Influence of Televised Violence on the Behaviour of Selected Teenagers in Ilorin Metropolis

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Abstract

Televised violence is believed to have gradually made its way into some Nigerian homes as violence among Nigerian teenagers is perceived to be growing rapidly against the backdrop of the assumed influence exerted by their exposure to aggression and horrors on Nigerian TV channels. This study attempts to empirically test the cultivation hypotheses on the Nigerian teenagers. Cultivation analysis has been used in communication scholarship to explain how the time the viewers spend on television as well as how their exposure to televised violence influence their social reality beliefs of the real world. A survey carried out on Ilorin teenagers reveals that there is significant relationship between exposure to horror film and teenagers' tendency to bully others. The survey data analysed also reveals that there is

relationship between exposure to horror films and teenagers' tendency to abuse others while a third hypothesis tested reveals that there is no significant correlation between hours spent watching TV and teenagers' tendency to bully others.

Keywords: TV viewing, TV horror, Cultivation, Teenagers, Perceptions, Aggression

Introduction

Televised violence is assumed to have had an overriding influence on young viewers' perception of reality. Penetrating every home daily and globally, the symbolic message device is acclaimed to have being the overpowering entertaining element in the human world through its perpetual multiplicity of organically related facts and fictions covering virtually the myths and legends of storytelling (Gerbner & Gross, 1976b). Termed as the cultivation engineer of the modern world, the message system is essentially theorized as purveyor and propagator of violence in the American society, leading to numerous empirical investigations into its contents and viewers (Gerbner, Gross, Morgan, Signorielli, & Jackson-Beck, 1979; Gerbner, Gross, Morgan & Signorielli, 1980). Research reports on the mean world syndromes cut-across geographical dispersions, providing insights into the extent of the small screen power in creating crimes and fears in the modern societies (Akil, 2014).

The notion of exposure to television violence and occurrence of crimes and fears in society as correlates has nevertheless provoked replication of cultivate hypotheses testing, allowing for differing findings from different research locales

(Romer, Jamieson, & Aday, 2003). Cultivation hypotheses have been widely tested along the path of two polarized schools of thoughts: the first proposes that TV cultivation of crimes and fears correlates with hours viewers spend watching television (Gerbner, Morgan & Signorielly, 1980); and the second supposes that cultivation of crimes and fears associate conditionally with specific television programmes viewers are exposed to (Perse, 1990; Dobrow, 1990). While the across-the-board measure emanates from Gerbner's assertion that cumulative exposure to television consistent themes overtime make the heavy viewers to believe that such stories applied to real world situations, the content-specific variable suggests that time spent with television would depend on viewers selection of specific programmes (Gerbner, Gross, Morgan & Signorielli, 1986; Shanahan, & Morgan, 1999; Cohen & Weimann, 2000; Gidwani, Sobol, DeJong, Perrin, J & Gortmaker, 2002; Eveland, 2003; Morgan & Shanahan, 2010). Regardless of their logical and empirical basis of argument, it should be noted that the two schools of cultivation theoretical suppositions did open the floor for discussion on the extent to which heavy viewing of television shapes viewers' real life situation (Davie, 2010).

Against the backdrop of the aforementioned and given the fact that average Nigerian teenagers have watched thousands of dramatized murders and countless other acts of violence on local and satellites television channels, we assume that such exposure are likely to have exerted some influence on their perceptions and behaviours. Specifically focusing on Ilorin teenagers, we hypothesize that the supposed exposure to televised violence could affect perception of the under-twenty age-group. That is, exposure to the symbolic crimes could correlate with the teenagers' social reality beliefs.

This study attempts to examine the stated assumption, filling the gap in the literature owing to paucity of study on

influence of TV violence on Ilorin teenagers. This led to two research questions:

1. Do the hours Ilorin teenagers spend watching television correlates with their tendency to be violent?
2. Does Ilorin teenagers' exposure to horror films cultivate in them the tendency to abuse others?

