



An Analysis of Nigerian Youths' Differential uses and Gratifications of Social and Environmental Factors in Nigerian Video Films

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ABSTRACT

Driven by the desire to probe into the craze for Nigerian video films among youths, this study sets out to investigate the uses to which youths in the conflict-ridden Port Harcourt city put the social and environmental elements that are transmitted by Nigerian video films and the differential levels of gratifications that they derive from these film portrayals. To accomplish this objective, the thrust was on determining the influence of the environment, conflicts, time, setting and the ambience of a youth's habitation, on video film usage and gratifications. Using the cluster sampling technique, a sample of 500 subjects was drawn from the population of youths across public Senior Secondary Schools and tertiary institutions in Port Harcourt city and Obio-Akpor LGAs of Port Harcourt metropolis, estimated to be over 40, 000, to participate in the study. The data gathered were analyzed with frequency tables and percentages, pie and bar charts, histogram and frequency polygon as well as chi-square. The findings show, among other things, that certain conflict situations in Port Harcourt were expected by the youths to be reflected in home video films; some social and environmental factors informed the preferences of youths in viewing home video films; the most important use and gratification of home video among Port Harcourt youths was entertainment and relaxation; Port Harcourt youths' most preferred setting and time for watching films were the family and in the evening respectively; the youths' places of residence determined their views on home video uses and gratifications; and that the setting of the youth's exposure to films influenced their choice of films. The study concluded that the social milieu, conflict situations and the ambience of the youths' habitation influenced their exposure to films. It was, therefore, recommended that since youths prefer watching films in the evenings with members of their family, parents and guardians should see these periods of watching films together as an auspicious avenue to propagate socially sanctioned values and proffer strong reasons against their exposing themselves to immoral and criminal transmissions.

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Introduction

Before the granting of amnesty to Niger Delta militants and the creation of the Ministry of Niger Delta Affairs, the region was a theatre of violence; destruction of oil rig installations; and kidnapping, especially of foreigners working for the oil and gas firms in the region. Armed militant groups unleashed terror upon the people of the region, even as production of crude oil dwindled drastically.

According to *Tell* (2010, October 4, p.70) when the late President Umaru Yar'Adua included the development of the Niger Delta region in his administration's Seven-Point Agenda, not a few Nigerians commended his bold effort at tackling the age-long problems of under-development and injustice the people of the area had suffered for decades. Yar-Adua followed up his promise with the creation of the Federal Ministry of Niger Delta Affairs (popularly called MINDA) on September 10, 2008.

The militants in the area are now undergoing re-training and rehabilitation so that they can contribute meaningfully to

national development. As *Tell* (2010, October 4) reports, major infrastructure is being put in place such as the construction of the strategic East-West Road that runs through the states in the Niger Delta. There are ongoing plans and projects of railway and maritime transport for the region.

It is the environmental and social factors that can influence the choice of films the youths watch now and especially in the pre-amnesty days in the Niger Delta as a whole and Port Harcourt in Rivers State in particular that are referred to in the topic of this work. The social factors include such conflict-laden situations as youth restiveness, kidnapping, militancy, unemployment, hostage taking, pipeline vandalization, rape, bombing of oil vessels and killing, all of which account for the high level of insecurity in Port Harcourt and indeed the whole of the Niger Delta. They also include the place or setting of watching Nollywood films, like the family, among peers, at a beer parlour, alone in a room or at the cinema hall; the time of watching films which could be mid-morning when everyone else has gone out,

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in the afternoon, in the evening or at night; and the ambience of their dwelling place (a high-brow area or a slum), all of which influence, shape or colour the uses to which Port Harcourt youths put the Nollywood films they watch and the gratifications they get from the films.

In Port Harcourt, there are high-brow areas like the Old and the New Government Reservation Areas (GRAs), Aggrey Road, Trans-Amadi and Shell Residential areas as well as slums like Diobu, Borokiri and the Waterfronts. It is widely believed that in every city, the slums are a haven for criminals and miscreants while the high-brow areas are the dwelling places for the *crème de la crème* of society.

Environmental factors that influence film-making include traffic congestion, environmental degradation and pollution, erosion, flooding, degradable roads and poor drainage system are some environmental factors.

The personality of an audience member determines what his uses and gratifications are in a film. When an armed robber, for instance, watches a movie featuring gun-trotting men, what he enjoys and copies is how the weapon is handled with dexterity, whereas a morally conscious person watching the same movie will lament the destruction of life and property by the bandits and hail their arrest by security operatives.

The Nigerian video film entitled *The Cornel* in which *Aki* and *Paw-Paw* (Chinedu and Osita) act as campus cult group leaders, is made to indict the vice of cultism on campuses. Cultism here is a social factor. *Issakaba*, an inverted form of Bakassi, is a movie made within the context of the activities of the fetishistic anti-crime vigilante group that was introduced in Aba in the 1990s in the heat of criminal activities in the business town. *The Young Masters* is another movie that mocks at the evil of blackmail among friends. All these movies are written to reflect the prevailing social conditions of Nigeria. Such conditions which could be physical, social, economic, geographical, political, religious, moral or psychological, that inform the making of films also determine the uses and gratifications of the films among their audience (in this case, the youths in Port Harcourt).

