

**AUDIENCE PERCEPTION OF CONTRACEPTIVE ADVERTISEMENT AND ITS
INFLUENCE ON SEXUAL BEHAVIOUR OF NIGERIAN YOUTHS**

(A Study of Auchi Polytechnic Students' Environment)

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EDO STATE**

FEBRUARY, 2022

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**BEING A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION SCHOOL OF INFORMATION AND COMMUNICATION
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF
HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION**

FEBRUARY, 2022

DECLARATION

I hereby declare that this thesis entitled “**Audience Perception of Contraceptive Advertisement and its Influence on Sexual Behaviour of Nigerian Youths (A Study of Auchi Polytechnic Students’ Environment)**” was written by me and that it is the record of my own research. To the best of my knowledge, it has not been presented in any previous application for an academic award. All sources of information have been acknowledged using references.

Adebayo Olayemi Wealth

Date

APPROVAL

This project is approved based on the student's declaration and its compliance with the requirements of the Department of Mass Communication, Auchi Polytechnic, Auchi, in partial fulfillment of the requirements for the award of Higher National Diploma (HND) in Mass Communication.

Dr. Umolu Paul

(Project Supervisor)

Date

Mr. Afam Anikwe

Head of Department

Date

DEDICATION

This project is dedicated to God Almighty who has made it possible for me to see this race
come to an end

ACKNOWLEDGEMENTS

A journey of a thousand miles begins with a step. I owe immense gratitude to Almighty god who has always been my bedrock.

I say special thanks to my supervisor, Dr. Paul Umolu who has helped in the course of this project documentation, God bless you sir. I also want to appreciate my lecturers that have groomed from day one till now; Mr. Afam Anikwe (HoD) and the entire mass communication lecturers.

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This study was carried out to assess audience perception of contraceptive advertisement and its influence on sexual behavior of youths in Nigeria (A Study of Auchu Polytechnic Students' Environment). The main objective was to find out if there was any relationship between the exposure to contraceptive adverts and sexual behavior of youths in Nigerian tertiary institutions. To find this out, the survey methodology was adopted while the questionnaire was used as the instrument of data collection. A total of 400 questionnaires were administered. The descriptive statistics method was used in the analysis of the data gathered. The study found out that contraceptive adverts on television encourages the use of contraceptive but influences the sexual behavior of the youths. The study recommended that more television adverts/campaigns on contraceptives should be developed to enlighten the youth on risky sexual behaviors such as masturbation, petting behavior, oral sex, anal sex and sex with multiple partners.

CHAPTER ONE

INTRODUCTION

I.1 Background of the Study

The youth period of a man's life is regarded as the formative years. This period is very important in the life of every individual as it represents a time when individual tend to identify with peers for either good or bad. During this period socialization also take place.

Santrock (2001) observes that youths is a period where life becomes wrapped up in sexuality. It is the time of sexual exploration and experimentation, sexual fantasies and realities and of incorporating sexuality into their identity. Adolescents have an almost insatiable curiosity about the mysteries of sex. They think about whether they are sexually attractive, how to do sex, and what the future holds for their sexual lives. A key period of exploration and development occurs in youths which continue until late youths/youth. It is during this period that the youth begin to find out which sexual behaviors are enjoyable, moral and appropriate for their age (Lips, 2001). It is also important to note that during this period

many youth become sexually active although not always by choice. It has been observed that although sexual intercourse is common among the youth majority of them wish they had waited longer to have sex.

During this period also the youth develop sexual identity which is often coupled with mastering emerging sexual feelings (Brooks-Gunn & Graber, 1999). This process involves learning to manage sexual feelings, such as sexual arousal and attraction, developing new forms of intimacy, learning the skills to regulate sexual behavior to avoid undesirable consequences. It is important to note that developing sexual identity includes interfaces with other developing identities. Sexual identities emerge in the context of physical factors, social factors, and cultural factors with most societies putting restrictions on sexual behavior of adolescents.

Sexual orientation refers to a person's preference for partners of the same or the other sex. Heterosexual is the label used for a person who prefers partners of the other sex, homosexual is the label applied to a person who prefers partners of the same sex, and bisexual is a term used to describe a person who can be attracted to partners of either sex (Lips, 2001).

Santrock (2001) further observes that the youth with their developing idealism and ability to think in more abstract and hypothetical ways may get caught up in mental world that is far removed from reality and one that may involve a belief that things cannot happen to them and they are omnipotent and indestructible. Therefore, having information about contraception is not enough and whether or not adolescents will use contraceptives is determined by their acceptance of themselves and their sexuality. This acceptance requires not only cognitive maturity but also emotional maturity.

It is important to note that most programmes targeting the youth assume that they have the ability to anticipate consequences, to weigh the possible outcome of behavior, and to project into the future what will happen if they engage in certain acts, such as sexual

intercourse. It is thus assumed that the youth have the cognitive ability to approach problem solving in a planned, organized and analytical manner. However, many adolescents, as studies indicate, are just beginning to develop these capacities while others have not developed them at all.

Santrock (2001) has established that late adolescents (18-19 years of age) are to some degree realistic and future oriented about sexual experiences, just as they are about career and marriage. Young people often seek contraceptives and sexual information from television content rather than their parents or other adults by being attracted to programs with sexual content, (Greeson, 2009).

The media are used as sources of information about sexuality at times more than others. One qualitative study found three patterns of sexual media use among early adolescent girls (11-15 years old) that suggested that sexual portrayals in the media were attended to more when girls were interested personally in learning about relationship norms, strategies for establishing relationships, and tips on how to get sexually attractive. Some girls still found depictions of sex in the media (e.g., nudity in advertisements) gross and disgusting, while other girls had papered their walls with images of media models they lusted after or aspired to be. Still other girls, typically those who had been involved in sexual relationships, were less enamored with the mainstream media's sexual fantasy and had turned to oppositional media (e.g., fringe music groups, teen-produced magazines, aka 'zines) that spoke more to the kinds of relationships they wanted (Brown, White, & Nikopoulou, 2010).

The fear of the influence and impact of sexual images on the media on the behavior and attitudes of the youth has raised concerns of the parents and policy-makers (Villiani, 2001). Similarly, the sexual development of the youth has increased the society and public health concerns of all involved. This is because of the increased access to various media by

the youth leading to higher consumption of television programmes and information (Braun-Courville & Rojas, 2009).

Youth are active consumers of media content and often report that the media are among the top sexual educators. It has also been established that many youth report that their parents do not give them sufficient information about sexual subjects during youths (Brown *et al.*, 1993). It is true that television presents to the youth a world that is different from the one they live in. This means that they are exposed to a wider variety of views and knowledge than what they can get from their parents, immediate environment, peers and teachers (Santrock, 2001). In the past, many identification figures from family or figures whose attitudes towards issues such as sexuality might have been relatively homogenous due to shared culture but this might no longer be the case due to changes in society.

Media images that portray sex as glamorous, exciting and risk free may be associated with the initiation and development of permissive sexual attitudes (Brown, Childers & Waszak, 1990). Because of these, adolescents form attitudes about sex that are unrealistic, do not mention negative outcomes, are stereotypical and potentially unhealthy (Ward & Fredman, 2006). It has been observed that because of this influence and presentation of unrealistic images and messages on the media, it is important to know how attitudes are formed and what influences them (Daugherty & Burger, 1984).

The effects of the media on behavior have been observed in many aspects of social behavior such as aggression, social stereotyping, pro-social behavior and social attitudes. Most social scientists now agree that exposure to violence on television has a causal effect on aggressive behavior (Huston *et al.*, 1992). On the other hand the effects of sexual content and adverts on television have received relatively little attention from social researchers, though studies show that there are strong theoretical reasons to believe that media may play a major role in the socialization of sexual knowledge, attitudes and behavior (Roberts, 1982).

