### **Statement of the Problem**

Reality television programmes are increasingly gaining viewership and followership. These television programmes have gradually become the toast of television stations and advertisers. The relatively cheap production costs and high viewership figures ensure a steady stream of new and repeated formats of reality programmes on television screens in different homes today.

Big Brother Naija (BBN) despite its popularity and success has received a bunch of criticisms on claims that the live programme promotes immorality, lacks moral value, celebrates idleness, encourages time wasting, and has strong adult themes that are offensive to viewers. Nigerian Nobel laureate, Wole Soyinka, quoted in Lengnan (2013) cited by Umoren & Udonquak (2022), asserts that Big Brother Naija (BBN) is not a part of Nigerian culture. Some people may also be seeing reality programmes on television as another way of exploiting the minds of the young audiences of the programmes without morally impacting their lives. Some people like Soyinka insist that the show propagates an ideology that gives the youths the impression that idling away on national television for a given period of time could earn them fortune and fame that could set them up for life. Many studies have been carried out to determine

the perception of the youth on the show but there is a dearth of literature on the perception of older adults or if the recent cry for the ban is by older adults or the youth who are the target audience of the show.

This study, therefore, seeks to comparatively analyse the perceptions of young adults between the ages of 18- 30 and that of older adults between the ages of 31-60 paying particular attention to which of the groups is calling for the ban of the show and their reasons for the call for the ban or survival of the show.

### **Research Objectives**

- 1) Determine the perception of the students and staff of the Federal College of Fisheries & Marine Technology about the *Big Brother Naija* reality television show.
- 2) Find out the reasons behind the perceptions of the staff and students of FCF& MT.
- 3) Ascertain the group calling for the ban/survival and the reason(s) for the call for the ban or survival of the show in Nigeria

### **Research Questions**

- 1) What are the perceptions of the students and staff of the Federal College of Fisheries & Marine Technology (FCFMT) on the Big Brother Naija reality show?
- 2) What are the reasons behind the perceptions (1) above?
- 3) Who and What factors are responsible for the call for the ban/survival of the BBN show in Nigeria?

### **Hypotheses**

H: there is no difference between the perception of staff and students of FCF&MT on Big Brother Naija show

H: there is a difference between the perception of the staff and students of FCF&MT on Big Brother Naija show

### **Overview of Reality Television Programming**

Reality television has been in existence since the first broadcast of “candid camera” in the late 1940s but this type of programming became popular recently because of

different factors. Human curiosity, entertainment value, belief in reality shows and peer influence are a few of the factors that have been identified as being responsible for the popularity of reality programmes. This type of television programming has now become very popular among television audiences globally. The growth of reality television programming may be associated with the increasing number of cable channels which enable producers to reach smaller targets (Hiebert & Gibbons, 2000).

Olley (2018), citing Rowen (2000), the popularity of reality television programming started with “Survivor” which was first aired in 2000. The genre of television programming has since gained attraction and attention on network television. While some of these programmes targeted a wider demographic, more of these programmes are targeted at the younger demographic. An example is “The Apprentice” which targets the 18-49 demographic (Rowen, 2000). This age range shows that it is possible that more diverse people now watch reality shows. According to Kunst, (2022), 32% of Americans between the age of 18-29 watch reality shows while 36% of people between the age of 30-49; and 31% of people between the age ranges of 50-64 confirmed that they watch reality shows.

Unarguably, reality television shows have become very popular among their audience in contemporary times in particular and society in general. The continuous rise of reality television around the world has transformed it into a viable global sensation with visible passion worldwide (Rahoi-Gilchrest, 2011; Skeggs & Wood, 2012). In Nigeria, reality television programmes have become a dominant genre in television programming and the reason may not be farfetched. Many programmes on television now revolve around reality television predominantly because they now provide audience members, advertisers, and producers with certain entertainment gratifications and benefits which scripted programmes like films and home videos may have difficulty fulfilling. The popularity of these shows is such that television stations and networks find themselves scrambling to place more reality programmes on air to keep up with audience demands (Wilfred et.al, 2019).