Given the multi-ethnic, metropolitan, traffic-congested and multi-lingual nature of the city of Port Harcourt coupled with a high incidence of the crimes listed above and general restiveness over issues of lack in the midst of plenty, economic strangulation, amnesty and post-amnesty deals, the youths in Port Harcourt constitute an interesting case study with regard to the values that could appeal to them in Nigerian video films.

Statement of the Problem

Film makers do not function in a vacuum. They derive their creative ideas from aspects of life in their immediate or remote environment. The environment where one finds oneself exerts some influence on one's behavior depending on the degree of firmness of one's character.

Following the neglect of the Niger Delta by successive administrations in Nigeria with its concomitant conflict-ridden nature, one wonders what worldview the youths in Port Harcourt have of their environment and if this colors the values that appeal to them in Nigerian video films. The questions then are: To what uses do the youths in Port Harcourt put the Nigerian video films they watch? What are the elements that gratify them in the films? And do the environmental and social factors already identified influence their uses of Nigerian video films? Finding answers to these questions is the problem of this study.

Purpose of the Study

From a broad perspective, the objective of this study was to find out the uses and gratifications of Nigerian video films among youths in Port Harcourt metropolis.

Specifically, the study sought to:

- (i) Identify youths' evaluation of the social and environmental situations of Port Harcourt metropolis.
- (ii) Investigate the uses to which the youths in Port Harcourt mostly put the Nigerian video films they watch;
- (iii) Find out the settings in which Port Harcourt youths mostly prefer to watch Nigerian video films;
- (iv) Determine the time of the day which both the youths and their parents mostly prefer the youths to watch Nigerian video films; and
- (v) Determine the social factors that could account for differential usage of Nigerian video films by the youths in Port Harcourt.

Research Questions

To realize the objectives of this work, the following research questions were posed:

- (i) How do the youths of Port Harcourt evaluate the social and environmental situation of Port Harcourt metropolis?
- (ii) To what uses do the youths in Port Harcourt mostly put the Nigerian video films they watch?
- (iii) In what settings do Port Harcourt youths mostly prefer to watch Nigerian video films?
- (iv) What time of the day do the youths mostly prefer to watch Nigerian video films?
- (v) What social factors could account for differential usage of Nigerian video films by the youths in Port Harcourt?

Hypotheses

The following hypotheses which were tested in the null form were formulated to guide this study:

H₀₁: There is no significant difference in views on home video uses between youths resident at high-brow areas and those resident at low-brow areas in Port Harcourt metropolis ($P > 0.05$).

H₀₂: There is no significant relationship between the setting of watching Nigerian video films and the choice of films ($P > 0.05$).

Scope of the Study

This work covered the following areas:

The work is restricted to the analysis of uses and gratifications of Nigerian video films by Nigerian youths who reside in Port Harcourt, the Niger Delta of Nigeria. It is an examination of the relationship between the conditions of the viewers' environment and social factors and the uses to which the youths put Nigerian video films.

The study covered only Port Harcourt metropolis which comprises Port Harcourt City and Obio/Akpor Local Government Areas. The youths residing in various parts of Port Harcourt metropolis formed the unit of study.

Operational Definition of Terms

Analysis

Close examination of the uses and gratifications among the youths against the background of such contextual factors as are mentioned in (1) above

Nigerian Youths

Youths between the ages of 18 and 30 who irrespective of their states of origin in Nigeria, are resident in Port Harcourt metropolis.

Video Films

Nigerian home movies, the film ideas and materials of which are generated by Nigerians, acted and produced by

Nigerians. All these are collectively referred to as Nollywood, an appellation for the Nigerian film industry and an allusion to the American Hollywood and the Indian Bollywood. In this work, video film, unless where otherwise stated, refers to the Nigerian video film or home movie.

Differential uses and gratifications: comparative degrees of uses and gratifications.

Theoretical Framework

This work is hinged on the uses and gratifications and conflict theories.

Uses and Gratifications theory of the Media

Beginning in the 1940s, studies about how and why individuals use the mass media attracted scholarly interest. These, today are called uses and gratifications studies (Vivian, 2007).

Dominick (2009) notes that “in its simplest form, the uses-and-gratifications model posits that audience members have certain needs or drives that are satisfied by using both non-media and media sources” (p.37). For McQuail (2005), the uses and gratifications approach is a version of the individualist functional theory and research that seeks to explain the uses of media and the satisfactions derived from them in terms of the motives and self-perceived needs of audience members. Thus, the perspective of current communication scholarship is that the human receiver of communication is not a defenceless target at the mercy of any message he encounters from the mass media. Rather, he is an active participant in the communication relationship, choosing which messages to attend to, interpreting them in terms of his own frame of reference; responding to them as his own needs, values, desires, capabilities and opportunities dictate and allow. And often, his interpretations and responses are quite different from those intended by the message senders (Roberts, 1971).

In other words, in line with the uses and gratifications concept, media consumers are not passively overpowered by what they read in newspapers, hear on radio or watch on television and at movies. Instead, people put to their own use and for gratification the media content they actively choose to pay attention to. They selectively make use of the material available to them. Confronted with a cafeteria of news, features and entertainment from which to select, most of them go for what they want (Shaw, 1979, p.98). The actual needs satisfied by the media are called media gratifications. Researchers have classified the various uses and gratifications into four categories namely, cognition, diversion, social utility and withdrawal.