Many social scientists have argued that the reason why they think mass media and especially television is important source for sexual information for the youth is because parents have been known to provide very little information while schools tend to focus their attention on biological approach with little attention to romance and interpersonal relationships (Strasburger, 1993). Courtright and Baran (1980) further in their study established that family variable exerted no influence on an individuals' self evaluation and that media and peers were significant influences.

Young people also have access to a much wider range of media content including other entertainment media which they access simultaneously. Many of the portrayals in the media show glamorous, young adolescents with whom many adolescents are likely to identify and imitate. It is for this reason that young people in this age group often name media figures as the people who they would like to emulate.

Youths are a stage which human beings face once throughout lifetime. This stage serves as a threshold for many developments: biological, physical, psychological, social, etc. These developments are accompanied by positive or negative behaviors depending on the environment that the child is brought-up (Bandura, 1971). Risky sexual behaviors, including early sexual debut, unprotected sexual intercourse, and multiple sexual partners, occur in a broader context. The intensity of involvement in sexual risk behavior ranges from nonsexual relationship to unprotected sexual intercourse with multiple partners and prostitution (UNAIDS, 2002).

Although risky sexual behavior does not always indicate a high-risk lifestyle, it may result in other risk behaviors, including substance use, violence involvement, and poor school performance. Adolescents who engage in sexual intercourse at young ages are at higher risk for outcomes that can compromise their health (Ward, 2003). Sexual content in entertainment messages in television strongly correlates with negative adolescent behaviors that result in

adolescent's pregnancy, and sexually transmitted diseases including AIDS. The United Nations (UN) termed Acquired Immune Deficiency Syndrome (AIDS) as one of the biggest global concern and adopted halting and reversing the spread of HIV/AIDS as one of its Millennium Development Goals. (UNAIDS, 2002).

Documented evidence has shown that a large number of adolescents begin sexual activity at a very young age in a number of countries (UNAIDS, 2002). In most sub-Saharan African countries, more than 70% of young women begin sexual activity during adolescent period – this to a large extent is as a result of exposure to media effect.

It is against this background that this study therefore sought to examine the influence of television adverts on contraceptive use among the youth in Nigeria.

1.2 Statement of the Problem

There has been a growing concern over the influence that television may have on the sexual behavior of the youth. Information from research has clearly shown that the youth have access to television and that they are exposed to sexual content on television (Kunkel, 1999). The effect of this exposure has not been clearly established by previous research. Strouse and Buerkel-Rothfus (1993) observe that viewing of sexual content on television may affect attitudes towards sex and use of contraceptives. Ward (2002) also notes that endorsement of gender stereotypes was likely to promote sexual initiation and dissatisfaction with virginity as well as other perceptions regarding normative sexual behaviour.

There is a claim that there is no observable impact of television on youth, yet parents and teachers have shown much concern about the effect of television on young people. In the light of which Maduewusi (2005) called for utmost caution in TV programmes and especially adverts. TV has the potentials to generate both positive and negative effects. It is therefore, unfortunate that great deals of TV content which youth have devoted their time to view are sexual.

Most studies done before in Kenya have generally concentrated on television viewership on programmes especially music and soap operas that affect adolescent sexual behavior. It is less clear, however, which sexuality outcomes are influenced by which programmes and at what level especially how the youth learn about different contraceptive methods and use without being taught by their parents or teachers.

The implication of this is that the issues concerning media influence that are peculiar to the Nigeria tertiary institutions may not have been addressed by previous research, given the differences in social reality. Therefore, there was need for a study to be conducted to provide relevant scientific data which can be used for decision-making or putting interventions into place when dealing with issues relating to contraceptive use and sexual behavior among the youth in Nigerian tertiary institutions.

Policy advocates and cultural observers worry, in particular, about the impact of exposure to TV adverts on the sexual behaviors of youth. In some circles, the idea that adolescents respond to media content is a foregone conclusion, but determining whether the adverts in media themselves cause the behavior is a very difficult empirical task. It is against this background that this study attempted to explore whether exposure to TV adverts may have any influence on the use of contraceptives among the youth in public universities in Kenya.

1.3 Objectives of the Study

1. To examine how TV adverts influence sexual behavior of the youth in tertiary institution,
2. To establish whether exposure to TV adverts influence the use of contraceptives by youth in tertiary institutions in Nigeria , and
3. To determine whether contraceptive adverts influence sexual behavior of youth in tertiary institutions in Nigeria.

1.4 Research Questions

1. To what extent do TV adverts influence sexual behavior of the youth in public Polytechnics?
2. To what extent does exposure to TV adverts influence the use of contraceptives by youth in public Polytechnics?
3. How does contraceptive adverts influence sexual behavior of youth in federal Polytechnics?

1.5 Scope of the Study

The study was carried out to assess audience perception of contraceptive advertisement and its influence on sexual behaviour among Nigerian youths using students of Auchi polytechnic as a study. Based on this, the data for this study will be gathered from students of Auchi Polytechnic, Auchi, Edo State.

That is, data bothering on the influence of television adverts on the contraceptive use among youths will be gathered from them. It will also examine how contraceptive adverts affect the sexual behavior of youths in Nigeria.

1.6 Significance of the Study

Youths are the wheels of change than other segments of the population. Hence, the future fate of the society depends on the demographic and reproductive health of this segment of the population; hence they have to be free of risky sexual behavior. Television adverts viewing does have an impact on youth sexual behavior and it can alter the sexual behavior of most youth for example watching sex in soap operas and contraceptives adverts on TV may predict and/or hasten sexual initiation.

The study hopes to contribute to the body of knowledge on the influence of television adverts on contraceptive use among the youth. The findings will be used for further research on the influence of television adverts on the youth in universities and recommendations drawn

will be used by other institution when developing and designing their frameworks related to sexual behavior and contraceptive use among youth in both public and private Polytechnics.

Ministry of health will also benefit from the findings of the research because they will get feedback on what aspect of contraceptive campaigns/adverts are working on the youth, what needs to be changed and what can be added to make it more effective. The findings will provide information base that will help Ministry of Health and the government of Nigeria for future contraceptive campaigns and family planning programmes in Nigeria.

The study findings may also help in determining the communication needs of the youth and therefore provide ways in which contraceptive communication interventions can be effectively packaged with the knowledge, consultation and participation of young people.

The findings of the study will also help in identifying other areas for further research in the field of health communication

1.7 Operational Definition of Terms

For the purpose of this study the following key terms were used.

Advertisement: A notice, picture, or film telling people about a product, job, or service.

Communication: Communication has been used in this study to describe the process of dialogue, exchange of information and resources, and the capacity that enables understanding, negotiation and decision making around an issue (in this case use of contraceptives and exposure to sexual contents on TV)

Contraceptives: According to World Health Organization (WHO) Contraceptives refers to birth control by prevention of conception or impregnation by use of pills, condoms, Intrauterine Devices (IUD), Tubal ligation, vasectomy and Injectables. For the purpose of this study contraceptives will refer to birth control methods or devices used to prevent pregnancy, STIs, STDs and HIV/AIDs by the youth.

Youth: According to Oxford dictionary, a youth is defined as the time when one is young that is the period between childhood and Maturity.