Reality television shows have moved into a strong position in the centre of contemporary television culture. Reports from all parts of the world have bolstered this fact. In Australia, the Australian Communications and Media Authority (2021) testified that alongside live sport, reality television is one of the most popular genres on Australian television and naturally attracts high audience rating figures. In China

and India, He (2013); Pahad et.al, (2015) respectively reported huge interest in the shows with reality television attracting a large audience. In Sierra Leone, Conteh (2021) reported that reality television shows like *Big Brother Naija* have dominated the entertainment television landscape as well.

Wilfred et.al., (2019) argued that the driving force of reality programming popularity lies in the fact that, it places the audience member on the opposite side of the entertainment field, providing all viewers with the possibility of becoming potential entertainers and winners. Hill (2017) wrote that engagement is integral to transformations in the television industry.

Many studies have been done on reality shows for different reasons. Reiss & Wiltz (2004) sought to discover why people watch reality television and asked individuals to rate themselves on Reiss's 16 basic live motives. They also report how much they viewed reality programs and enjoyed these shows. The study's result showed that the attraction to reality television programmes depended on the amount of reality television watched. Reality television shows people prefer to watch are those stimulating their intrinsic values. The study, therefore concluded that people select shows based on their values, motives and desires.

Similarly, Hall (2006) conducted focus group discussions to understand why participants enjoy watching reality TV programming. The study found that participants enjoyed reality shows most because of their humour and suspense. Reality shows were also found to fulfil social functions for the viewers. Respondents reported watching and talking about the shows with friends. Papacharissi & Mendelson (2007) examined the gratification sought from reality and their findings show that respondents watch reality shows to pass time or for entertainment. They noted that the respondents who claimed they watch for entertainment were most likely to perceive the shows as being real.

In Nigeria, Nwafor & Ezike (2015) considered the viewership of *Big Brother Africa* reality television show and its influence on the moral conduct of undergraduate students at Ebonyi State University, Abakaliki. The objectives of the study were to determine the level of viewership of the *Big Brother Africa* reality television show; ascertain the gratifications the students derive from viewing the show as well as determine the influence of the viewership on the moral conduct of the students. Results revealed that *Big Brother Africa* had extensive viewership among Ebonyi State

University undergraduate students and it influenced their perception and attitude towards decency and morality. The study, therefore, recommended mass education on media ratings and encouraged producers of *Big Brother Africa* to adhere to the principles, and called for restructuring of the programme to reflect a more indigenous way of life.

Conteh (2021) examined the viewing motives of the audience towards Housemates Salone Season Two, a Reality Television show aired in Sierra Leone. The general objective of the study was to discover the uses and gratification as well as the motivation behind the huge interest in the reality television show. The findings from the study revealed that young people between the ages of 18–24 and 25–34 (students and singles) dominated the show's viewer demographics. Findings also pointed out four motives: entertainment, voyeurism, social interaction, and relaxation as the rationale for watching the Housemates Salone Season Two. The entertainment motive was found to be the most important motive that piqued viewers' interest in watching the show.

Lastly, in India, Das, Sarkar & Hussain (2021) studied the perception of reality television shows from the perspective of the viewers and the entertainment industry professionals. The objective of the research was to understand how the audience perceives the programming tools used in reality television shows and how the television industry professionals perceive the content of the shows. The study employed mixed-method research: a survey of viewers and a qualitative analysis of interviews with entertainment industry professionals. Findings showed that the overall perception of the viewers regarding the authenticity of the reality television show is skepticism. However, the manipulation of reality does bother them but not to an extent that it hampers the regular viewing pattern of their choicest reality television shows. However, professionals in the television industry were of the opinion that the contents of the shows broadcasted are a result of the audience's preference.