Theoretical Review

Onwochei (2004) writes that after the Nigeria Civil War, television entertainment became a soothing balm to the war-torn nerves of Nigerians. At this time, the “Masquerade” made the rounds. With the development of the video technology, it became essential to record and play back television films. Within this period, the popular Yoruba Travelling Theatre of Nigeria was in vogue. According to Onwochei, by 1988, the first video film from the travelling theatre came, but it was of very low quality. The decisive attempt in the production of Nigerian video films was by Kenneth Nnebue with the Yoruba Video film “Aje Ni Iya Mi.” Kenneth Nnebue came up again in 1992 with the film, “Living in Bondage”, which became the epoch-making video film that sparked off the explosion of home video in Nigeria.

In his critique of the narrative techniques of the Nigerian video films, Shaka (2002) believes that two factors are

paramount to understanding the techniques. These, he says, include:

- (i) The rural-urban migratory patterns in developing societies.
- (ii) The narrative techniques of Nigerian television soap operas.

Shaka (2003) argues that the peculiar historical circumstances surrounding the domestication of the video camera as equipment for the production of social documentaries has left its mark in the emergent video narrative films.

Ekwuazi (2001, p.299), cited in Anunike (2005) writes that the Nigerian film policy was drawn from the national policy to:

- (a) be a tool for international image building.
- (b) protect, project and promote Nigeria’s rich cultural heritage and national aspiration (in the process of development, industrialization and integration).
- (c) serve as a tool for national cohesion.
- (d) serve as a vehicle for enlightenment, education, entertainment and national mobilization.
- (e) motivate the people by propagating ideas which promote national pride, solidarity and consciousness.

Chikelu (2004,p.7) notes the role Nigerian filmmakers can play as ambassadors for national image making. “Nigeria has a story to tell. The world is willing to listen. You, dear producers and stake holders, are our storytellers”.

Anunike (2005) quotes Davis (2004,p.4) as saying:

...we have been victimized for a long time and we have... striven to find the way to use the means of film, tape and television images ... to combat the negative images that have been put out (sic) there about us... to get rid of the old stereotype.

To protect, project and promote Nigeria’s rich cultural heritage, Nollywood films have been instrumental in cultural re-evaluation and recovery of African culture from colonial spoilage (Ekwuazi, 1987).

Methodology

Since it is those who constitute the audience of home video that can tell the uses to which they put the films and what gratify them in the films they watch, the research design that seemed naturally appropriate is the survey which is “usually employed in studies of attitudinal and behavioural trends with the researcher seeking to uncover their demographic or psychographic underpinnings” (Ohaja, 2003, p.10). In this case, the psychographic consequences of Port Harcourt youths’ exposure to video films on the uses and gratifications of the videos among them were investigated.

The population of this study comprised youths within the age range of 15 – 30 who are in either senior secondary schools or tertiary institutions spread across Obio-Akpor and Port Harcourt Local Government Areas that make up Port Harcourt metropolis. From the records of the Rivers State Post Primary Schools Board, there are 26 public secondary schools with a combined population of 4,628 senior secondary students. Also, by the estimated figures of the Information and Communication Technology Centres of the tertiary institutions, the Rivers State University of Science and Technology, has 16,000 undergraduates; University of Port Harcourt, 20,000; Rivers State University of Education, 5,410 undergraduates; College of Arts and Science, 1,504 National Diploma students; and the College of Health Science and Technology together with the School of Nursing and Midwifery, Port Harcourt, 900 Diploma students. By these figures, the total population of the youths within the specified

age range of 15 - 30 is 48,442 which became the target population of the study.

A sample of 500 subjects was drawn from the estimated population of 48,442 to participate in the study. It was a composite sample of students of tertiary institutions and of senior secondary schools. According to Wimmer and Dominick, (2003), determining an adequate sample size is one of the most controversial aspects of sampling. Besides the determining factors of project purpose, financial constraints, previous research in the area, time constraints, project type and project complexity, a few other general principles guide researchers in determining an acceptable sample size. "These suggestions are not based on mathematical or statistical theory, but they provide a starting point in most cases" (Wimmer and Dominick, 2003, pp96-97).

One of the suggestions is that multivariate studies (like this one) always require larger samples than do univariate studies because they involve analyzing multiple response data (i.e several measurements on the same subject). One guideline recommended for multivariate studies is as follows: 50 = very poor; 100 = poor; 200 = fair; 300 = good; 500 = very good; 1000 = excellent (Lometrey and Lee, 1992, cited in Wimmer and Domiick, 2003, p..97). This suggestion, considered on the background of the complexity of this study, made the researcher choose a sample size of 500.

Since the number of institutions covered was large, the cluster sampling method was used.

The research instrument was a 17- item structured questionnaire.

Copies of the questionnaire were given to the project supervisors and two other experts in the field, for face and content validation of the instrument. Through the validation process, many items on the questionnaire were modified; some were dropped while others were added. The corrections that were effected helped to improve the quality of the instrument which was later subjected to a reliability test

To test the degree of reliability of the instrument, the Cronbach measure (alpha) of internal consistency was used. Cronbach's alpha measures how well a set of items (or variables) measures a single unidimensional latent construct.

