

**PERCEIVED INFLUENCE OF NOLLYWOOD MOVIE "A TRIBE CALLED JUDAH" ON THE SOCIAL BEHAVIOUR OF UNIVERSITY STUDENTS IN OGUN STATE**

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**Abstract**

*The popularity of Nollywood films raises substantial concerns about their impact on social behaviours, particularly in the context of university students who are at a formative stage in their social development. Against the backdrop of a relatively limited body of work examining the specific impact of Nollywood on university students' social behaviour in Nigeria, this study examined the perceived influence of "A Tribe Called Judah", a Nollywood movie, on the social behaviour of students of selected universities in Ogun state, Nigeria. A quantitative research method was deployed using a survey research design; the study was premised on the Social Learning and Cultivation theories. With a population of 3,804 students, a sample size of 532 was derived using the Taro Yamane formula. The proportional and convenient sampling techniques were used to pick respondents from selected universities. A validated questionnaire was used for data collection, and the data collected was analyzed using descriptive statistics. The study revealed that Nollywood movies hurt the social vices ( $\bar{x} = 4.20$ ,  $SD = 0.82$ ) and disruptive behaviour ( $\bar{x} = 4.19$ ,  $SD = 0.77$ ) of university students in Ogun state. However, the study also highlighted a positive aspect, showing that Nollywood significantly influences family ties among the students ( $\bar{x} = 4.18$ ,  $SD = 0.86$ ), bringing a sense of hope and optimism to the audience. The study concluded that "A Tribe Called Judah", a Nollywood movie, significantly impacted the social behaviour of university students in Ogun State both positively and negatively. It recommends that parents play a crucial role in shaping students' behaviour.*

**Keywords: Nollywood, Social behaviour, University students, A Tribe Called Judah, Family Ties.**

### **Introduction**

The Nigerian Nollywood industry stands as one of the most powerful mediums of entertainment and cultural expression, significantly influencing audiences' social behaviours and attitudes, especially the youth. Established as the second-largest film industry in the world by output, Nollywood not only entertains but also serves as a tool for storytelling that reflects and shapes societal norms, values, and behavioural trends (Adesemoye, Hamedi & Sarmiti 2023). With a large and enthusiastic audience, Nigerian movies are viral in Africa and are gradually gaining worldwide attention. Nollywood produced 2,561 films in 2020, surpassing Hollywood (2,375 films) and Bollywood (1,901 firms). Several factors have been introduced that are responsible for Nollywood's remarkable success and growth. Among them is a huge domestic demand for local content, driven by Nigeria's large population (over 200 million) and a growing middle class; Nollywood films are made on relatively low budgets, allowing for more films to be produced quickly, and Nollywood films often focus on African stories, themes, and experiences, resonating with local audiences. Other reasons include Professional filmmakers, informal distribution networks, government support, collaborations and partnerships, and digital platforms.

The penetration and acceptance of Nollywood cut across age, sex, race, tribe and culture. Its popularity and appeal transcend the borders of Nigeria and have significant influence and acceptance in Europe, America, and Canada (Net Operating Income, 2020). Nollywood films are widely accepted and enjoyed across cultures, including African diasporic communities (Ogunleye, 2018). Movies in Nollywood cover a broad spectrum of themes, from romance and drama to politics, social justice, and crime, reaching audiences across different demographics, particularly university students who are often immersed in media consumption. Nollywood's content is deeply rooted in Nigerian culture, history, and societal issues, making it a powerful force that influences local perceptions and behaviours. University students in a critical stage of identity development often look to media representations as sources of cultural validation or aspiration. Given the prevalence of Nollywood's portrayal of social and moral challenges, its influence is especially significant in relationships, family dynamics, and social responsibility.

According to Ogbemor (2023), Nollywood films frequently emphasize communal values, familial bonds, and respect for tradition, which are central aspects of Nigerian society. Through movies, young viewers can internalize these values and see them as benchmarks for their behaviour. Simultaneously, Nollywood does not shy away from addressing the contradictions and tensions within Nigerian society, such as the clash between modernity and tradition or the challenges of economic hardship. These portrayals give students a broader understanding of their society, prompting them to reflect on their roles and responsibilities.