Theoretical Framework

Fundamentally entrenched in the cultivation theoretical realm is connection of television with viewers' social reality belief of crime, fear, and location of power. The starting point of the cultivation connection between television symbolic violence and real life crime is the *Violence Index* constructed by George Gerbner as a means of content-analyzing prime-time television network programming in order to know how much violence is involved. The index, however, galvanized serious controversy as critics raised issues on definition of violence, statistical correlations between exposure to television violence and real life crimes among young American viewers (Baran & Davis, 2012, p. 402). The intellectual attacks on the index reports spurred Gerbner and associates to come up with the *Cultural Indicators* in order to explicitly establish "a causal link between the fluctuating levels of annual televised mayhem and viewers' aggressive behaviour… (p. 403)"

In the classical works on cultivation theory, it is explicitly posited that heavy viewers, are most likely to see the real world as depicted on television (Gerbner & Gross, 1976b), because of its residual power to tell most of the stories most of the time (Gerbner, Morgan & Signorielly, 1980). Such hypothetical correlation is countered by Hughes (1980) and Hirsch (1981), raising basic sociological factors which are likely to have contaminated the statistical correlation that exists between the television exposure measure and mean world perception variable. Hughes exclusively,

emphasizes Gerbner's omission of the viewers' race, work hours, and church attendance. These factors ought to have been included in the research design of the cultivation analysis because they are assumed to interact with the mean world measure - the central theme of the cultivation rhetoric (Hughes, 1980).

In the same vein, Hirsch reports no relationship for the television exposure variable and the scary world measure, having controlled for the demographic factors highlighted by Hughes. Hirsch's finding reveals that "non-viewers" expressed "more fear" and that "extreme viewers" articulated less fear (Hirsch, 1981). Hirsch and Hughes' hard-nosed critique of the cultivation hypothesis and analysis connives with earlier findings reported by Doob and Macdonald (1979), which emphasize the possibility of weak and limited effects of television in the presence of other variables. Such criticism instigated the conceptualization of *mainstreaming* and *resonance* – the two purveyors that elaborate the mechanics of cultivation (Baran & Davis, 2012, p. 404).

Mainstreaming refers to commonality of outlooks among all categories of the heavy viewers of television whose light viewers hold divergent views (Gerbner, Gross, Morgan, and Signorielli (1980; Gerbner, 2002). Mainstreaming exposes the point of discrepancy on the mean world perception variable once the television exposure variable is measured as a function of race, income, and education. Gerbner and associates report later findings, within the context of mainstreaming, thus:

> …this relationship holds only for respondent with medium or high income; low-income respondents are more likely to agree, regardless of viewing….when we look at race, we see a consistent but different viewing pattern. The relationship…is positive for white but slightly negative for non-white. Non-white light viewers are...likely

> to express… fear of crime (Gerbner, Gross, Morgan & Signorielli, 1980).

Resonance assumes that effects of heavy exposure to televised violence and crimes will be more telling on viewers who have had real life experience of crimes and violence. Gerbner and associates notice fear of crime in the female cluster of the heavy viewers because its vulnerability to crime resonates with the televised world of high-crime. Resonance is otherwise termed as an instance of a "double dose" of messages (Gerbner, Gross, Morgan and Signorielli, 1980). Later findings confirming the concept of resonance are well enshrined in Shrum and Bischak (2001) and in Hetstroni and Tukachisky (2006), establishing that heavy viewers who had experienced crime-victimization gave answer that corresponded with TV symbolic violence. Gerbner and associates' articulation of mainstreaming and resonance for further clarification has been noted to have made the theory one of the most contested segment of media effects research (Williams, 2006; Rosenberry & Vicar, 2009, p. 166).

Basic Theoretical Arguments on Cultivation Predictors

The classic supposition that TV cultivates viewers' social reality beliefs is anchored on the assumption that viewers watch by the clock. The viewers are defined as watching whatever is given in the symbolic world of the screen as opposed to viewing its specific contents. This argument is premised on two points: viewers' prolonged, cyclical, and blanket exposure to television messages; and unique characteristics of television as an accessible, repetitive, and pervasive mass medium capable of stabilizing social patterns through its persuasive, generic, and recurring mixture of stories about basic facts of life and knowledge. The television world is succinctly defined as "the total and organically related world ..." (Gerbner, 1990; Gerbner, 2002).

The contending point of view of cultivation analysis is that of exposure to specific programmes or contents. Refuting the across-the-board argument of cultivation, the programme - specific exposure anchors in the fact that viewers are selective of what they watch (Hughes,1980) and active in terms of interpreting symbolic messages in the light of their real life (Weaver & Wakshlag, 1986). Nipping in the bud the programme-specific rhetoric, Gerbner, Gross, Morgan, and Signorielli (1986) points out that "…individual tastes and program preferences are less important in determining viewing patterns than is the time a program is on." Logical as this view of total exposure might have sounded; it is disputed by the notion of viewers' divergence in programme tastes as well as in interpretation of symbolic representations (Wober, 1990), corroborating the suggestion that the viewers do not watch more of everything on the scene but only those that go with their tastes (Reimer & Rosengren, 1990; Porter& Chang cited in Rosenberry & Vicar, 2009, p. 166).