The test of Cronbach alpha was run with SPSS package by professional statisticians and the instrument yielded a coefficient of 0.72. This means that the questionnaire was reliable (i.e. relatively free from administrative errors).

The researcher administered and retrieved the copies of the questionnaire personally from the respondents. Three research field assistants were also employed to help in administering the copies of the questionnaire to the respondents in Port Harcourt. The field assistants included one undergraduate and two post graduate students.

Data collected were analyzed with both descriptive and inferential statistics. Research questions were answered with percentages, bar-charts, histogram, frequency polygons, pie charts and Z scores while the hypotheses were tested with Chi-square.

Data presentation and Analysis

Research Question One

What is the youths' evaluation of the situations of Port Harcourt?

In table 5, the frequency of responses sums up to 1374 which is more than the sample size of 318 because each respondent was at liberty to indicate as many conflict situations as were considered problematic.

Table 1. Distribution of respondents by their views on social problems in Port Harcourt in the past five years

View	Frequency	Percentage
Militancy	201	14.62
Kidnapping	181	13.17
Child abuse and trafficking	151	10.99
Oil Bunkering	129	9.39
Armed Robbery/Unemployment	176	12.82
Rape and Throwing away new-born babies	89	6.48
Traffic Congestion	181	13.17
Air and Water Pollution	125	9.10
Flooding and Oil spillage	141	10.26

From this table militancy with a frequency of 201 (14.62%), kidnapping (181 or 13.17%) and traffic congestion (181 or 13.17%) represented the most recurrent conflict situations while rape and throwing away new-born babies (89 or 6.48%), air and water pollution (125 or 9.10%) and oil bunkering (129 or 9.39%) represented the least disturbing conflict situations in the opinions of the respondents.

These views were further clearly shown in colours, with the relevant keys, in the histogram and frequency polygons in figures 1 and 2 respectively.

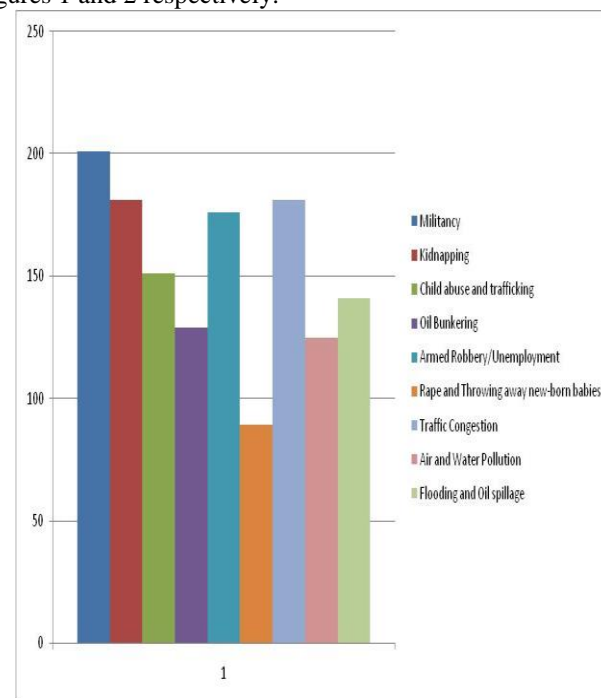


Fig 1. Histogram showing distribution of respondents by their views on social problems in Port Harcourt in the past five years

The highest frequency in both the histogram and the polygon as in the table, is militancy (201) while the lowest is throwing away of new-born babies with a frequency of 89.

To further determine the youths' evaluation of the situation of Port Harcourt, the respondents were provided with a list of factors and asked to score each of them on a scale of 1-10 with 1 being the lowest and 10 the highest score. In analysing the data supplied, the scores between 1 and 4, were considered *low*, those ranging from 5-8 were regarded as *moderate* while scores falling between 9 and 12 were deemed *high*.

Table 2. Rating of Social Circumstances (Conflict Situations) in Port Harcourt by respondents on a scale of 1-10

Item	Score Interval	Midpoint X	F	Statistical value	Z Score	Critical Table Value	Decision
Peace							
Low	1-4	2.5	37	N=318 \bar{x} = 6.76 SD = 2.177	-1.956	4738	Not Low
Moderate	5-8	6.5	223		-0.119	0438	Moderate
High	9-12	10.5	58		1.717	4564	Not High
Cult wars							
Low	1-4	2.5	38	N=318 \bar{x} = 6.70 SD = 2.2	-1.96	4744	Not Low
Moderate	5-8	6.5	224		-0.118	0478	Moderate
High	9-12	10.5	58		1.72	4573	Not High
Ethnic Conflicts							
Low	1-4	2.5	35	N=318 \bar{x} = 6.5 SD = 1.84	-2.173	4850	Not Low
Moderate	5-8	6.5	250		0.000	0000	Moderate
High	9-12	10.5	33		2.173	4850	Not High
Intra-communal crises							
Low	1-4	2.5	280	N=318 \bar{x} = 3.2 SD = 2.0	-0.35	1368	Low
Moderate	5-8	6.5	20		1.65	4505	Not Moderate
High	9-12	10.5	18		3.65	4998	Not High
Armed robbery							
Low	1-4	2.5	128	N=318 \bar{x} = 3.0 SD = 2.1	-0.236	0948	Low
Moderate	5-8	6.5	19		1.666	4515	Not Moderate
High	9-12	10.5	18		3.571	4998	Not High
Militancy							
Low	1-4	2.5	22	N=318 \bar{x} = 9.5 SD = 2.3	-3.04	4988	Not Low
Moderate	5-8	6.5	30		-1.304	4099	Not Moderate
High	9-12	10.5	266		0.45	1700	High
Hostage taking/ kidnapping							
Low	1-4	2.5	21	N=318 \bar{x} = 9.46 SD = 2.25	-3.093	4990	Not Low
Moderate	5-8	6.5	31		-1.315	4060	Not Moderate
High	9-12	10.5	266		0.462	1772	High
Political killings							
Low	1-4	2.5	279	N=318 \bar{x} = 3.12 SD = 2.01	-0.308	1217	Low
Moderate	5-8	6.5	20		1.681	4535	Not Moderate
High	9-12	10.5	19		3.671	4998	Not High