CHAPTER TWO

LITERATURE REVIEW

2.1 Review of Related Literature

Youths and early adulthood can be viewed as a time of adjustment and is often characterized by turmoil resulting from issues regarding identity and sexual identity and orientation. The period of youths is described as a trying moment for many parents because the period is characterized with a lot of experiments and role modeling by youths. It is also at this stage that individuals begin to consider which sexual behaviors are enjoyable, moral and appropriate for their age group (Fay & Yanoff, 2000). Many adolescents become active sexually during this period and 46% or so of high school students in America and other advanced countries of the world have had sexual intercourse (LeVay & Valente, 2003).

Sexuality is a developmental milestone of youths with which each generation struggle. Sexuality encompasses behavioral component with boundaries of sexual activity moving in an increasingly permissive direction. Perceptions appear to be constant through the ages while only the circumstances change (Jones & Boonstra, 2005). According to Szabo (2006), an emphasis on individual freedom and rights driven culture in societies may be influential in this apparent permissiveness. A number of factors which include media and the internet, urbanization, electronic communication (GSM), peer influence and the breakdown of traditional parental and community structures also play a part (Hall & Sherry, 2004; Szabo,

2006), but of recent, the media and especially the television has played and is still playing a tremendous role in influencing adolescents sexuality and sexual behaviors.

The sexual content in television can affect any age group, adolescents may be particularly vulnerable (Ward, 2003) since they are still in the impressionable developmental stages and are attempting to establish their own identity. Adolescents may be exposed to sexual contents in the media because they are still at their developmental stages and hence cannot decipher good from bad media programming.

Analysis of television media content in America indicate that, on average, adolescent viewers see 143 (Ward & Friedman, 2006) incidents of sexual behavior on network television at the most important times each week, with portrayals of three to four times as many sexual activities occurring between unmarried partners as between spouses. As much as 80% of all movies shown on television stations have sexual content (Chunovic, 2000). Therefore, an analysis of television media content also shows that sexual messages on television are almost universally presented in a positive light, with little discussion of the potential risks of unprotected sexual intercourse and few portrayals of adverse consequences (Anderson, 2004).

Television sexual content has a “profound real-life effect”. (Ward, 2003) Mass media can either reinforce norms or offer insights into alternative ways of thinking. Teens often seek social and sexual information from the television rather than their parents or other adults. These teens may be attracted to programs with sexual content. Recently, Music Television (MTV) has been discovered to barrages young people with sexual messages. From the beginning, MTV transformed music into television programming by using fast-paced visuals to grab the attention of a very specific youthful audience – a new generation that had been raised with television and had different ways of processing information (Sherman & Etling, 2001). For example, in order to make the aural and visual elements fit together, music video

producers and directors, rather than entertainers and writers, control visual images that may have nothing to do with the musicians' or artists 'original concepts.

Escobar-Chaves, Tortolero, Markham, Low, Eitel and Thickstun (2005) conducted a study, investigating the types of messages delivered through television, music, and computerized media. Results indicated that adolescents are exposed to both implicit and explicit sexual content from various ICT devices. Most of them engage in sexual activities by the time they reach secondary school. Brown (2000) found that adolescents attending practically oriented upper secondary school programmes, with increased exposure generally have sex for the first time at a younger age than those who attend more theoretically oriented programmes

Furthermore, Forsberg (2005) noted that for an adolescent trying to make a choice on whether or not to engage in sexual activity, the media can be a very powerful influence on their decision. Cooper (1998) further added that when an adolescent only sees sex as being passionate and fun, with no negative consequences, they can easily be swayed to believe that is the way things really are. Moreover, when adolescent views sexual images which tend to persistently preoccupy their thoughts, they are probably more likely to give in to their hormonal urges (Escobar-Chaves, *et.al.* 2005).

A South African study found that television is still the most widely used technology among the adolescents (September & Savahl, 2002). Television's role as a sexual educator in our culture is one of contradictions. On one hand, its accessibility, frankness, and popular appeal make it an excellent instructor, offering a convenient way to learn about sex without embarrassment. However, on the other hand, the television's portrayals of sexuality are limited, stereotypical, and potentially harmful (Huston, Wartella & Donnerstein, 1998). Nevertheless, it is a fact that television's sexual messages are abundant and often provide information that the youth are less likely to get elsewhere. Through its dialogue,

characterizations, storylines, and themes, it presents adolescents with numerous verbal and visual examples of how dating, intimacy, relationships, and sex are handled (Roberts, 2000).

In a study conducted by Brown & Newcomer (1991) a great amount of evidence indicated that increased exposure to television's sexual content is associated to viewers' sexual behavior. Even though the amount of general television viewing typically has not been related to viewers' level of sexual activity, when more sexually-oriented programming is examined, association between exposure and greater sexual experience emerge (Strouse, Buerkel-Rothfuss, 1995).

Other research has fleshed out the independent contribution that media has on individuals' sexual behaviors. L'Engle, Brown & Kenneavy (2006) reported that when compared to peer and other interpersonal factors, media was a stronger predictor of what they called light sexual activity. The construct included five behaviors: (1) having a crush, (2) dating at least once, (3) being in a private place, (4) light kissing, and (5) French kissing. Independently of all other variables, media exposure added 1.2% of variance to the variance explained in heavy sexual activity. Teenagers' media diet also explained 2.0% of the variance explained in sexual intentions. Researchers found that media exposure did have an effect on the last factor titled sexual intentions. All these data show that not only are young viewers frequent users of media as part of their information seeking behaviors about sexuality but they are also affected by sexual content conveyed in the media.

Influence of Television adverts on the use of contraceptives among youth

Research done in United States has demonstrated that young people are heavy consumers of sexually- oriented media including TV, both broadcast and cable channels, videos, movies, magazines, and, more recently, the internet. The researcher acknowledges that the above mentioned relationship cannot be generalized across cultures especially in Kenya and United States; however televised programmes do carry sexual content across board.

Content analyses have also demonstrated that broadcast television contains a high, growing and increasingly explicit dose of sexual messages, and that a proportion of such messages display or model either restraint or contraceptive use. However, scientific evidence has not yet established a causal relationship between exposure to sexual content in the media and teenagers' attitudes concerning sexuality and their own sexual behaviors (Ward, Gorvine, & Cytron, 2001).

The United States is the only Western nation that still subscribes to the dangerous myth that giving teenagers access to birth control—and media represent a form of access—will make them sexually active at a younger age. Other countries advertise birth control products widely and have a much lower rate of teen pregnancy. Although the teen birth rate had been declining in the United States up until 2005–2006, it has declined just as much or more in other countries. A recent study revealed that 86% of the recent decline in teen pregnancies could be attributed to increased contraceptive use, and only 14% was attributable to increased abstinence (Zillmann, 2000). The recent 3% increase in teen births could be a “blip,” or it could be attributable to an increase in abstinence-only sex education and the concomitant reduction in accurate information about contraception.

Eight peer-reviewed, controlled clinical trials have revealed that giving teenagers freer access to condoms does not increase their sexual activity or encourage virgin teenagers to begin having sex, but it does increase the use of condoms among those who are already sexually active. Advertising condoms, birth control pills, and emergency contraception on TV and radio could further decrease the teen pregnancy rate. Yet, several networks refuse such advertisements (Zillmann & Bryant, 1985).

Telling teenagers, “Wait until you're older to begin having sex, but if you can't wait, use birth control” is a double message. But, it is a double message that every teenager in America can understand and benefit from, and it is consistent with normal adolescent

psychology, because it acknowledges that adolescents do not always listen to their elders. In 2007, both CBS and FOX refused a condom advertisement as “inappropriate” because it mentioned preventing pregnancy rather than preventing HIV/AIDS (Chapin, 2000). Advertisements for emergency contraception are virtually nonexistent on American TV, despite the fact that every year, American women have 3 million unplanned pregnancies, which lead to 1.3 million abortions. Advertising for emergency contraceptives could be an important way to reduce the number of abortions in the United States.