The Nigerian youth, especially university students, are impressionable and at a formative age where they actively seek ideas, lifestyles, and identities that resonate with their aspirations and realities. As they consume media content, the narratives and images they encounter can shape their perceptions, influence their attitudes, and sometimes dictate their behaviour. Nollywood movies firmly hold this demographic due to their accessibility, relatability, and cultural relevance. Unlike foreign films, Nollywood movies often depict scenarios and characters that mirror Nigerians' everyday lives, struggles, and aspirations (Aniukwu, 2019). This realism allows university students to relate deeply to the narratives, characters, and settings portrayed in Nollywood films, thus heightening the potential for these movies to impact social behaviour.

While there is ample research on the influence of foreign media on Nigerian youth, there needs to be more body of work examining the specific impact of Nollywood on university students' social behaviour in Nigeria. This study seeks to fill this gap by focusing on *A Tribe Called Judah* and its perceived influence on students in Ogun State. Understanding this influence can contribute to the broader field of media studies by highlighting the unique role Nollywood plays in shaping societal values and behaviours among Nigerian youth. This sets the stage for investigating the perceived influence of *A Tribe Called Judah* on students, recognizing Nollywood's decisive role in shaping Nigerian youth perspectives and social behaviours.

### **Objectives of the study**

The objective is to:

1. find out the extent to which university students in Ogun State are exposed to Nollywood movies.
2. determine whether Nollywood movies (*A Tribe Called Judah*) influence social vices amongst university students in Ogun State.

3. examine how Nollywood movies (*A Tribe Called Judah*) influence family ties among university students in Ogun State.
4. ascertain if Nollywood movies (*A Tribe Called Judah*) influence defiance/disruptive behaviour among university students in Ogun State.

### **Review of Related Literature**

The Nollywood movie *A Tribe Called Judah* offers an intricate narrative that delves into themes such as loyalty, ambition, betrayal, and the moral complexities of modern Nigerian society. Saddled with directing the film, Adeoluwa Owu offers a nuanced and intimate portrayal of a woman called Jedidah Judah, who has five sons from five different men, all belonging to different tribes of Nigeria. It centres on their lives, navigating family pressures, economic challenges, and societal expectations while trying to define their identities. The film's protagonist, Jedidah Judah, embodies a mix of resilience and moral conflict, reflecting the struggles faced by many single mothers in Nigerians who are torn between traditional values and modern aspirations. Exploring the themes of resilience, social justice, and the search for meaning within a society that often presents conflicting values, the film tells the story of a family of boys who decide to rob a mall to raise money for their mother's hospital bill. However, upon getting there, they face armed robbers, leading to unintended consequences.

In retrospect, Nigeria's cinema history dates back to the early 20th century, when the British government colonized Nigeria. Historically, the industry has gone through various eras, which include the colonial era: 1903-1960, the independence era: 1960-1972, the Indigenization Decree era: 1960-1972, and the Nollywood era: 1992 (Ernest-Samuel & Joe, 2019). Due to political and societal considerations, the British brought the first motion pictures to Nigeria during the colonial era. Following independence, the Nigerian Federal and State Film Units assumed control, concentrating on newsreel and documentary films. Economics was one of the many elements that led to the emergence of the Nollywood era. Betrayal, adultery, love, and revenge are common themes in Nigerian cinema, along with theatre, juju, witchcraft, romance, history, and folklore.

Ernest-Samuel and Joe (2019) recount that Nollywood, a creative business in Nigeria, has become a global phenomenon in less than 20 years. The Nigerian film industry has seen significant advancements since the release of films like "Fincho" in 1957, "Kadara" in 1980, "Living in Bondage" in 1992, "Keeping in Faith" in 2002, "October 1" in 2014, and "Wedding Party" in 2017, among others. The Nollywood era began in 1926 with the release of Nigeria's first feature film,

"Fincho." The country's independence in 1960 led to more theatres being built, and the Indigenization Decree in 1972 allowed Nigerians to own 300 theatres: the first blockbuster movie, *Izuzu*: 2017. "Papa Ajasco" was adapted into a film in 1984, earning an estimated 61,000 naira in three days. Directors like Adeyemi Afolayan created classic movies like "Kadara (Destiny)," "Taxi Driver," and others in the 1980s and still do today. Many Nigerians who had come to pay their respects saw his film "Kadara" in 2016 during Ade Love's 20th memory memorial. The term "Nollywood" emerged due to various factors, including the economy. It was initially applied to the Nigerian film industry in its present configuration. Haynes claims that "Nollywood" was initially used by a non-native speaker and first surfaced in a Matt Steinglass article from *The New York Times* in 2002 when it was described as "a kind of film produced in Nigeria." Common themes in Nigerian films include betrayal, adultery, love, and retaliation, as well as theatre, juju, witchcraft, romance, history, folklore, and love (Azeez, 2019).