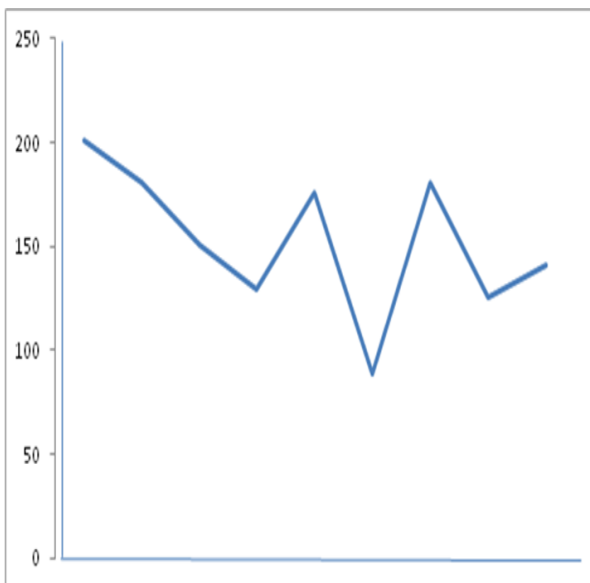


Fig 2. Frequency Polygon of fig. (1) above

Although 10 was the highest score on the scale provided by the researcher, for the purpose of computation of the Z scores, the *high* range was put as 9-12 which is the standard calibration that permits regular intervals of 4 (i.e. 1-4, 5-8, 9-12).

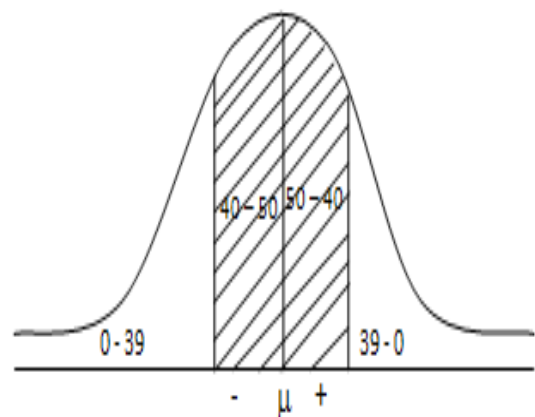


Figure 3. Normal Curve of Z Values

Decision Rule

The corresponding Z values that define the region of *low*, *moderate* and *high* are those that cut off the shaded area (i.e. 0 – 39 and 39 - 0) from the mean (μ) to each end of the tail, while those within the shaded portion (i.e. 40 – 50) define the region of not low, not moderate and not high.

From the Z score which is measured against the critical table value, decision was made as to whether the influence of

a social or environmental factor on home video uses and gratifications was low or not low, moderate or not moderate and high or not high. A sample calculation of the Z score and the procedure for reaching any decision will be attached as an appendix to the final version of this report.

Operationally, in this study, the researcher considered any factor that falls within *moderate* and *high* as having influence on uses and gratifications among Port Harcourt Youths.

Table 3. Rating of environmental problems in Port Harcourt by Respondents on a scale of 1-10

Item	Score Interval	Midpoint X	F	Statistical value	Z Score	Critical Table Value	Decision
Traffic jam							
Low	1-4	2.5	20	N=318 \bar{x} = 9.49 SD = 2.3	- 3.035	4987	Not Low
Moderate	5-8	6.5	32		- 1.291	4015	Not Moderate
High	9-12	10.5	266		0.443	1700	High
Demolition of Structures							
Low	1-4	2.5	23	N=318 \bar{x} = 9.45 SD = 2.3	- 3.021	4987	Not Low
Moderate	5-8	6.5	29		- 1.29	4015	Not Moderate
High	9-12	10.5	266		0.456	1736	High
Flooding and Pollution							
Low	1-4	2.5	23	N=318 \bar{x} = 9.5 SD = 2.3	- 3.04	4988	Not Low
Moderate	5-8	6.5	32		- 1.304	4099	Not Moderate
High	9-12	10.5	263		0.45	1700	High
Poor drainage and waste disposal							
Low	1-4	2.5	36	N=318 \bar{x} = 6.5 SD = 1.84	- 2.173	4850	Not Low
Moderate	5-8	6.5	250		0	0000	Moderate
High	9-12	10.5	32		2.173	4849	Not High
Road discomfort							
Low	1-4	2.5	23	N=318 \bar{x} = 9.5 SD = 2.3	- 3.04	4988	Not Low
Moderate	5-8	6.5	29		- 1.304	4099	Not Moderate
High	9-12	10.5	266		0.451	1700	High

The results in tables 6 and 7, therefore, show that the social factors of peace, cult wars, ethnic conflicts, militancy and hostage taking/kidnapping influence uses and gratifications of home video; and the environmental factors of traffic jam, demolition of structures, flooding and pollution, poor drainage and waste disposal, road discomfort and fire incidents also influence uses and gratifications of home video among the youths in Port Harcourt.