The media can be powerful vehicles for sexual health education. Socially responsible messages can be embedded into mainstream programming a practice dubbed “entertainment-education” or “edutainment.” Collaborative efforts between the Kaiser Family Foundation and the producers of the hit TV show ER resulted in successful story lines about the risks of human papilloma virus and the usefulness of emergency contraception (Brown & Schulze, 1990). In 2002, Friends aired an episode about condoms, and 27% of a national sample of teenagers saw the program; many of them reported that they talked about condom effectiveness with an adult as a direct result of the episode (Hall, and Sherry, 2004). In 2008, a study showed that viewers of a Gray's Anatomy episode learned that HIV-positive women could still have HIV-negative infants.

The Soap Opera Summit in Hollywood and international efforts to embed story lines into popular soap operas are other examples of pro-social efforts. The media giant Viacom and the Kaiser Family Foundation have launched an ambitious project to produce \$120 million worth of public service announcements and print advertisements concerning HIV/AIDS and to encourage Viacom producers to include story lines in their TV shows that will raise AIDS awareness (Szabo, 2010). Such efforts demonstrate that the entertainment industry can be receptive to outside input and that healthier content can be introduced into mainstream media without government pressure or the threat of censorship.

Mass media have also been used proactively to increase parent-child communication about sex. In North Carolina, a mass media campaign using billboards and radio and TV public service announcements delivered the message, “Talk to your kids about sex. Everyone else is.” In follow-up research, exposure to the message correlated significantly with parents talking to their children about sex during the following month (Jones and Boonstra, 2005).

Empirical research suggests that the mass media can potentially influence behaviors. For example, research indicates that the more adolescents are exposed to movies with smoking the more likely they are to start smoking (Dalton et al. 2003). Furthermore, research has shown that the likeability of film actors and actresses who smoke (both on-screen and off-screen) relates to their adolescent fans' decisions to smoke (Distefan et al. 1999). Perhaps unsurprisingly, films tend to stigmatize claims that they glorify potentially addictive behavior. The popularity of media drama depicting various risky behaviors requires an examination of their themes and the potential impact on the public and, in particular, adolescents.

Griffiths (2005) on his study on media and advertising influences on adolescent risk behavior summarized that the media (television, radio, newspapers, etc.) are an important channel for portraying information and channeling communication. Knowledge about how the mass media work may influence both the promotion of potentially risky behavior (as in advertising), and for the promotion of health education (such as promoting abstinence or moderation of risky behaviors).

The role of media influence is complex and does not involve simply ‘absorption’ or ‘mimicry’ (Kitzinger, 1999; Batchelor, 2003); however, several studies have shown that the media has an important part to play in shaping the knowledge and attitudes of young people, and can influence discussion around sexuality (Davis and Harris, 1982; Thomson and Scott, 1991; Kehily, 1996; Currie et al., 1997; Forrest, 1997; Millwood Hargrave, 1999).

Entertainment content depicting sexual norms, stereotypes, double standards and sexual roles may have profound influence on teens' perception about sex, body image and social norms (Ward, 1995). Teens who watch sexual content on the media are more likely to engage in sex and tend to have negative attitudes about being a virgin (Ward, 1995). Although exposure to sexual content may not be guarantee that viewers will take irresponsible steps in their own lives, this exposure may help shape viewers' attitudes and expectations about sexual relationships. The United States, for example, has a higher rate of teen pregnancy than any other industrialized country in the world.

Influence of TV Contraceptives Adverts on Sexual Behaviour of the Youth

It is well known that teenagers sometimes seek to resemble actors and actresses as they experiment with different facets of their newly forming identities and try on different social "masks." In particular, the idiosyncrasies of adolescent psychology seem to combine to conspire against successful use of contraception during early and middle youths (Strasburger et al., 2006). Teenagers often see themselves egocentrically as being actors in their own "personal fable" (Elkind, 1993) in which the normal rules (e.g., having unprotected sexual intercourse may lead to pregnancy) are suspended—exactly as on television.

Using sex to promote one's products in the hope to sell them is not a new phenomenon. Although sexual imagery in commercials including contraceptive advertising may vary, it often includes some content that viewers interpret as sexual (Reichert & Ramirez, 2000). Similar to entertainment TV, advertising uses either verbal or visual devices to convey sexual content. Reichert and Lambiase (2003, p.121) note that stimuli identified as sexual often refer to "physically attractive models whose alluring bodies are partially revealed by provocative apparel". In addition to clothing, advertisers have introduced sexual content in subtle ways by using innuendos which left little to the viewers' imagination. Past research indicates that marketers have mainly used sex as an attention-grabber to increase ads

memorability (Parker & Furnham, 2007). Since viewers cannot remember content which they did not pay attention to, marketers often use sex as an effective attention grabber. These attention-grabber devices are built on three themes; (1) sexual attractiveness for the consumer; (2) likely engagement in sexual behavior (and more enjoyment from these encounters); and (3), sex esteem defined as the feeling of being sexy or sensual (Reichert & Lambiase, 2003).

The effectiveness of sex as a persuasive technique has been measured by assessing viewers' level of involvement with the ads as well as by their ability to remember the product and eventually their intention to purchase the product (Gunter, 2000; Parker & Furnham, 2007). There is some evidence suggesting that the use of sex as a device to promote commercial products may have some boomerang effects. Instead of increasing people's intention to purchase the product, the use of sex as a device to sell may turn people off. Experimental studies showed that people exposed to sex stimuli were less likely to remember the brand. In addition, the sex stimuli did not increase purchase intention either. In one experimental study, Dudley (1999) exposed the treatment group to an advertising included in a selected episode of "Sex and the City". At the end of the experiment, those who were in the treatment group recalled fewer brand names than those who were not exposed to the content. By monopolizing viewers' cognitive resources, the presence of sexual scripts may shift viewers' attention from the product itself making it difficult for them to remember anything about brand that the advert tried to promote (Jones & Reid, 2010).

The same pattern of results was found with violent content. In experimental studies, it was reported that the treatment group's ability to recall television advertising was impaired by the presence of violent content (Parker & Furnham, 2007). Parker and Furnham (2007) suggested that all the efforts that viewers have to put into attenuating the anger that they feel in watching the violent content may decrease the likelihood that they will process the messages any deeper. Bushman and Bonaci (2002) referred to the same "Cognitive

Interference Theory” to explain why and how sexual and violent content impair viewers’ recall of advertising. It appears as if being exposed to sexual or violent content may demand more attention from viewers, thereby reducing cognitive space left to process the information conveyed about the product. As a result, viewers are less likely to recall the content of the advertising and recall the brand name. Eventually, it may also affect their intention to purchase the product.

In summary, empirical evidence suggests that using sex as a persuasive technique may not necessarily increase the effectiveness of advertisements operationalized as purchase intention. Despite the weak association between intention to buy the brand and exposure to sexual appeals, marketers increasingly rely on female sexuality, to sell condoms and other contraceptives (Jones & Reid, 2010). Even though health organizations as well as businesses can all contribute to educating viewers, it will be challenging to ask condom advertisers to abandon the use of sex as a persuasion technique. The stakes are even higher for social scientists who need to go beyond “sex as an attention-getter” when examining the effect of sexual images in condom advertising (Reichert & Lambiase, 2003). For instance, Bushman and Bonaci (2002) suggest that not only does sex decrease the likelihood that viewers will remember the brand but it also encourages sexual thoughts. They then conclude that these continued thoughts about sex or violence reduce viewers’ ability to process the advertisement.