The most time-consuming pastime for young and adolescent Nigerians is viewing Nollywood films. By the time they were 12 years old, most kids would have watched more Nollywood movies on television and video players than they would have done anything else. Nollywood films: Much scientific research has been done on watching films.

### **Understanding Behaviour and Social Behaviour**

Behaviour and social behaviour involve exploring the complex factors influencing human actions, interactions, and decision-making processes. In their submission, Martin and Bateson (2007) define "behaviour" as an organism's or system's response to various stimuli, whether they come from the inside or the outside, are conscious or unconscious, overt or covert, voluntary or involuntary. Behaviour is not always a purposeful, premeditated way to respond to external stimuli. Initially, all behaviour is a reflex, a response to a particular anatomical or physiological event. Like all phenotypes, it emerges later and is the result of chance.

On the other hand, social behaviour involves multiple people creating, preserving, or altering relationships within a group or between individuals. It is typically exhibited in interactions between members of the same species but can include agonistic behaviour, communication, parenting, and sexuality. Sociologists argue that behaviour is an action without social meaning or context, but this definition is not helpful as all behaviours have a social connotation and context (Ritzer, 2020).

### **The Influence of Movies on Altering Attitude and Behaviour**

The mass media's extensive appeal and influence also extend to home films, making them a crucial part of the communication landscape (Nwaoboli et al., 2022). The viewpoint of Opubor, Alfred, Nwunali, and Onwura (2015), who assert that movies have arguably the most popularity and effect globally of all the mass communication mediums, lends weight to this notion. A well-planned and produced film's visual effects can efficiently communicate a reasonably consistent message to a wide range of spectators, overcoming linguistic and cultural obstacles. Movies can influence people favourably or negatively, just like any other influence. In 2021, a wide range of cinematic content will be available, including comedies, dramas, action movies, and much more. A movie can have a good effect on one viewer while hurting another. Numerous elements decide whether the audience's reaction to the movie will be favourable or unfavourable. These characteristics include the viewer's age, maturity level, and degree of outside-world awareness. In today's world of limitless movies, it can be very challenging to discern between detrimental and helpful films. The viewer's viewing habits influence a film's positive and negative impressions. While some movies can leave positive messages and make us laugh, the problem lies in the wrong audience. However, things can improve when adults recognise that these films are just entertainment. Kim and Lee (2017) suggest that movies should appeal to the target audience and consider common public aspects, promoting a more comprehensive range of people. Movies significantly shape attitudes, beliefs, and ideas as they influence our everyday lives.

### **Review of "A Tribe Called Judah" Movie**

This movie has the power to change the mindset of young people watching it, making them think that the way things are done in the movie is the best way to live their lives. This is crucial since children are easily influenced and in a vulnerable stage of life regarding external influences. Most parents have left their children's education up to what they see in Nollywood movies since they are too busy running their businesses and looking for better ways to raise their kids. *A Tribe called Judah* is a 2023 film produced by Funke Akindele and directed by Funke Akindele and Adeoluwa Owu, starring well-known, talented and promising Nollywood actors like Funke Akindele, Jide Kene Achufusi, Uzee Usman, Nse-Ikpe Etim, Timini Egbuson, Tobi Makinde, Olumide Owonu, Uzor Arukwe and Genova Umeh. From the nuanced exploration of familial dynamics to the underlying themes of sacrifice, moral ambiguity, strength of motherhood, unity and disunity, brotherhood, dysfunction and moral dilemma, "A Tribe Called Judah" offered a poignant reflection of the human experience. The film is a

touching exploration of the intricate dynamics within a struggling family facing not only the challenges of daily life but also the overwhelming burden of a grave medical condition. The movie weaves a narrative emphasizing the indomitable spirit of familial love and the sacrifices individuals are willing to make for the greater good.