It is clear from table 8 that of all the uses and gratifications of Nigerian video films, it is entertainment and relaxation which most gratifies the respondents. This is shown by the simple majority figure of 116 or 36.48%.

Research Question Two

To what uses do the youths in Port Harcourt most put the Nigerian video films they watch?

Table 4. Most recurrent use of home video films

Item	Uses and gratifications of home video	Frequency	Percentage
A	It is a means of entertainment and relaxation	116	36.48
B	To learn how actors and actresses perform their roles to the admiration of the audience	49	15.41
C	To know more about the things happening in society since many video films portray or show societal happenings	59	18.55
D	It is a source of free advice and hope for better days in one's life	13	4.09
E	To fulfill the habit of watching home video	22	6.92
F	To break the monotony of the day's activity and so free myself of boredom	28	8.81
G	To learn to be imaginative like the film characters	26	8.17
H	Any other (please specify)	5	1.57
Total		318	100

Research Question 3

In what settings do Port Harcourt youths most prefer to watch Nollywood films?

Table 5. Setting of watching films most preferred

Item	Setting of watching films	Frequency	Percentage
A	In the house with my family	100	31.44
B	In my room alone	70	22.01
C	With friends	80	25.16
D	In video clubs	9	2.83
E	In beer parlours	28	8.81
F	At the restaurant while eating with other people	14	4.40
G	At the cinema	17	5.34
Total		318	100

The result in the table above shows that a simple majority (100 or 31.44%) of the respondents most prefer to watch Nigerian video films with their families in the house. The next most preferred setting is "with friends", which accounts for 25% of the sample size.

Research Question 4

What time of the day do the youths and their parents most prefer to watch home videos?

Before giving an answer on the time for watching films, it was considered necessary to determine the respondents' frequency of exposure to video films. As represented in the pie chart in figure 4 below, a simple majority accounting for 117.73 degrees watched films occasionally. Next to those who watched films occasionally were those who watched films irregularly as demonstrated by 90.56 degrees. Those who watched four films monthly as indicated by 16.98 degrees were the fewest.

To answer the direct question on the time of day youths most prefer to watch films, the time that youths themselves actually prefer was analyzed alongside the time most allowed by their parents. The tables below and the bar chart in figure 5 explicitly provide the answers.

Table 6. Frequency of exposure to films

Item	Response	Frequency	Response in Degree
A	One film daily	36	40.76
B	One film in two weeks	32	36.22
C	Three films monthly	51	57.73
D	Four films monthly	15	16.98
E	Irregularly	80	90.56
F	Occasionally	104	117.73
	Total	318	360

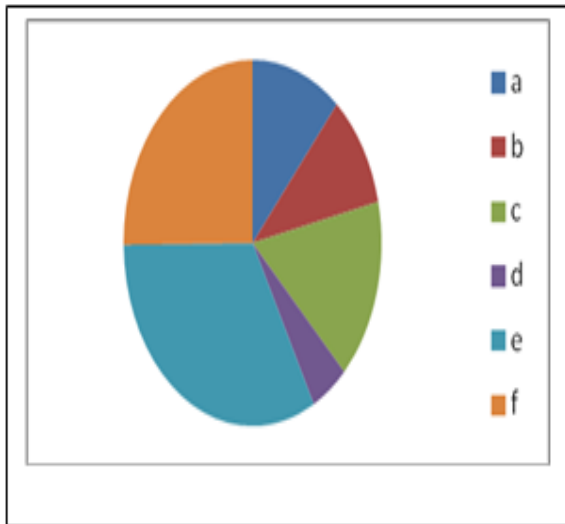


Figure 4. Pie chart showing respondents' frequency of exposure to home video films

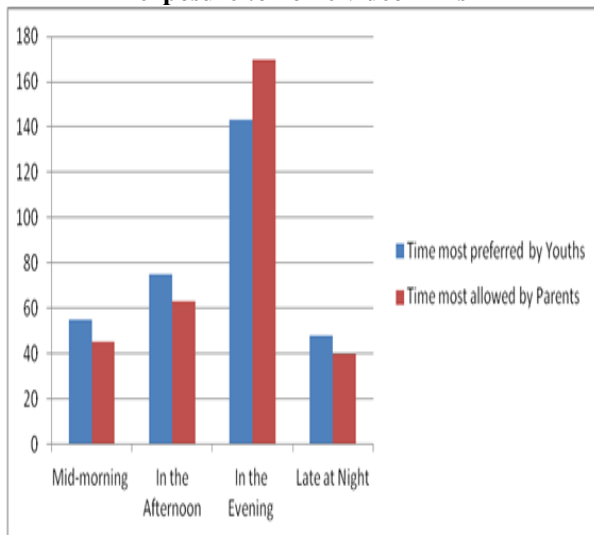


Fig 5. Bar chart showing time preference by both youths and their parents

The data in tables 10 and 11 as well as in the bar chart show that the time most preferred by youths is also the most preferred by parents. Again, the time the youths are least disposed to watch video also coincides with the time parents would least permit their children or wards to expose themselves to home video. Although both youths and parents most prefer evening, the parents' preference level is higher than that of the youths. (See the youth's tallest bar at above 140 and the parents' tallest bar at above 160 to indicate 143 and 170 respectively). Also, whereas both the youths and their parents or guardians see late at night as the worst time for watching films, the parents hate that time more than the youths themselves as demonstrated by the two bars above "late at night."