Other content-analysis studies revealed that advertising conveys stereotypical portrayals attitudes about men and women, in conjunction with contraceptives use especially condoms. The need for effective communication in a very short period of time may make it challenging to avoid using stereotypes. Therefore, contraceptives advertisers have developed more and more creative advertisements promoting beliefs and lifestyles that appeal to young people including the importance of being sexier, glamorous, and successful in their sex life. These images tap into people’s insecurities. Viewers, especially young people who feel

insecure about their looks, their social and sexual situations may feel vulnerable to these constructed and ideal situations. As Saffer (2010, p.175) put it “Advertising creates the impression that, for a relatively small expenditure, young people can psychologically connect to the positive fantasy places, lifestyle and personality characteristics that it portrays. But what makes the depiction of sexuality in advertising fulfilling to viewers?”

Those who pioneered research on sex in advertising in the 1960s conceptualized sexual stimuli as “scantly clad images of women” which could “influence advertising response” (Reichert & Lambiase, 2003, p.121). Research revealed a gender effect with women being more sexually objectified. It was also reported that more women (84.2%) than men (15.8%) were depicted in sexual ads (Reichert & Lambiase, 2003). When ads relied more on female characters, the latter were depicted as decorative objects and were more likely to be objectified. In a content-analysis study, Lin (1998) found an unequal proportion of male and female characters represented as sex object with only 9% of male characters and 23% of female characters. Female characters tend to have less clothing on them than male characters (Jones & Reid, 2010).

Majority of Nigeria music is laden with staggering sexual graphics. Most songs include innuendo, partial nudity and sexual situations and behavior. These media channels depict half-dressed women in sexually suggestive body movements and often play lyrics intended to inflame sexual feelings. The images and words in the media contain unrealistic, inaccurate and misleading information that young people accept as fact (O’Toole, 1997). Research shows that increased exposure to unrealistic portrayal of sex is associated with increased perception of sexual activity in the real world (O’Toole, 1997).

Music programmes use fast-paced visuals to grab the attention of a very specific youthful audience - a generation that has been raised with different ways of processing information (Gakahu, 2005). They use sexual images of women through short, sharp, shots of

intense visual pleasure, to encourage viewers to watch closely and stay focused so that they do not miss out anything.

Nigeria songs portray a skewed relationship between clear messages about safe sex and sex for sex sake in promotion of condom use. A critical look at the language in these songs leaves a thin line between the two aspects. In “Juala” by Nonini for example, despite the fact that the artist is promoting the use of condoms, he is, on the other hand encouraging casual sex (Gakahu, 2005). He terms the bottoms of females as coming in all sizes and all prices. He says, Manyakee all sizes, Manyakee all prices... juala ndio wahitaji. The artist commercializes sex and gives an okay to casual sex as long as the individuals involved have a condom. Other songs like “Wee Kamu”, “Kamata Dame”, “John Nampenda John” among others primarily describe sex. In the song “Wee Kamu”, the artist uses graphic language and glorifies promiscuity. The song delves into bedroom matters, describing a sexual encounter and leaves nothing to the imagination of its listeners (Chapin, 2000). It is heavily done in “sheng”, which masks most of the profane language used in it. To many young listeners, dependent on the media as a source of information when they lack personal experience and interpersonal advice in the area they are seeking knowledge.

There is a general realization that the interest of the Nigeria youth towards music goes beyond just entertainment. Many youngsters look up to the musicians as their role models. According to Bandura (1971), messages in media especially advertising may be particularly powerful (to the youth) when the participants are attractive, are shown as powerful, are rewarded in some way for their actions, or represent characters with whom the young person identifies. Music celebrities, therefore, have been used by broadcast media to promote safe sex in Kenya. Phrases like “Nameless ana yake je una yako? Deux vultures wana zao je una yako”? and “Kleptomaniacs wana zao je una yako”? are common in condom ads.

In her review, Ward (2003) identified 36 studies investigating the effects of sexual content on viewers. Those studies examined a wide range of behaviors including initiation of sexual activity, condom use and attitudes about sex. Overall, research indicates that the more individuals are exposed to sexual content, the more they report liberal and stereotypical sexual attitudes. In experimental studies, male students who were exposed to magazine ads in which the female characters were shown as sex object were more likely to agree with rape-supportive statements and were also more accepting of sex role stereotyping than students in the control condition (Lanis & Covell, 1995; MacKay & Covell, 1997). The same patterns were replicated in two other experimental studies where the treatment group was exposed to music videos containing sexist comments and sexual content. After having been exposed to the videos, students were more likely to endorse casual and stereotypical attitudes about sex (e.g., Greeson & Williams, 1986; Kalof, 1999). Recent survey research (Bleakley et al., 2009) also found a positive association between exposure to sexual content in the media and beliefs which increased the likelihood of engaging in sexual activity.

Young people seem to be quite vulnerable to the effect of contraceptive advertising especially condoms. For instance, Jones and Jernigan (2010) argued that viewers, including teenagers and younger children do remember and like condom ads in TVs. Anderson, Bruijin, Angus, Gordon and Hastings (2009) have also argued that commercials constitute one of the major risk factors that may encourage young viewers to use contraceptives. This is consistent with Austin, Pinkleton and Fujioka (2000) who found that watching more primetime TV increases the likelihood that young people will find the portrayal of contraceptives desirable which then increased their desire to reproduce what they see in the ads.

2.2 Theoretical Framework

The potential for mass media to influence behavior has been supported through a number of different psychosocial theories, hypotheses, and models. Although there is

considerable variation in theoretical mechanisms by which media might affect adolescents' sexual attitudes and behaviors, most posit that sexually related message content and behavior act over time as stimuli to change consumer psychological, physiologic, and behavioral function. The study thus analyses two theories namely Social-Learning Theory and Cultivation theory to relate the use of contraceptives and sexual behaviors among youth.

Social Learning Theory

The Social Learning Theory was propounded by Albert Bandura who was a psychologist at Stanford University. The theory suggests that much learning takes place through observing the behavior of others (Anaeto, 2008).

Social learning theory explains how people adopt and maintain recommended behaviors through observation. At its core, SLT argues that individuals will be motivated to adopt the recommended behavior to the extent that they perceive the latter will bring about positive outcomes. First-hand experience is not a necessary condition for the behavior changes to happen. Social learning theory (Bandura, 1986) posits that watching on-screen characters rewarded or punished because of their behaviors (vicarious reinforcement) may lead to behavior changes as much as first-hand experience does. Therefore, SLT relies on the idea that the treatment of a character in the media raises viewers' awareness about what is right or wrong.

Social learning theory describes several factors that determine the people, conditions and circumstances under which behavior modeling and changes are most likely. Those factors include environmental factors such as the situations, expectations, self-efficacy or behavioral capability, emotional coping responses, and related elements. The process starts with the individual being exposed to on-screen characters engaging in some behaviors. Once they have internalized the media portrayal, individuals are expected to emulate the behavior if and only if they believe to have the necessary skills to perform the behavior (self-efficacy or behavioral

capability). Positive reinforcement is applied to positive outcomes whereas negative reinforcement is applied to negative outcomes. Viewers who engage in positive reinforcement expect that they will experience the same positive outcomes portrayed onscreen if they were presented with the same situation in the real world. In the context of contraceptives and sexual content, it is expected that if the character on TV experiences negative consequences of unmarried sex (e.g., characters impregnated their partners and their own marriage ended up in divorce. Therefore, they got depressed), SLT predicts that the viewer should not want to imitate that behavior.