### **Criticisms of Reality Shows**

Reality television is a genre of programming that claim to show the unscripted actions of everyday people rather than primed dialogue delivered by actors (Allen, 2017). Reality television promotes itself to have some values for the participants. It



promotes housemates and launches them into fame as media celebrities throughout the period of the competition. Even after the competition, some housemates easily get advertising deals as models. Some are recruited into acting while others become more famous especially if they came from a rich background. In Australia, various reality TV personalities have later served as radio hosts, including Fitzy and Rachel Corbett from *Big Brother*, Mick Newell from *My Kitchen Rules*, Heather Maltman from *The Bachelor* and Sam Frost from *The Bachelorette* (Radio info 2017). In Nigeria, Ebuka from the first season of BBN has become a popular television host, Bisola, from the 2019 season of big brother has become a famous actress and Laycon an unknown musician from the 2021 season of BBN has become a popular musician.

Reality television in some parts of the world is perceived as a platform where ladies present themselves as sex objects; where they feel free to give in to love-making without recourse to the presence of the live cameras while others project scenes which take place in private settings, containing nudity and gossips (Battista 2012) and (Barton 2010). This is a clear indication that reality television is criticized for promotion of sexual immorality. Television reality shows are criticized for violating cultural values too. Some reality television shows present situations that are often taboos in certain conserved cultures (Lynch 2006). Because of such cultural aberration, a pan-Arab version of big brother was cancelled in 2004 after less than two weeks on the air after a public outcry and street protests (BBC News 2004).

### **Big Brother Naija**

The Big Brother Nigeria show, popularly called Big Brother Naija (BBN) operates under the norm of one of the genres of reality shows called the “elimination game show”. In this case, about twenty (20) to twenty-five (25) housemates between the age of 21 and 33 are brought together for a period of three (3) months and are gradually eliminated based on their activities in the house. The ideology of the organizers of the BBN is to ensure that housemates live their normal life, while Big Brother watches unnoticed. Rebecca (2015) is of the view that reality shows are known for showing the most rational side of humanity. As Nigerians, the housemates are expected to exhibit the cultural disposition of the country and their ethnic affiliations if possible and uphold some level of morality. This is because reality entails

being yourself, however, some of these housemates appear to live a life of pretense, and deceit and seem to exaggerate issues.

Television audiences in Nigeria have expressed conflicting positions about the survival of the *Big Brother Naija (BBN)* reality show. Nigerian television audiences are ever-growing and complex in nature; experiencing television programmes differently (Iyorza & Abu 2020). Some members of the audience have criticized the *BBN* show for its celebration of immorality on the screen while others argue that the display of sexually related acts, nudity, violence and unnecessary gossip about love may be uncultured to Africans, yet necessary for the derivation of lessons.

Nigerian writers, authors, commentators and even foreign media stations have captured the opinions of Nigerians on the *BBN* show. Many Nigerians are quite divided in their opinions. The first category of Nigerian audience of the *BBN* show is those who perceive the programme as an immoral showcase of values that are un-African (Ogunnubi & Akinola 2020). From a moral and spiritual perspective, Christian spiritual leaders in Nigeria refer to the show as an evil and immoral piece that should be boycotted by youths who value morality (Odotuyo 2019). To others *BBN* is a display of immorality; sex, indecency and obscenity visually more than cultural attributes (PM News editorial 2019). Yakubu-Hammer, (2017) described it “as immoral and stupid; a source of unmanageable madness in homes and on the streets aimed at promoting base values, predominantly- adultery, prostitution, and love for money; nudity and sex” (p. 23).

Despite the negative perceptions of the program, there is a category of television audiences who believe that the *BBN* has a number of gratifications which should allow the programme to continue on the airwaves. This section of the wider audience shares the opinion that the *Big Brother Naija* show is a source of the economic base for the housemates, the production crew and telecommunication networks in Nigeria, whose recharge vouchers are bought by those who wish to vote for housemates of their choice. The show, according to them, has lifted many housemates to fame and turned others into media celebrities (Akintunde 2019; & Yakubu-Hammer 2017).