Research Question 5

What social factors could account for differential uses of films by the youths in Port Harcourt?

Questionnaire items 15 and 16 were used to answer this research question as analyzed in tables 12 and 13 below.

Table 7. Social factor with the most attraction to youths

	Social factor	Frequency	Percentage
A	Gun-fights	103	32.40
B	Kidnapping	62	19.50
C	Vandalization	21	6.60
D	Armed robbery	65	20.44
E	Rape	17	5.34
F	Rituals	50	15.72
	Total	318	100

It can be seen from the tables above that on the one hand, the most attractive contextual element to youths was gun-fights with the frequency of 103 (32.40%) followed by armed robbery (65 or 20.44%).

Hypothesis One

H₀: There is no significant difference in views on home video uses between youths resident at high-brow areas and those resident at low-brow areas in Port Harcourt (P>0.05).

Table 8. Chi-square analysis of respondents' views on home video uses and gratifications according to residential areas

O	E	(O-E)	(O-E) ²	(O-E) ² /E	x ² -Cal	x ² -Crit.	Decision
60	48.7	11.3	127.69	2.50			
30	20.58	9.42	88.74	4.19			
14	24.8	-10.8	116.64	4.6			
3	5.48	-2.48	6.15	1.0			
10	9.24	0.76	0.5776	0.1			
6	11.76	-5.76	33.17	2.7			
5	10.92	-5.92	35.04	3.1			
4	2.1	1.9	3.61	1.5			
56	67.3	-11.3	127.69	1.8			
19	28.4	-9.4	88.36	3.1			
45	34.2	10.8	116.64	3.3			
10	7.54	2.46	6.05	0.70			
12	12.8	-0.8	0.64	0.1			
22	16.2	5.8	33.64	2.0			
21	15.1	5.9	34.81	2.2			Hypothesis
1	2.9	-1.9	3.61	1.0	33.8	14.067	rejected

As the result in the table shows, the calculated value of x² which is 33.8 (i.e the sum of all the squares of the observed minus expected frequencies divided by the frequencies) is more than the critical value (14.067) at 7df and at 0.05 probability level. The null hypothesis is, therefore, rejected. This means the acceptance of the research (i.e. the alternative) hypothesis that there is a significant difference in the views on home video uses between youths resident at high-brow areas and those resident at low-brow areas in Port Harcourt.

Hypothesis Two

H₀: There is no significant relationship between the setting of watching home videos and the choice of films.

As the result in the table shows, the calculated value of x² which is 52.77.

Table 9. Chi-square analysis of relationship between the setting of watching home videos and the choice of films

O	E	(O-E)	(O-E) ²	(O-E) $\frac{2}{E}$	χ^2 -Cal	χ^2 -Crit.	Decision
70	60	10	100.00	1.66			
42	42	0	0.00	0.00			
50	48	2	4.00	0.08			
1	5.4	-4.4	19.36	3.58			
18	16.8	1.2	1.44	0.08			
7	8.4	-1.4	1.96	0.23			
2	10.2	-8.2	67.24	6.59			
22	30	-8	64.00	2.13			
18	21	-3	9.00	0.42			
20	24	-4	16.00	0.66			
3	2.7	0.3	0.09	0.03			
9	8.4	0.6	0.36	0.04			
4	4.2	-0.2	0.04	0.01			
4	5.1	-1.1	1.21	0.23			
8	20	-12	144.00	7.2			
10	14	-4	16.00	1.14			
10	16	-6	36.00	2.25			
5	1.8	3.2	10.24	5.68			
1	5.6	-4.6	21.16	3.77			
3	2.8	0.2	0.04	0.01			Hypothesis
11	3.4	7.6	57.76	16.98	52.77	21.026	Rejected

(i.e the sum of all the squares of the observed frequencies minus expected frequencies divided by the frequencies) is more than the critical value (21.026) at 12 degrees of freedom and at 0.05 probability level. The null hypothesis is, therefore, rejected. This, again, means the acceptance of the research hypothesis that there is a significant relationship between the setting of watching home videos and the choice of films.

Summary and Discussion of Findings

The findings of this study are summarized as follows:

- Militancy, Kidnapping and traffic congestion were considered by the respondents as the most disturbing conflict situations in Port Harcourt in the last five years.
- The most important use gratification the youths in Port Harcourt derived from Nigerian video films was entertainment and relaxation.
- Youths in Port Harcourt most preferred to watch films with their family members and also with friends. This setting also determines the types of films watched.
- The time youths found most suitable to watch films and which was also the most permissible time to their parents or guardians was evening time while the least preferred time was late at night. The most attractive contextual elements the youths found in the video films were gun-fights followed by armed robbery while the most disgusting was the display of sexual immorality followed by religious hypocrisy.
- The views of the youths on home video uses depended on their places of residence.
- The setting in which the youths watched films determined the kind of films they exposed themselves to.