To summarize, behavior is a function of expectations which in turn are developed by vicarious experience, direct observation, and performance attainment. Rutger, Engels, van Baaren, Hollenstein and Bot (2009, p.245) discussed evidence from neuroscience that buttresses past research on observational learning. These researchers argue to that end: “When we observe someone perform a certain action (e.g. kiss and a girl and remove a condom), the pre-motor representation of that action (the goal and the muscles involved) is activated in our brains as if we are about to perform that action ourselves.”

This theory was of great significance in this study for it helped to understand how young people learn about sexuality from others depicted in the media. For instance it makes us understand how advertising/entertainment contents, depicting sexual norms, stereotypes, double standards and sexual roles may have profound influence on teens’ perception about sex, body image and social norms influence the contraceptive use and sexual behaviors among the youth in Nigeria.

Cultivation Theory

Cultivation theory (Gerbner, 1970; Gerbner et al., 1980) posits that media portrayals are constructed representations of reality that often do not coincide with what viewers may actually experience in the real world. This grossly exaggerated or simple construction of facts

may gradually cultivate the viewers' perception of the world. One of the core assumptions of cultivation theory is that the depiction of sexual benefits as a result of contraceptives use is so pervasive as to be unavoidable. In addition, cultivation assumes that there are uniform media effects. For all these reasons, cultivation researchers posit that assessing individuals' overall amount of exposure to the media is an effective way to assess their level of exposure to those different types of media content. Cultivation (Gerbner et al., 1980) would rely on chronic memory accessibility to explain why individuals who are exposed to different amounts of the same contraceptives-sex link content will be impacted differentially. Individuals who are more exposed to media are more likely to endorse the association of contraceptive use with risky sexual behaviors than light viewers. Theoretical predictions suggest that heavy viewers would have internalized that particular portrayal so much that it will be easier for them to associate contraceptives use with sex each time they are exposed to contraceptive advertising. Past empirical evidence provides support for this assumption. Adolescents who were exposed to highly sexualized content were also more likely to have engaged in sexual intercourse early (Brown & Newcomer, 1991; Peterson, Moore, & Furstenberg, 1991). More recently, Hennessy et al. (2009) found a positive relationship between exposure to sexual content and changes in sexual behavior among White adolescents.

Many scholars question cultivation theory and its conclusion. Among other things, scholars have criticized the theory's assumption that viewers are passively accumulating every depiction that the media conveys about some issue. The media experience should be viewed as an active rather than a passive, unidirectional process in which viewers passively are being cultivated into a specific portrayal. Therefore, all viewers exposed to the contraceptives-sex link may not necessarily be cultivated into that depiction. In addition, scholars question the idea of a uniform media effects and have expressed concerns regarding the small role attributed to viewers' interpretations of media messages (e.g., Harris, 2003). Critiques

(Roberts & Christianson, 2000) appreciate the attention that Gerbner gives to the context in which media experiences occur. The same voices expressed concerns about relying too much on the *frequency* (e.g., how often viewers are exposed to sexual benefits as a result of contraceptives use) when explaining media effects. For instance, research in violence in the media has called this operationalization into question. Studies indicate that viewers' reactions to violent content are relevant in health behaviors. This is an important issue since interpretations of the same media portrayal may vary across individuals (Krcmar, 1998). Therefore, Krcmar cautioned media effect scholars about concluding that the process is completely determined by the image.

Despite those criticisms, cultivation has been used to predict a wide range of behaviors including TV-induced aggression. However, what is missing, one would argue, is unequivocal evidence in support of the causal relationship between exposure to contraceptives/sexual content and contraceptive use and sexual behaviors. Proponents of cultivation theory could argue that owing to design limitations and ethical considerations, establishing causality between exposure to sexual content and sexual behaviors is very challenging if not impossible to do. However, beyond this simple causality mechanism, cultivation theory is quite limited in explaining the variations of the persuasive effects of TV content. In the context of sex as a persuasive technique, it is reasonable to argue that mere exposure to contraceptive advertising does not ensure that all viewers will be impacted in the same way by what they see. This gap has been partly compensated by Bandura's (1986) social learning theory. Social learning theory has been quite fruitful as a theory for mass media campaigns intended to produce behavior changes.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The researcher, for the purpose of this study adopted survey research design. Nwodu (2006) buttressing the relevance and importance of the survey research design is of the view that survey method focuses on a representative sample derived from the entire population of study. Baran (2004) maintains that this method works on the premise that a given population is too large for any researcher to realistically observe all the elements in the population under scrutiny. Asika (1991, pp.29–30) submits that a researcher using this method goes into the field and selects all relevant elements out of the entire population. The above form the reason for utilizing survey research in this study.

3.2 Population of the Study

The population of the study was the students of Auchi Polytechnic. The Polytechnic according to Odutan (2018) has a population of 23,437, cutting across the regular programme and the evening studies.

3.3 Sample Size

The sample size for this study was determined using the Taro Yamane sample calculation method

The formula goes thus:

Where:

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

Where

n = Sample Size

N = Population

0.05 = allowable error

$$= \frac{23,437}{1 + 23,437 \times (0.05)^2}$$

$$n = \frac{23,437}{23,438 \times 0.0025}$$

$$n = \frac{23,437}{58.597}$$

$$n = \underline{\underline{400}}$$

3.4 Sampling Techniques

The sample size of 400 was drawn from the population, using purposive sampling method. The purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study.

Purposive sampling is a non-probability sampling method and it occurs when “elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money”. The sample population now represents the researcher’s respondents.

The purposive sampling method was used for two reasons. Firstly, the researcher had to enquire from a prospective respondent if he or she is interested in answering the question. Secondly, considering their educational background, the researcher felt using another technique might defeat the essence of the study.

3.5 Instrument for Data Collection

The research instrument used for data collection was questionnaire. A questionnaire consists of questions relating to the aims of the study and the research questions to be verified (Nwanna 1990 p.121). The questionnaire for this study contains two sections demographic and psychographic sections. The demographic contained the personal data of the respondents while the psychographic questions examines the logical and carefully selected questions aimed at sourcing reasonable and accurate answers from the respondents such that can help solve the research problem.

Also it is made up of closed-ended and open ended questions with the former forming a greater percentage since the researcher intends to elicit a higher degree of measurable data.

3.6 Validity of Instrument

According to Okoro (2001 p.12) “validity refers to the accuracy of an instrument i.e. how well it measures what it is supposed to measure.” In order to establish validity of the instruments the researcher used the expertise of some Mass Communication professionals who reviewed and made very useful imputes that helped to achieve high level of validity for the questionnaire. The project supervisor also did a thorough scrutiny of the instrument to ensure that it captures all relevant information before final administration.

3.7 Reliability of the Instrument

Ogbazi and Okpala (1994, p.25) posits that “reliability of an instrument or test is the degree to which an instrument is consistent in measuring whatever it purports to measure”. In establishing the reliability of the instrument, the researcher applied the Pre-test technique. The Pre-test technique is a process whereby the researcher administered the constructed questionnaire to the same sample group more than once with a view of discovering how consistent each element of the group is in the scoring of the instrument at such different times.

The researcher administered the questionnaires to twelve elements of the sample group to ascertain the reliability of the instrument, but was not used in the final analysis of the work

3.8 Techniques of Data Analysis and Presentation

Quantitative data generated in the study were analyzed in frequencies, percentages and presented in tables. In analyzing the data of the study two major steps were taken include:- Description based on the characteristics of the study sample and description based on thematic analysis:

Step I: Description based on characteristics of the study sample which involves background information of the sample under study is usually the first stage in data analysis. Such variables include sex, age, and educational qualification. Frequency distribution table and percentage were used in describing the variables.