### **Theoretical Framework**

This study is anchored on the Uses and Gratification Theory. The Uses and Gratification Theory propounded by E. Katz, J.G. Blumler and M., Gurevitch in

1973, postulates that television audiences take an active part in the communication process and view TV programmes with an aim in mind. Television audiences under Uses and Gratification Theory seek out the programme contents that best fulfil their needs (Ike 2005 cited by Amakiri, et.al). The theory's relevance to the argument of this discourse is that the BBN show offers some benefits to the audiences who choose to watch it. Of course, those who tend to criticize the programme may have also watched it and drawn negative opinions regarding the show. The Uses and Gratification Theory is a strong determinant of the choice of programme for the audience, especially at the micro-level (personal) level. The theory further posits that television audiences take an active part in the communication process and view television programmes with an aim in mind.

Thus, the Uses and Gratification Theory submits that the viewers viewing motivations include relaxation, entertainment, companionship, information seeking, habit, pastime and escape, and all these are ingredients found to be inherent in *Big Brother Naija*. The Uses and Gratification Theory has been used to explain usage across a range of media platforms as well as content genres. It has been used to explore traditional media such as newspapers, radio, and television (Rubin, 1983) and the new media; Papacharissi & Mendelson (2007) have actually used this theory to study reality TV, a key bit of information to show that this is a useful perspective to study BBN.

### **Methodology**

This study adopts the survey design. The survey research method was considered appropriate for this study because it helps in gauging the audience's perception of the reality show, big brother Naija Olley, (2018), citing Obaja (2003) posits that when the source of primary data for a study would be the views of members of the public or a particular group, a survey will be appropriate. This design was specifically used to elicit the responses of the staff and students of the Federal College of Fisheries & Marine Technology on their perception of reality television shows in Nigeria and big brother Naija in particular.

The population comprises staff and students of FCF&MT, a tertiary institution awarding National Diploma (ND) and Higher National Diploma (HND) located in Lagos state, South-West of Nigeria. The school is a federal institution that has a good

representation of all states in Nigeria. Besides this, the study requires an informed population who to some extent are knowledgeable about what they watch on television and were able to give authoritative and educated analysis about them, hence, the choice of tertiary institution students. A simple random sampling of one out of every three was used to determine the population of the regular students and permanent staff of the institution.

A cross-sectional descriptive study was carried out to achieve the aim of the study, using a simple random sample size of 153 staff and 172 students at the Federal College of Fisheries and Marine Technology, Lagos. A self-administered questionnaire containing the BBN perception scale was developed and distributed via Google forms to the respondents. The scale was based on a five-point Likert scale ranging from 1 – strongly disagree to 5 – strongly agree. The responses were further categorized into Negative, Neutral, and Positive perceptions as shown in Table 1. The responses (data) were imported into and analyzed using SPSS. The reliability score (Cronbach's Alpha) for the perception scale was 0.779.

**Table 1. Likert Scale Range Classification**

<b>Agreement</b>	<b>Range</b>	<b>Classification</b>
<b>Strongly Disagree</b>	1.00 – 1.80	Negative
<b>Disagree</b>	1.81 – 2.60	
<b>Neutral</b>	2.61 – 3.40	Neutral
<b>Agree</b>	3.41 – 4.20	Positive
<b>Strongly Agree</b>	4.21 – 5.00	

## **Results**

### **Demographic Information**

The demographics of the participants are presented in Table 2. Majority (62.2%) of the participants are male. This is due to the fact the college community at large, has more male population than female, hence, the sample can be said to be a good representation of the college's population. Of the total respondents, people within the age group of 18 – 35 constituted the majority (68.6%), while the remaining 31.4% were people aged 36 years and above. Since majority of the respondents are

youths, whom are mainly the target audience of the reality show, it's safe to assume that the respondents have good knowledge of the show.