At the story's centre is Jedidah, a single mother courageously shouldering the responsibility of raising five diverse sons. The film beautifully captures the struggles of a single mother trying to keep her family together despite the divergent paths her sons have chosen. Each son represents a different facet of society, from an honest salesboy to a community nuisance, and this diversity adds layers to the story. Additionally, the sons who emerged from the different tribes in Nigeria, Igbo, Yoruba, Ijaw, Hausa and Urhobo, highlight the dynamics of the country and the need to unite for a more extraordinary good act amid diverse roots. The heart-wrenching revelation of Jedidah's chronic kidney disease sets the stage for the family's desperate quest to secure the exorbitant funds required for her weekly dialysis treatment. The desperation is palpable as the sons, financially incapacitated, turn to an ill-fated heist as their last resort. This decision forms the film's crux, showcasing the lengths one is willing to go for the sake of a loved one. Tragedy strikes when a rival gang interferes, resulting in the death of one of the sons. His sacrifice symbolizes the lengths to which love can drive individuals, illustrating the film's overarching theme of sacrifice for a more significant cause.

The film's strength lies in its portrayal of the resilience of familial bonds and the sacrifices made in the face of adversity. Despite the tragic events, the film embraces the idea that sacrifice for the people we love is an inherent part of life. It becomes a testament to the complexities and unpredictability of human decisions and the interplay between personal choices and external factors. The narrative suggests that while the consequences may be dire, the sacrifice is not something to regret. It is portrayed as an intrinsic part of the human experience, showcasing the lengths individuals may go for the ones they hold dear. (Medium, 2024).

### **Theoretical background**

The study is anchored on two theoretical foundations: The Social Learning Theory (SLT) and the Cultivation theory, propounded by Albert Bandura, the **Social Learning Theory** posits that individuals learn behaviours, attitudes, and emotional reactions through observing others, particularly role models or characters they identify with. This learning is significantly pronounced when individuals see behaviours rewarded or punished, reinforcing the desirability or



undesirability of these actions. SLT emphasizes that learning from media happens through four stages: attention, retention, reproduction, and motivation. In the same vein, the **Cultivation Theory**, which George Gerbner developed, examines the long-term effects of media exposure on audiences' perceptions of reality. The theory argues that extensive media exposure gradually shapes viewers' beliefs and worldviews to align with their media content, creating a "cultivated" perception of reality. Gerbner's theory emphasizes that people who consume a large amount of media may begin to perceive the world in ways that reflect the dominant themes and values portrayed within that media.

Putting it in context, both the Social Learning Theory (SLT) and Cultivation Theory are highly relevant to this study on the perceived influence of the Nollywood movie *A Tribe Called Judah* on the social behaviour of university students in Ogun State, Nigeria. Each theory provides a unique perspective on how media content, such as films, can shape behaviours, attitudes, and perceptions among viewers, especially young adults. While SLT's relevance to *A Tribe Called Judah* is in its presentation of characters and social scenarios that university students in Ogun State may identify with or find relatable, Cultivation Theory investigates whether the themes and messages in *A Tribe Called Judah* have a cumulative effect on students' perceptions of social reality and whether these portrayals have led to shifts in their attitudes, beliefs, and behaviour over time. Both theories provide a framework for understanding the potential influence of *A Tribe Called Judah* on university students' attitudes and social behaviour, (Ritzer, 2020).

### **Empirical Review**

Scholars have made several recent attempts to dissect the impact of Nollywood movies on audiences' behaviours, especially the youth. Akintayo, Awofadeju, and Afolabi (2024) looked at the social view of ritual content in Nollywood films among undergraduate students of the Federal University of Oye-Ekiti. The findings revealed that the use of ritualistic elements in Nollywood films harmed undergraduate students' mindsets and lifestyles by heightening the desire to partake in rituals in an attempt to become wealthy quickly and lead opulent lives. The findings also showed that young people's attitudes have changed from working hard to the get-rich-quick syndrome as a result of watching Nollywood films, which contain ritualistic elements. Sandeep (2023) also examined how young people's social consciousness and response to Bollywood films are influenced. The study focused on how Nollywood movies affect social concerns and dispel stigma while being profitable and entertaining.