Step II: Description based on thematic Analysis is the second stage of data analysis involved the description of the cultural implication of BBN was done using frequency distribution, tables and charts. And the number of respondents who indicated similar answers was coded using simple percentages.

$$\frac{\text{Actual Response}}{\text{Total Sample Size}} \times \frac{100}{1}$$

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND DISCUSSION

4.1 Preamble

This chapter covers data presentation and analysis. The main objective of the study was to examine the influence of television adverts on contraceptive use among the youth in tertiary institutions. The study has provided tables and figures that summarize the collective reactions and views of the respondents.

Response Rate

The sample size for quantitative data was 400 respondents. Those filled and returned questionnaires were 251 respondents making a response rate of 62.8%. According to Mugenda and Mugenda (1999), a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and over is excellent. This means that the response rate for this study was excellent and therefore enough for data analysis and interpretation. The figure

4.1: Demographic Information

The study sought to establish the demographic information in order to examine the influence of television adverts on contraceptive use among the youth in tertiary institutions. This information included age, gender and education levels of the respondents.

Table One: Gender of the respondents

GENDER	Response	PERCENTAGE
Male	284	71.3%
Female	116	28.7%
TOTAL	400	100%

The study found it paramount to determine the respondents' gender in order to ascertain whether there was gender parity in the positions indicated by the respondents. The findings of the study are as shown in the table above. According to the analysis it was evident that majority of the respondents were male which represented 71.3% while 28.7% were

female. It can therefore be deduced that males were the most dominant gender in public universities.

Table two: Age Bracket of the respondents

Age Bracket	Percentage
18-20	72.9%
20-22	14.3%
16-18	8.4%
22-24	4.4
TOTAL	100%

The study findings showed that majority (72.9%) were between 18-20 years age bracket. Analysis of findings also indicated that 14.3% of the respondents were between 20-22 years of age. The findings further indicated that 8.4% were between 16-18 years while the remaining 4.4% indicated that they were between 22- 24 years. The findings therefore imply that the respondents were old enough to provide valuable responses that pertain to the influence of television adverts on contraceptive use among the youth.

Table three: Extent to which TV adverts affects certain sexual behavior

	Strongly disagree (Frequency & percent)		Less moderate agree (Frequency & percent)		Neutral (Frequency & percent)		Moderately agree (Frequency & Percent)		Strongly agree (Frequency & percent)	
	F	%	F	%	F	%	F	%	F	%
Abstinence	13	5.1	14	5.6	31	12.4	37	14.7	156	62.2
Masturbation	38	15.1	10	4.0	29	11.6	43	17.1	131	52.2
Petting behaviors	11	4.4	31	12.4	38	15.1	39	15.5	132	52.6
Oral sex	10	4.0	16	6.4	36	14.3	40	15.9	149	59.4
Anal sex	19	7.6	11	4.4	27	10.8	51	20.3	143	57.0
Sex with an unknown partners	22	8.8	41	16.3	25	10.0	52	20.7	111	44.2

The research findings as indicated on the table 4.1 above shows that most of the respondents strongly agreed that televisions adverts influence abstinence as indicated by (62.2%), masturbation (52.2%), petting behavior (52.6%), oral sex (59.4%), anal sex (57.0%) and lastly sex with unknown partners (44.2%).

Table Four: Extent to which television adverts influence use of contraceptives among the youth.

Statements	Least Extent (%)	Low extent (%)	Neutral (%)	Moderate extent (%)	Great Extent (%)
Abstinence advertising can lead to reduced risk sexual behaviors	4.1	6.6	10.4	16.1	62.8
condom advertising can be effective in increasing condom use among youths	12.1	6.0	12.6	11.1	58.2
TV adverts Influence the use of contraceptives among the youth	7.3	9.5	11.2	15.4	56.6
TV adverts on contraceptives have led to reduced incidences of STIs and HIV/AIDS among youths	5.1	5.5	13.3	16.9	59.4

The findings of the study as shown on table 4.2 above indicated that majority of the respondents agreed to a great extent that Abstinence advertising can lead to reduced risk sexual behaviors as indicated by 62.8%, condom advertising can be effective in increasing condom use among youths (58.2%), that TV adverts Influence the use of contraceptives among the youth (56.6%) and lastly that TV adverts on contraceptives have led to reduced incidences of STIs and HIV/AIDS among youths (59.4%).

Table five: Extent to which contraceptive adverts influence sexual behavior of the youth

Statements	Least Extent (%)	Low extent (%)	Neutral (%)	Moderate extent (%)	Great Extent (%)
Electronic and print media like magazines do little to encourage the practice of safe sex among the youth	3.8	4.6	11.4	16.1	64.1
Content from choose Life curriculum (taught within club) is educative and empowers the youth to safe sex practice.	10.2	8.0	9.6	11.1	61.1

Am able to access available media that impacts on the choices that youth make regarding safe sex practice	4.8	12.5	11.2	12.4	59.1
Media coverage is critical to the dissemination of information relating to safe sex practice among youth	4.1	6.5	13.0	16.9	59.7
Sex education ought to be taught to the youth through the media	3.0	3.3	7.1	16.9	69.7

The study findings on table 4.3 above indicated that majority of the respondents agreed to a great extent with the statement that Electronic and print media like magazines do little to encourage the practice of safe sex among the youth as indicated by 64.1%. Also majority they agreed to a great extent that Media coverage is critical to the dissemination of information relating to safe sex practice among youth (61.1%), that Sex education ought to be taught to the youth through the media (59.1%), that Content from choose Life curriculum (taught within club) is educative and empowers the youth to safe sex practice (59.7%) and lastly that they are able to access available media that impacts on the choices that youth make regarding safe sex practice (69.7%).

Tables Six: Extent to which contraceptive adverts influence sexual behavior of the youth

Statements	Least Extent (%)	Low extent (%)	Neutral (%)	Moderate extent (%)	Great Extent (%)
contraceptives adverts have led to improved sexual morals among the youths	5.8	9.6	17.4	13.1	53.1
contraceptives adverts can be effective in increasing healthy sexual behaviors among youths	9.1	9.0	11.2	11.0	59.7

TV adverts on contraceptives enhances safe sexual relations among the students	3.3	4.5	10.5	15.6	66.1
contraceptives adverts have led to reduced incidences of unwanted pregnancies among youths	4.4	5.2	14.8	19.8	56.0

The findings of the study as shown on the table 4.4 above indicated that majority of the respondents agreed to a great extent that contraceptives adverts have led to improved sexual morals among the youths (53.1%), secondly contraceptives adverts can be effective in increasing healthy sexual behaviors among youths (59.7%), thirdly TV adverts on contraceptives enhances safe sexual relations among the students (66.1%) and lastly that contraceptives adverts have led to reduced incidences of unwanted pregnancies among youths to a great extent (56.0%).

4.2 Discussion of the Findings

The study findings have indicated that TV adverts influences the sexual behaviors of the youth to a great extent. Content analyses can determine what is being shown on television, but they do not reveal what teenagers actually learn from these portrayals. Apart from its pervasiveness, accessibility, and content, television is an effective sex educator for many reasons. Alternative sex educators, such as parents, may supply only restricted or biased information (Pearl, Bouthilet, & Lazar, 1982). Parents rarely discuss sexual activity or birth control, making a majority of teenagers dissatisfied with parents' educational attempts (Strasburger, 2005). In a 2004 national survey of 519 teens, ages 15 to 19, the media far outranked parents or schools as a source of information about birth control, for example (Kaiser Family Foundation/Seventeen Magazine, 2004). Sex education programs in school may also have a limited impact on adolescents: Only 10% to 30% of schools offer

comprehensive, high-quality programs; gains in knowledge may be small; and many curricula begin after teenagers have already begun having sexual intercourse (Kirby, 2012, 2007; Landry, Kaeser, & Richards, 2009).

