

INFLUENCE OF EROTIC NOLLYWOOD FILMS AMONG UNDERGRADUATES OF LEAD CITY UNIVERSITY, IBADAN, NIGERIA

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Received: 10 Oct 2022

Accepted: 21 Oct 2022

Published: 26 Oct 2022

ABSTRACT

The study examined the influence of Erotic Nollywood films among undergraduates of Lead City University Ibadan, Nigeria. The selective exposure theory and Social cognitive exposure theory provided the theoretical framework for the study. The survey research method was adopted while 370 respondents were randomly selected to form the sample population, where a structured questionnaire was used to source for data. The data collected were presented and analyzed in simple percentage tables. Results obtained indicated that the students have accessed Nollywood erotic films through different platforms; that they have never spent so much time watching Nollywood erotic films through different platforms and they are not addicted to Nollywood erotic scenes after watching them. However, it is recommended that students should be discouraged from exposing themselves to Nollywood erotic films as it could have a negative effect on them.

KEYWORDS: *Nollywood, Erotic Films, Social Media, Mass Media, Communication*