Similarly, Aniukwu's (2023) study critically assessed the themes of depravity and delinquency in Nollywood movies, particularly emphasizing the movies *Sewaa* and *Calabar Nurses*. The study suggests that watching films depicting depravity and criminal activity over extended periods may harm viewers. The study advises Nigerian filmmakers to restrict the glorification and glamorization of the themes above and subthemes while critically examining cinematic narratives that explore themes and subthemes of delinquency, depravity, or violence. This guarantees that those who transgress professional and moral decorum are suitably penalized and censured.

The study by Ogbebor (2023) at the Benin Study Centre of the National Open University of Nigeria asserted that students watch home videos for entertainment and enlightenment. While these films can enhance moral ideals and education, they can also encourage unethical conduct. The study recommends that students and other tertiary institutions should not only view Nollywood films as entertainment but also internalize their ethical and moral values. Relating Nollywood movies with culture, Enyindah & Donli (2023) thoroughly analyzed a few Nollywood films, focusing on how they helped advance Nigeria's reputation and foster its cultural development. It was concluded that Nollywood is a more effective medium than other media for fostering the development of Nigeria's indigenous culture. For Nollywood films to faithfully capture Nigeria's cultural history, realities, and values, much research must be done before production or release. This study underscores the importance of letting Nigerians write their own stories.

### **Methodology**

A quantitative research method was deployed, using a survey research design. The population for this study stood at 3804 and was derived from the two selected Universities; Christopher University (304) and Federal University of Agriculture, Abeokuta (3,500); while the primary data for this study was gathered with a questionnaire regarding the perceived influence of “A Tribe Called Judah” Nollywood movies on the social behaviour of university students in Ogun state. The Taro Yamane (1967) in Ogbebor (2023) sample size determination formula was used to arrive at a sample size of 532.

The equation is as follows:  $n = \frac{N}{1 + N(e)^2}$

When  $n =$  is the sample size

$N =$  Population Size

$E =$  level of precision

Therefore,

<b>Christopher University</b>	304 $(304/1+304(0.05)^2$ $304/1+304(0.0025)$ 304/1.76 <b>n= 173</b>
<b>Federal University of Agriculture Abeokuta</b>	3500 $(3500/ 1 + 3500(0.05)^2$ $3500/1+ 3500(0.0025)$ 1763/9.75 <b>n= 359</b>
<b>Total</b>	<b>532</b>

The study was validated using the content and construct validity tests to ensure that the questionnaire items were appropriate and relevant to the objectives of the study, after which a pilot study was conducted to pre-test the instrument which allowed the researchers to study and restructure some of the items that appeared confusing or which respondents avoided. Data was analyzed and presented using frequency distribution tables, charts and average weighted mean (AWM) scores from a five-point Likert scale.

**Data Presentation, Analysis and Discussion of Findings**

**Research Question One:** To what extent are University students in Ogun State exposed to Nollywood movies?

**Table 1: Respondents on Exposure to Nollywood Movies**

<b>Items</b>	<b>Yes Freq.(%)</b>	<b>No Freq.(%)</b>	<b>Not sure Freq.(%)</b>	
Do you watch Nollywood (Nigerian) Movies?	412 (80.0)	73 (14.2)	50 (5.8)	
<b>Items</b>	<b>Daily Freq. (%)</b>	<b>Weekly Freq. (%)</b>	<b>Occasionally Freq. (%)</b>	<b>Rarely Freq. (%)</b>
How often do you watch Nollywood movies?	124 (24.1)	240 (46.6)	126 (24.5)	25 (4.9)

<b>Items</b>	<b>TV Freq. (%)</b>	<b>Online streaming services Freq.(%)</b>	<b>Mobile devices Freq. (%)</b>
What is your preferred platform for watching Nollywood movies?	71 (13.8)	222 (43.1)	222 (43.1)
<b>Items</b>	<b>Yes Freq.(%)</b>	<b>No Freq.(%)</b>	
Have you watched the movie "A Tribe Called Judah"?	415 (80.6)	100 (19.4)	
<b>Items</b>	<b>Yes Freq.(%)</b>	<b>No Freq.(%)</b>	
Do you think Nollywood movies like "A Tribe Called Judah" influence your daily life in any way?	373 (72.4)	142 (27.6)	
<b>Average Mean</b>	<b>Weighted</b>		