The study found out that majority of the students indulged in sexual activity at the age of 18 years (60.2%) with most of them having already had sex while in high school. Most of the students confessed to have had sex without protection and even with multiple partners just as they see it happen on most television adverts the mpango wa kando (condom advert).

When teenagers or youth are asked about the influence of television, they acknowledged its role as an important source of sexual information but are equally quick to point out that the media have no influence on their behavior compared to their friends in the university who educate and influence them almost in everything pertaining contraceptives and sexual activities.

The findings show that through television adverts on contraceptives, majority of the respondents agreed to a great extent that contraceptives adverts have led to improved sexual morals among the youths (53.1%), it was also noted that contraceptives adverts can be effective in increasing healthy sexual behaviors among youths (59.7%), also TV adverts on contraceptives enhances safe sexual relations among the students (66.1%) and lastly that contraceptives adverts have led to reduced incidences of unwanted pregnancies among youths to a great extent (56.0%) and HIV/AIDS and STIs infections.

The study findings indicate that majority of respondents (75.3 %) used contraceptives when they indulge in sexual activity so they did not perceive themselves to be at risk of becoming pregnant or contracting HIV/AIDS and other infections. Those who did not use protection argued that they trusted and believed their partners were health and did not have “mpango wa kando” so they didn’t find any need to use condoms especially.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

This study was carried out to assess audience perception of contraceptive advertisement and its influence on sexual behavior of youths in Nigeria. The main objective was to find out if there was any relationship between the exposure to contraceptive adverts and sexual behavior of youths in Nigerian tertiary institutions.

To find this out, the survey methodology was adopted while the questionnaire was used as the instrument of data collection. A total of 400 questionnaires were administered. The descriptive statistics method was used in the analysis of the data gathered.

The study found out that contraceptive adverts on television encourages the the use of contraceptive but influences the sexual behavior of the youths.

5.2 Conclusion

The study concludes that Television viewing does have an impact on adolescents' sexual behavior and it can alter the sexual behavior of most adolescents for example watching sex on TV may predict and/or hasten adolescent sexual initiation. Reducing the amount of sexual content in entertainment programming, reducing adolescent exposure to this content, and/or increasing references to and depictions of possible negative consequences of sexual activity could appreciably delay the initiation of early sex debut. Alternatively, parents may be able to reduce the effects of sexual content by watching TV with their teenage children and discussing their own beliefs about sexual issues. There is need for the education of students, parents, media organizations, government and the entire society on the negative effects TV has on adolescents' sexual behavior. This awareness will help in understanding of the problems as it affects the adolescents.

The study concludes that the sexual content in television can affect any age group; adolescents may be particularly vulnerable since they are still in the impressionable developmental stages and are attempting to establish their own identity. Adolescents may be exposed to sexual contents in the media because they are still at their developmental stages and hence cannot decipher good from bad media programming.

The study further concludes that although exposure to sexual content may not guarantee that viewers will take irresponsible steps in their own lives, this exposure may help shape viewers' attitudes and expectations about sexual relationships.

5.3 Recommendations

Based on the findings of this study, a number of recommendations can be made.

1. First, the study recommends that more television adverts/campaigns on contraceptives should be developed to enlighten the youth on risky sexual behaviors such as masturbation, petting behavior, oral sex, anal sex and sex with multiple partners.
2. Second, there should be reduced amount of sexual content in entertainment programmes and adverts. Reducing adolescent's exposure to this content has the possibility of reducing sexual indulgence when they include depiction of sexual risk (such as the possibility of contracting sexually transmitted diseases or becoming pregnant).
3. Third, the school guidance and counseling units should hold workshops and seminars for the adolescents explaining the pros and cons of certain contraceptives and sexual behaviors they imitate from the TV programmes/adverts they view. The introduction of dress code in most institutions of higher learning should be encouraged by all.
4. Fourth, there is need for edutainment programmes. Since young people love movies as form of entertainment, contraceptive messages should be incorporated in these movies (Ndeti, 2013).

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APPENDICES

Department of Mass Communication
Auchi Polytechnic, Auchi.
Edo State.

Dear Respondent

LETTER OF INTRODUCTION

I am a student of the above named polytechnic. As part of the requirements for the award of Higher National diploma in mass Communication, I intend to carry out research on **“Audience Perception of Contraceptive Advertisement and its Influence on sexual Behaviour of Nigerian youths (A Study of Auchi Polytechnic Students’ Environment.”** Kindly spare some of your time to complete the questionnaire attached herein. The information given will be handled with utmost confidentiality.

Yours faithfully

Adebayo Olayemi Wealth
Researcher

Questionnaire

Part A: Background information.

By the means of tick (✓) kindly indicate an option that best describes you where appropriate.

Also fill in the blanks where necessary.

1. Gender: Female (). Male ()
2. Age Bracket: 16 - 18 years () 18 – 20 years () 20 -22 years () 22- 24 years ()
3. For how long have you studied in the institution? Less than 1 year () Above 4 years () 1-2 years () 2-4 years ()

Part B: Psychographic data

4. Are you sexually active? Yes () No ()
5. If yes, at what age was your first indulge in a sexual relationship? 17 or younger () 18 or older () Not yet ()
6. Do Television adverts influence your Sexual Behavior? Yes () No ()
7. If yes, kindly note three TV adverts which influence your Sexual Behavior
.....
...
8. To what extent do TV adverts affect the following sexual behaviors? Use 1-5 , where 1 is to strongly disagree and 5 is to strongly agree

	1	2	3	4	5
Abstinence					
Masturbation					
Petting behaviors					
Oral sex					
Anal sex					
Sex with an unknown partner					

9. To what extent do you agree with the following statements with regard to TV adverts and the use of contraceptives among the youth? Use 1-5 , where 1 is to least extent and 5 is to a great extent

Statements	1	2	3	4	5
Abstinence advertising can lead to reduced risk sexual behaviors					
Condom advertising can be effective in increasing condom use among youths					
TV adverts Influence on the use of contraceptives among the youth					

TV adverts on contraceptives have led to reduced incidences of STIs and HIV/AIDS among youths					
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10. To what extent do you agree with the following statements with regard to contraceptives adverts and sexual behavior of the youth? Use 1-5 , where 1 is to least extent and 5 is to a great extent

Statements	1	2	3	4	5
Electronic and print media like magazines do little to encourage the practice of safe sex among the youth					
Content from choose Life curriculum (taught within club) is educative and empowers the youth to safe sex practice.					
Am able to access available media that impacts on the choices that youth make regarding safe sex practice					
Media coverage is critical to the dissemination of information relating to safe sex practice among youth					
Sex education ought to be taught to the youth through the media					

12. To what extent do you agree with the following statements with regard to contraceptives adverts and sexual behavior of the youth? Use 1-5 , where 1 is to least extent and 5 is to a great extent

Statements	1	2	3	4	5
contraceptives adverts have led to improved sexual morals among the youths					
contraceptives adverts can be effective in increasing healthy sexual behaviors among youths					
TV adverts on contraceptives enhances safe sexual relations among the students					
contraceptives adverts have led to reduced incidences of unwanted pregnancies among youths					