**Table 2. Respondents Demographics**

	Frequency (N = 325)	Percentage (%)
<i>Gender</i>		
Male	202	62.2
Female	123	37.8
<i>Age</i>		
18 – 25	117	36.3
26 – 35	104	32.3
36 – 50	68	21.1
51 and above	36	11.2
<i>Religion</i>		
Christianity	220	67.7
Islam	103	31.7
Traditional	2	0.6

**Perception of the Show**

As presented in Table 3, when asked if the show is informative and educative, 37.8% were neutral, 32.5% agreed, and 29.7% were not in agreement. On whether the show projects cultural and traditional values, 37.8% agreed, 33.1% were neutral, while 29.1% disagreed with the statement. Concerning BBN being a quick way of becoming successful in life, 37.8% agreed, 22.7% were neutral, and 29.1% disagreed. 47.6% do not think BBN encourages laziness among the youths, 30.2% thinks otherwise, while the remaining 22.1 were neutral. On whether BBN corrupts the youths, 41.9% are in agreement, 34.3% disagree, while 23.8% maintained neutrality. Finally, when asked if BBN should be banned, 52.9% disagrees, 27.3% agrees, while 19.8% were neutral.

**Table 3. Item by Item Analysis**

	SD (1)	D (2)	N (3)	A (4)	SA (5)
	%	%	%	%	%
<b>BBN show is informative and educative</b>	3.5	26.2	37.8	20.9	11.6
<b>BBN projects cultural and traditional values</b>	4.1	25.0	33.1	23.3	14.5
<b>BBN is a quick way of becoming successful in life</b>	9.9	29.7	22.7	26.2	14.5

BBN encourages laziness among the youth	14.5	33.1	22.1	24.4	5.8
BBN corrupts the youth	9.3	25.0	23.8	28.5	13.4
BBN should be banned from Nigeria's airwaves	22.7	30.2	19.8	18.6	8.7

Overall, it was found that majority of the students (42.4%) had a positive perception, 32.6% were neutral, and 25% had a negative perception. While majority of the staff members (59.0%) had a negative perception, 28.5% were neutral, and just 12.5% had a positive perception of the show.

The overall perception score of the students ( $M = 3.49, SD = 0.60$ ) compared to the perception score of the staff members ( $M = 2.34, SD = 0.65$ ) was found to be significantly higher,  $t(323) = 10.596, p < 0.001$ , as presented in Table 4.

**Table 4. *t*-test Result Comparing Students and Staff Perception**

	n	Mean	SD	Mean Diff.	Std. Err	df	t	p
Students	172	3.49	0.60	1.15	0.11	323	10.596	0.000
Staff	153	2.34	0.65					

### Reasons behind Perception

The study found that students and staff who regularly watched the show were the ones with positive perception about the show, while those who rarely watch or had never watched the show were the ones that majorly had neutral to negative perception about the show, as presented in Table 5. All staff members who regularly watched the show turned out to be majorly neutral or positive about the show, while those who rarely or never watched the show were majorly negative or partly neutral.

**Table 5. Respondents' Perception and How Often they Watched the Show**

How often do you watch BBN show?	Students' Perception			Staff's Perception		
	Negative (%)	Neutral (%)	Positive (%)	Negative (%)	Neutral (%)	Positive (%)
Very often	4.5	22.7	72.7	0.0	100.0	0.0
Often	0.0	30.0	70.0	22.2	22.2	55.6
Not often	14.8	48.1	37.3	66.7	30.8	2.6

<b>Never</b>	66.7	33.3	0.0	75.0	25.0	0.0
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The study, as presented in Table 6, also found that majority (65.9%) of the students who had a positive perception towards the show actually found the show appropriate, majority (61.8) of the students who had negative perception towards the show did not find the show appropriate, while the majority (48.0) of those who maintained neutrality were undecided on whether the show was appropriate or not. On the other hand, majority of staff members who found the show appropriate were those who maintained a neutral perception about the show, while those who didn't find the show appropriate were majorly (78.3%) those had a negative perception about the show.