The data presented in Table 1 illustrates the engagement of students from Christopher University and the Federal University of Agriculture Abeokuta with Nollywood films. A significant (80%) of these students reported that they watch Nollywood movies, whereas (20%) reported that they do not. On a follow-up question on how often students watch Nollywood movies, the table reveals a nearly equal distribution. However, 46.6% watch weekly. According to the data, online streaming and mobile devices were the favoured platforms for watching movies by 86.2 per cent of the students. Furthermore, 80.6% of respondents claimed to have viewed "A Tribe Called Judah," while 19.4% have yet to see the film. Meanwhile, 72.4% of students at the two selected universities agree that seeing A Tribe Called Judah had an impact on their daily lives. The study findings are consistent with the views of Ogbebor (2023), who believes that university students are exposed to Nollywood films and that these films may have both positive and negative effects on them. Chukwu-Okoronkwo, Omeonu, and Onwuka (2020) concluded that Nollywood movies harm young people's

behaviour and well-being, which was also important to the conclusion of this study on the subject of students' exposure to Nollywood movies.

**Research Question Two:** What specific social vices do University students in Ogun State exhibit after watching Nollywood movies (A Tribe Called Judah)?

**Table Two: Respondents on the Influence of Nollywood Movies on Social Vices**

Items	Neutral Freq. (%)	Strongly Disagree Freq. (%)	Disagree Freq. (%)	Agree Freq. (%)	Strongly Agree Freq. (%)	Mean ( $\bar{x}$ )	SD
Do you think watching Nollywood movies like "A Tribe Called Judah" has influenced your behaviour or attitude towards social vices like Drug use/abuse	10 (1.9)	0 (0)	17 (3.3)	314 (61.0)	174 (33.8)	4.24	0.69
Do you think watching Nollywood movies like "A Tribe Called Judah" has influenced your behaviour or attitude towards	13 (2.5)	0 (0)	27 (5.2)	284 (55.1)	191 (37.1)	4.24	0.76

taking someone else's belongings							
Do you think watching Nollywood movies like "A Tribe Called Judah" has influenced your behaviour or attitude by making you lie or being dishonest	28 (5.4)	6 (1.2)	21 (4.1)	214 (41.6)	246 (47.8)	4.25	0.99
Do you think watching Nollywood movies like "A Tribe Called Judah" has influenced your behaviour or attitude towards social vices like use of vulgar languages	11 (2.1)	0 (0)	11 (2.1)	331 (64.3)	162 (31.5)	4.22	0.69
Do you think watching Nollywood movies like "A Tribe	12 (2.3)	0 (0)	24 (4.7)	329 (63.9)	150 (29.1)	4.17	0.71

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Called Judah" has influenced your behaviour or attitude towards social vices like indecent dressing							
Do you think watching Nollywood movies like "A Tribe Called Judah" has influenced your behaviour or attitude towards social vices like Cultism and Violent conduct	6 (1.2)	1 (0.2)	17 (3.3)	306 (59.4)	185 (35.9)	4.28	0.65
Do you think watching Nollywood movies like "A Tribe Called Judah" has influenced your behaviour or attitude towards social vices	20 (3.9)	0 (0)	25 (4.9)	271 (52.6)	199 (38.6)	4.22	0.85

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like Thuggery								
Have you ever engaged in any of the above-mentioned social vices after watching a Nollywood movie	50 (9.7)	11 (2.1)	60 (11.7)	149 (28.9)	245 (47.6)		4.02	1.24
<b>Average Mean</b>							<b>4.20</b>	<b>0.82</b>

**Source:** Field Survey 2024. **Decision Rule if mean is 1.00 to 1.49 = Strongly Disagree; 1.50 to 2.49 = Disagree; 2.50 to 3.49 = Neutral; 3.50 to 4.49 = Agree; 4.50 to 5.00 = Strongly Agree**