There is copious literature on the influence of films generally, and Nigerian video films (popularly called home video) particularly, on the social, moral, religious and psychological behaviour of children, youths and, sometimes, even adults. A lot of literature is also available on using the uses and gratifications model of the media to explain the behaviour of the media audience.

This work has tried to break a new ground. Although it was on media uses and gratifications in relation to the

Nigerian video films as a popular electronic medium in Nigeria and conflicts in society, it was anchored on social factors such as time, setting, conflict situations, place and ambience which could influence the uses to which youths in a crisis-ridden city like Port Harcourt could put video films from which they derive certain gratifications. The findings of the study which are discussed here are, therefore, an appreciable contribution to the video film scholarship.

From the views of the youths, the city Port Harcourt has, in the last five years, been plagued by various conflict situations like kidnapping oil pipeline vandalization and cult wars. Environmental problems of the city include flooding, traffic jam and demolition of structures. When these social and environmental factors are put side by side with the elements which the youths found attractive in the video films they watch, one can see a close connection between the environment where the youths lived and the filmic elements which they found most attractive. The implication of this finding is that the environment where one finds oneself exerts some influence on one's behaviour depending on the degree of one's firmness of character.

This finding lends credence to the sociological concept of organismic analogy. According to Igbo and Anugwom (2002, p.23), "This is the idea that a society or social group can analytically be likened to a biological organism...just like a biological organism, the human society is composed of interrelated parts." What this means is that society maintains its existence through the functional interdependence of the various parts, implying again, that the behaviour of individuals is, as sociology as a discipline believes, influenced by their society. That is why it can be argued that the uses to which youths in Port Harcourt put home video and the gratifications they derive therefrom are a collective responsibility of the family and the wider society.

Another finding was that the most important use and gratification of the home video among Port Harcourt youths was entertainment and relaxation. The importance of the entertainment and relaxation function of the media is underscored by Dominick (2009) who observes that "the

emergence of the mobile media (including home video) has amplified the entertainment function of the media” (p.34), arguing that this media function is “awesome.”

Next, it was found that youths in Port Harcourt preferred to watch video films primarily with their family members and also with their friends and that the evening period, not late at night, was their most preferred time for exposure to the medium. This tends to contradict the researcher’s personal observation that some youths hardly watch films in family circles but primarily with friends where they feel freer to watch any kind of films they desire to, including, in some cases, pornography. The finding is, however, a signal that society has the hope of retaining level-headed youths given their claim of watching films in family circles where there is expected to be at least some measure of discipline in respect of what should gratify a youth in a film.

This finding has some bearing on the two confirmed hypotheses that: One, the views of the youths on home video uses and gratifications depended on their place of residence; and two, that the setting in which the youths watched films determined their choice of films. It can, however, be argued that irrespective of the ambience of one’s habitation - whether a slum or highbrow area or whether viewing is done within or without the family setting - what is paramount in determining the uses and gratification of home video films by the youth is the discipline of both the family and the youths themselves.

Conclusion and Recommendations

Based on the findings of the study, it was concluded that the youths in Obio-Akpor and Port Harcourt City Local Government Areas of Port Harcourt expected certain conflict situations to be reflected in the Nigerian video films they watch since, like literature, films mirror society.

These youths preferred watching films in the evening with their family members to derive their satisfaction from the entertainment and relaxation function of home video films.

While the youths are most attracted to films that feature gun-fights and armed robbery scenes, they are most discouraged from watching films that display sexual immorality and feature religious hypocrisy.

Besides, the views of youths on uses and gratifications of video films are dependent on the ambience of their places of residence; and their choice of films is determined by the setting where they watch the films.

From the findings and conclusion of this work, it was recommended that:

1. Since youths prefer watching films in the evenings with members of their family, parents and guardians should see these periods of watching films together as an auspicious avenue to propagate socially sanctioned values and proffer strong reasons against their exposing themselves to immoral and criminal transmissions.

2. Government, non-governmental organizations public-spirited and well-meaning individuals should intensify the ongoing efforts to rid the Niger Delta, particularly Port

Harcourt city, of the various conflict situations and criminal activities that threaten the security of life and property. That way, unsuspecting and emotionally immature youths who probably see the vices as things to gratify them in films, will be protected.

3. Whether youths live at highbrow, middlebrow or lowbrow areas (like GRA, Rumuomasi or Diobu in Port Harcourt respectively, they should be counselled to only keep company with other youths who are law-abiding, God-fearing, obedient to parents and yet sociable, since the peer group as socializing agent, has a very strong influence on the child’s behaviour.

4. Therefore, while they should be encouraged to continue shunning films that feature explicit sexual behaviours and religious hypocrisy, they should be discouraged from watching films that transmit gun-fights and armed robbery scenes.

5. Finally, youths must not be allowed to watch films at odd hours and at suspicious settings lest they cash in on their privacy to gratify themselves with anti-social values.

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