**Table 6. Respondents' Perception on whether they found the show appropriate**

<b>Do you find BBN appropriate</b>	<b>Students' Perception</b>			<b>Staff's Perception</b>		
	<b>Negative (%)</b>	<b>Neutral (%)</b>	<b>Positive (%)</b>	<b>Negative (%)</b>	<b>Neutral (%)</b>	<b>Positive (%)</b>
<b>Yes</b>	4.9	29.3	65.9	0.0	66.7	33.4
<b>No</b>	61.8	29.4	8.8	78.3	21.7	0.0
<b>Undecided</b>	12.0	48.0	40.0	62.5	25.0	12.5

The study, as shown in Table 7, revealed that the majority (61.5%) of students who feel that success comes through such competitions, were those with positive perception of the show. A fair proportion (55.2) of the students who feel otherwise were those with negative perception, while the majority of those who weren't sure of where they stand were those who had neutral perception of the show. As for the staff members, majority (62.5%) of those who are neutral that success comes through competitions, were those with negative perception of the show, majority of those who feel otherwise were also those with negative perception of the show.

**Table 7. Respondents' Perception and their Opinion on Success**

<b>Does BBN make you feel that success in life can only come through competition</b>	<b>Students' Perception</b>			<b>Staff's Perception</b>		
	<b>Negative (%)</b>	<b>Neutral (%)</b>	<b>Positive (%)</b>	<b>Negative (%)</b>	<b>Neutral (%)</b>	<b>Positive (%)</b>
<b>Yes</b>	0.0	38.5	61.5	31.3	62.5	6.3

<b>No</b>	17.2	27.6	55.2	67.9	25.0	7.1
<b>Maybe</b>	14.3	35.7	50.0	55.6	44.4	0.0

Furthermore, the study also reveals as shown in Table 8, that the majority (63.5%) of students who desire to be famous as a result of the show were those who had positive perception about the show. Likewise, those who think otherwise were also those with positive perception of the show. From the staff’s perspective, the majority (63.2%) of those who desire to be famous as a result of the show were those who had positive perception about the show. Staff members whose desires are not stirred as a result of the show were majorly (73.1%) those with negative perception about the show.

**Table 8. Respondents’ Perception and Desire to be Famous**

Does BBN make you desire to be famous	Students’ Perception			Staff’s Perception		
	Negative (%)	Neutral (%)	Positive (%)	Negative (%)	Neutral (%)	Positive (%)
<b>Yes</b>	5.8	30.8	63.5	5.3	31.6	63.2
<b>No</b>	15.0	35.0	50.0	73.1	23.1	3.8
<b>Maybe</b>	10.0	50.0	40.0	37.5	50.0	12.5

**Call for Ban**

When asked if BBN should be banned; of the students ‘group, 52.9% disagrees, 27.3% agrees, and 19.8% were neutral; while of the staff’s group. 47.5% agrees that it should be banned, 23.7% disagree while 28.8 were undecided. Those who agreed that the show should be banned gave their reasons as presented in Table 9, while those who disagreed also gave their reasons as presented in Table 10.

**Table 9. Respondents’ Perception on whether BBN should be banned**

Do you think BBN should be banned?	Students’ Perception	Staff’s Perception
Yes	23.5%	47.5%
No	65.1%	23.7%
Undecided	11.4%	28.8%



**Table 9. Reasons for clamour for Ban**

	Staff	students
<b>It promotes sexual immorality</b>	100.0%	85%
<b>It encourages laziness</b>	55.6%	35.4%
<b>It is indecent</b>	54.8%	23.8%
<b>It is violent</b>	46.7%	15%

**Table 10. Reasons Not to Ban**

	Percentage of Respondents who Disagreed on Ban	
	Staff	students
<b>It builds character</b>	12.0%	50%
<b>It promotes professional success</b>	43.7%	65%
<b>It is informative</b>	39.7%	55%
<b>It makes the youths rich</b>	38.9%	40.6%
<b>It is educative</b>	13.3%	33.2%
<b>It provides jobs and opportunities</b>	32.5%	45.6%
<b>It projects traditional values</b>	0%	23.0%
<b>It improves the national economy</b>	21.4%	21.4%

### Discussion of Findings

This section discusses the findings in relation to the three research questions raised and the hypothesis tested.