Table 2 shows that generally, the students under study agreed that Nollywood movies (A Tribe Called Judah) influence social vices amongst university students in Ogun State. (Average Weighted Mean = 4.20, SD = 0.82). Specifically, participants agreed that the "A Tribe Called Judah" movie can influence its viewers' behaviour or attitude towards social vices like drug use/abuse ( $\bar{x}$  = 4.24, SD=0.69); they affirm that the movie leads to its viewers taking someone else's belongings ( $\bar{x}$  = 4.24, SD=0.76) and helps make students lie or be dishonest ( $\bar{x}$  = 4.25, SD=0.99). The study further revealed that the film influenced the use of vulgar language ( $\bar{x}$  = 4.22, SD=0.69) and indecent dressing ( $\bar{x}$  = 4.17, SD=0.71). Emedo (2021) examined the Nollywood movies, their attributes, and their undeniable ability to influence greatly among the people of the society. The study concludes that many individuals are often influenced by the information they consume via Nollywood movies. This is in line with the finding of this study showing that Nollywood significantly influences the behaviour and attitude of the university students under study. In a similar vein, Aniukwu (2019) also juxtaposes the outcome of this study, when the researcher found that the majority of Nollywood films depict themes such as mischief, adult chauvinism, hatred, demonic possessions, and violent politics. These social vices pose significant risks to the child's perception of ideal society.



**Question 3: How do University students in Ogun State perceive the portrayal of family relationships in Nollywood movies (A Tribe Called Judah)**

**Table 3: Respondents on the Influence of Nollywood Movies on Family Ties**

Items	Neutral Freq. (%)	Strongly Disagree Freq. (%)	Disagree Freq. (%)	Agree Freq. (%)	Strongly Agree Freq. (%)	Mean ( $\bar{x}$ )	SD
Watching Nollywood movies like "A Tribe Called Judah" has influenced your relationships with your family members	14 (2.7)	0 (0)	12 (2.3)	311 (60.4)	178 (34.6)	4.24	0.74
You feel Nollywood movies have given you a different perspective on your family or relationships	20 (3.9)	0 (0)	17 (3.3)	337 (65.4)	141 (27.4)	4.12	0.80
You have used Nollywood movies as a way to bond with your family members	10 (1.9)	0 (0)	7 (1.4)	320 (62.1)	178 (34.6)	4.27	0.67
Nollywood movies have	27 (5.2)	0 (0)	18 (3.5)	296 (57.5)	174 (33.8)	4.14	0.90

changed the way you communicate with your family members			
<b>Average</b>	<b>Weighted</b>	<b>4.19</b>	<b>0.77</b>
<b>Mean</b>			

**Source:** Field Survey 2024

Table 3 shows that a good proportion of participants held that they perceive the portrayal of family relationships in Nollywood movies (A Tribe Called Judah) with an Average Weighted Mean= 4.19, SD=0.77). The first item to test the family ties, participants agree that watching "A Tribe Called Judah" has influenced their relationships with their family members ( $\bar{x}$ = 4.24, SD=0.74); they also agree to the fact that the film in question has given the respondents a different perspective about family or relationships ( $\bar{x}$ = 4.12, SD=0.80); increase bonding among family members ( $\bar{x}$ = 4.27, SD=0.67) and changed the mode of communicating with their family members. This implies that participants are favourably disposed to the fact that the film under study enhances family ties among siblings and parents. The outcome of this study underscores the perspective of Opubor et al. (2015), who claim that of all the mass communication mediums, movies have arguably the most popularity and impact worldwide. According to him, if a movie is well-planned and executed, its visual effects can transcend language and cultural barriers and effectively convey a reasonably positive, consistent message to diverse viewers. One positive take-home lesson of this film is the portrayal of strong family ties among children and parents. The movie weaves a narrative emphasising the indomitable spirit of familial love and the sacrifices individuals are willing to make for the greater good. This is a recommended attitude for all and sundry in Nigeria. Hence, this family tie portrayal is one of the major highlights of this movie.

**Question 4: Do University students in Ogun State engage in defiant or disruptive behavior after watching Nollywood movies (A Tribe Called Judah)?**