The specific-message cultivation argument is further widened not only to include psychological and cultural inclination of heterogeneous viewers cutting across geographical dispersions (Hawkins & Pingree, 1990; Tamborini & Choi, 1990; Wober, 1990), but also to take account of technological innovation in the electronic industry, providing alternatives to television network programming (Dobrow, 1990). At the forefront of such alternative forces is widespread use of VCR as electronic means of diversification (Dobrow, 1990). This technological angle to consolidating the programme-specific point of view is contested by Gerbner (2002) as being another means of expanding television massages. The giant manufacturers invent the VCRs and similar technological devices to diffuse their messages to the mainstream of common consciousness and attenuate divergence of contents (Gerbner, 2002; Gerbner & Gross, 2002).

However, both the non-selective exposure measure and the programme-specific exposure variable have been reported to have correlated with the mean world perception (Ahmad, 2012).

TV Violence and Viewers' Conception of Crimes: The Existing Findings

Correlation of television violence with viewers' conception of violence is a subject matter that has been reported with dissimilar findings although; it has played a unique role in sensitizing the research community of the potential cost of children's exposure to televised violence and crime. Television violence and viewers' perception of the mean word as correlates do not however lean on the assumed peripheral "stimulation of occasional individual aggression", the correlates rather bend on indicating the source of fear, authority and fear (Gerbner, Gross, Morgan, and Signorielli, 1986). Established against the backdrop of the fact that dramatic violence displays metaphor of supremacy and inferiority, conquest and defeat, and, of course, the risks of life concurrently flowing with violation of rights and subsequent punitive price, television exposure has the power to cultivate social reality in the information-poor, comprising children and less educated adults (Gerbner, Gross, Morgan, and Signorielli, 1986).

Earlier research investigations reveal cultivation differentials among viewers, confirming correlation of exposure to televised violence and viewers' conception of social realty among heavy viewers (Gerbner, Gross, Morgan, & Signorielli, 1980). Replicating similar research outcome is Morgan (1990), establishing the connection between heavy viewing of the symbolic violence and viewers' conception of fear. Zillman and Wakshlag (1985) report exposure to television violence as relating to viewers' anxiety and their fear of being victimized. Controlling for demographic variables (age, sex, and education), Gerbner, Gross, Morgan, and Signorielli (1986) comes up with similar

findings of strong correlation between television viewing and the viewers' mean world perception.

Conversely, such correlation of exposure to television crime and viewers'' conception of fear is nowhere to be found in the British cultivation research outcome. Likewise, no relationship shows up between hours spent by viewers with the message system and conception of fear, casting some doubts on the universality of the cultivation argument (Wober, 1990). The same source (Wober, 1990) reveals miniature statistical association between the two measures in his American research outputs, stating that nine percent of the heavy viewers indicate “fear of walking home after dark in Los Angeles”. Contrasting the Wober's report is Gerbner's, reaffirming heavy viewers' greater sense of vulnerability in comparison to the light viewers in the same group constituting the sample size. He cited conception of vulnerability and fear as the major reason more heavy viewers are likely to posses personal security tools (Gerbner, 2002). However, Fyfe (2007) reported the Parents Television Council's findings, indicating significant correlation of children's viewing of crime related films and their expression of fears. Likewise, significant correlation between children's of violence TV programmes and children aggressive behaviour is indicated in a s*pecial report titled an examination of violence, graphic violence, and gun violence in the media* (Parent Television's Council, 2013).

The implication of the Parents Television Council's research outcome is very glaring in its rejection and calls for overhauling of movie and TV ratings in the U.S. The rating, which indicates drop in the extent of violent messages in American movies, is reported to have been described by the PTC's President as inaccurate and inconsistent. The PTC's President is quoted as saying that the movie industry “has done nothing” to reduce media violence and that “Parents instinctively protect their children from harmful content because they know that children are impacted by

what they see… but they cannot protect their children by relying on an inaccurate ratings system" (Johnson, 2014).

In summary, the review of extant literature highlights the following:

1. Hours spent by viewers with television cultivate their social reality beliefs of the real world.
2. Viewers' exposure to television messages has effects on their perceptions of the real world.
3. The television symbolic world brings viewers of diverse demographic background together, specifically the heavy viewers among them.
4. Television violence and viewers' perception of the world as correlates goes beyond the assumed peripheral "stimulation of occasional individual aggression", the correlates are also supposed to have indicated the source of fear, authority and fear.