#### **Research Question 1: what is the perception of students and staff of FCF&MT on the Big brother Naija show?**

A look at table three reveals that 32.5 of the respondents found the show informative and educative; 37.8% are indifferent while 29.7% disagreed. On whether the show projects cultural and traditional values, 37.8% agreed, 33.1% were neutral, and 29.1% disagreed with the statement. Concerning BBN being a quick way of becoming successful in life, 37.8% agreed, 22.7% were neutral, and 29.1%

disagreed. 47.6% do not think BBN encourages laziness among youths, 30.2% think otherwise, and the remaining 22.1 were neutral. On whether BBN corrupts the youths, 41.9% are in agreement, 34.3% disagree, and 23.8% maintained neutrality. Finally, when asked if BBN should be banned, 52.9% disagrees, 27.3% agrees, and 19.8% were neutral.

Overall, the study reveals that the majority of the students (42.4%) had a positive perception, 32.6% were neutral, and 25% had a negative perception. While the majority of the staff members (59.0%) had a negative perception, 28.5% were neutral, and just 12.5% had a positive perception of the show. The result of students' perception is in agreement with Olley 2018 but negates Umoren and Udonquak (2021).

It is noteworthy however that the majority of staff and students who had a negative perception had indicated that they hardly or never watched the show. It can then be concluded that the perception was biased.

***Research question 2: What are the reasons behind the perceptions of the staff and students of FCF&MT on the BBN show?***

Tables 5-8 explicitly explain the reasons behind the perception seen in table 3. The study found that those who regularly watched the show were the ones with positive perceptions about the show, while those who rarely watch or had never watched the show were the ones that majorly had neutral to a negative perceptions about the show, as presented in Table 5. Tables 6,7, & 8 also confirm that respondents with positive perception found the show appropriate, believes success comes with the show, and believe the show can give housemates fame while respondents with negative perception found the show inappropriate, do not believe the show can give one success or fame while those are neutral are undecided on the three variables.

***Research Question 3: Who and What factors are responsible for the call for the ban/survival of the BBN show in Nigeria?***

When asked if BBN should be banned, of the students, 52.9% disagrees, 27.3% agrees, and 19.8% were neutral while from the staff group, 23.7% disagrees; 47.5% agrees while 28.8% were neutral. Those who agreed that the show should be banned gave reasons such as immorality, indecency, encouraging laziness and violence as presented in Table 9, while those who disagreed also gave reasons such as;

professional success, the show is informative, makes the youth rich, it educative and so on as presented in Table 10. This shows that the outcry for ban of BBN is mostly from the older adults (staff) group. There is need for further study to determine if religion and other factors also contribute to the call for the ban.

### **Conclusion and Recommendations**

This study concludes that the youth are more favourably disposed to reality shows like big brother Naija than the older adults. It was also clear that most of the people who have a negative perception of the show rarely watched or had never watched the show. This shows a clear bias probably formed by mindsets or hearsay. The researcher, therefore, recommends that:

- 1) The producers of the programme inculcate more cultural content to reflect the traditions of Nigerian culture. The show is a good avenue to teach values and culture as well as unity.
- 2) Stricter penalties for violence to discourage violent acts in the show. As much as the producers may not be able to control the actions and reactions of people, violent actions or reactions must be discouraged by asking housemates to sign an undertaken before entering the house and by introducing stiffer penalties for anyone that flouts this rule.
- 3) There should be more educative yet entertaining items in the itinerary of the participants of the show.
- 4) Parents and broadcasting companies should ensure that the contents of the programme are well censored and concealed to those under the age of 18. Strict parental guidance is recommended for underage viewers in order not to mislead them with television content capable of corrupting their innocence, childhood and lives in general.
- 5) The NBC should ensure all rules on parental guidance are followed by the broadcasting nations and complimentary penalties be put in place to deter these stations. Also, they must ensure that all symbols indicating the status of programmes are clearly defined.

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