**Table 4: Respondents on the Influence of Nollywood Movies on Defiance/Disruptive Behaviour**

Items	Neutral Freq. (%)	Strongly Disagree Freq. (%)	Disagree Freq. (%)	Agree Freq. (%)	Strongly Agree Freq. (%)	Mean ( $\bar{x}$ )	SD
Watching Nollywood movies like "A Tribe Called Judah" has influenced your behaviour or attitudes towards defiance or disruption	56 (10.9)	0 (0)	47 (9.1)	181 (35.1)	231 (44.9)	4.03	1.23
You have engaged in defiant or disruptive behaviour after watching a Nollywood movie	16 (3.1)	0 (0)	11 (2.1)	329 (63.9)	159 (30.9)	4.19	0.75
You have felt motivated to act defiantly or disruptively after	13 (2.5)	0 (0)	4 (0.8)	326 (63.3)	172 (33.4)	4.25	0.71

watching a Nollywood movie								
Your peers are more likely to engage in defiant or disruptive behaviour after watching a Nollywood movie	9 (1.7)	0 (0)	8 (1.6)	356 (69.1)	142 (27.6)	4.20	0.63	
I now follow a dressing or fashion trend I saw in the movie	35 (6.8)	17 (3.3)	19 (3.7)	196 (38.1)	248 (48.2)	4.17	1.11	
Do you think there are specific themes or messages in Nollywood movies that contribute to feelings of defiance or disruption	15 (2.9)	0 (0)	11 (2.1)	286 (55.5)	203 (39.4)	4.28	0.77	
<b>Average Mean</b>						<b>4.18</b>	<b>0.86</b>	
<b>Weighted</b>								

Source: Field Survey 2024

Table 4 shows that participants agreed that they engaged in defiant or disruptive behaviour as a result of watching a Nollywood movie ( $\bar{x}$ = 4.19,  $SD$ =0.75) and also felt motivated to act defiantly or disruptively after watching a Nollywood movie ( $\bar{x}$ = 4.25,  $SD$ =0.71). Similarly, peers are likelier to engage in defiant or disruptive behaviour ( $\bar{x}$ = 4.20,  $SD$ =0.63) and follow a dressing or fashion trend

portrayed in the movie ( $\bar{x}$ = 4.17, SD=1.11). Participants further agree that specific themes or messages in Nollywood movies contribute to feelings of defiance or disruption ( $\bar{x}$ = 4.28, SD=0.77). Overall, the participants generally concur that **university students in Ogun State engage in defiant or disruptive behaviour after watching Nollywood movies** (Average Weighted Mean= 4.18, SD=0.86). Findings of earlier studies corroborated the outcome of this study; Bushman and Huesmann (2020), in their study titled "The Impact of Violent Media on Aggressive Behavior in Young Adults", asserted that exposure to violent media increased aggressive thoughts, feelings, and behaviours in young adults. Kim and Lee (2017) along the same line when they concluded that frequent movie watching was associated with increased aggressive behaviour, including defiance and disruption, among university students.

### **Conclusion**

The study found that the Nollywood movie "A Tribe Called Judah" significantly impacted university students in Ogun State, influencing their cultural values, emotional connections, social learning, identity formation, and personal growth. These films celebrate Nigerian culture, traditions, and values, foster family connections, promote linguistic diversity, inspire careers in creative industries, foster socialization and community, elicit emotional connections and empathy, provide educational value, represent and validate, and contribute to the local economy. The findings of this study supported George Gerbner's Social Learning and Bandura's Cultivation theories, which suggest that exposure to media content can shape viewers' perceptions of reality, influencing their attitudes, beliefs, and values, as seen in the Nollywood film A Tribe Called Judah". Nollywood films influence students' cultural values, emotional intelligence, and social responsibility by depicting positive ideals, healthy relationships, and conflict resolution solutions, resulting in personal growth, social responsibility, and cultural knowledge. As a result, Nollywood films serve an essential role in conserving and promoting cultural legacy, personal growth, and socioeconomic development among university students in Ogun State.

### **Recommendations**

The following are at this moment recommended:

1. Universities and NGOs should host Nollywood movie screenings and panel discussions to encourage students to critically analyze the social messages and challenges they encounter in the films.

2. Parents should be educated on the impact of Nollywood movies, allowing them to make informed decisions about their children's content consumption.
3. The government and regulatory bodies should enforce stricter content ratings for Nollywood movies, ensuring they are correctly classified and monitored for potentially harmful content.

### **Contributions to Knowledge**

This research focuses on university students in Ogun State, providing a unique perspective on how Nollywood films influence their social behaviour. It uses A Tribe Called Judah as a case study, revealing subtle influences and providing insights into psychological and social factors. The findings will help educators, parents, and policymakers gain a deeper awareness of how media consumption affects the youth, allowing them to address and guide media literacy efforts more effectively.

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