The empirical outcomes of the two conflicting cultivation theoretical arguments drive the direction of the basic suppositions of the study. We therefore hypothesize that:

H_1: *Exposure to horror films* on TV will explain significant amount of variance in *Teenagers' tendency to bully others* over and above the one explained by *Hours spent watching TV.*

H_2: *Exposure to horror films* on TV will explain significant amount of variance in *Teenagers' Tendency to abuse others* over and above the one explained by *Hours spent watching TV.*

Method of Investigation

Cross sectional survey was the research design adopted for the study. All secondary schools located in Ilorin West Local Government Area, with 4680 students approximately, served as the *research population* for this study. Two secondary schools

namely, Ilorin Grammar School (a public school) and Ansar Islam Secondary School (a private school) provided the *sample frame* of 860 students from SSS 1 and SSS 3. Systematic random sampling technique was applied to the selection of every fifth person in the sample frame. Therefore, the systematic random selection rendered 215 students to form the sample size. In order to ensure that data were collected appropriately; four trained research assistants were engaged for the distribution and collection of the questionnaire copies. Out of the 215 copies of the questionnaire distributed to those in the sample size, 176 were returned. However, of the 176 copies returned, it was found that most sections in 21 copies were left unfilled. The 21 copies were discarded. Therefore, only 155 copies of the questioner, which were completely filled, were used for this study.

Reliability Test of Items

A pilot study was conducted with 30 copies of the questionnaire and data were processed on the SPSS, revealing Cronbach's alpha of .76 and .63 respectively for the items that produced the first dependent variable (*teenagers' tendency to abuse other***)** and the second dependent variable (*teenager's tendency to bully others*). The alpha indicates the reliability of the two set of items, measuring two distinct sets of same underlying attributes.

Concepts and Measures

Parents' level of income and parents' level of education were separately included in the study to indicate social status of a respondent's parents. Operationally, parent's education level had five categories. The very low category of education was coded as "1" and it comprised respondents' parents who had only primary school education; the low category was coded "2" and was made up of respondents' parents who had only secondary school education; the moderate category coded "3" comprised of respondents' parents who had NCE or OND; the high category

coded "4"included respondents' parents who had first degree and equivalents; and the very high category were the respondents' parents who had masters degrees or PhD. Educational level was used in the present study as a control variable. Parents' level of income is included in this research design so that respondents from low education parenthood and high education parenthood could be differentiated.

Parents' level of income refers to each of the respondents' parents' monthly earnings. Parents' level of income was included in the study as a variable so that the respondents from poor homes and rich families could be distinguished based on their parents' financial status. Therefore economic background of the respondents was used as a controlled variable in this study. Operationally, respondents were asked to specify their parents' levels of income within five intervals given in the questionnaire. The five categories ranged from the lowest (N10,0000.00 – N40,000.00) to the highest (N140000.00 and above).

Age Group was used in the study to know the age group of the respondent selected for this study. Operationally, the age-groups in this study were of five categories. The very low category in age group was coded as "1" and it was made of the respondents who fell within the age-group of 12years and 15years old, while the very high in age-group was coded "5", comprising respondents who fell into the age category of 26years and above. Age group was a control variable in the study. Gender was operationally grouped as male and female. While male was coded 1, female was coded 2, Gender was used in the present study as a control variable.

Teenagers' Tendency to Bully Others

Teenagers' tendency to bully others is the first dependent variable used in this study. Conceptually the variable is traced to the notions that Ilorin teenagers tendency to abuse others was

instigated by their exposure to violent film on TV. The variable was conceived against the backdrop of Gerbner, Gross, Morgan, and Signorielli, 1980)'s observation that the young adults could behave aggressively if they are exposed to television violence. Operationally, the teenagers' perceptions were indexed by audiences' degree of agreement or disagreement to a set of statements, tapping scope and dimensions of perceptions on a five-point Likert-type scale ranging from1 for "strongly disagree" to 5 for "strongly agree". Specifically, the respondents were asked, in a self-report fashion, to respond to the following 11 items:

1. I will react to the extent of changing of words with him
2. I will fight him/her with the last blood in my vain
3. If he bullied at me I will react in similar manner
4. I will retaliate with annoyance
5. Disgracing the bullish person in the public is also normal thing to do
6. I will never talk to such friend again
7. I will continue to avoid such friend
8. I will raised my eye on such friend
9. I will ask such friend if is he/she is crazy
10. I will shout on the misbehaved friend
11. I will be rude to the friend

Teenagers' Tendency to Abuse Others

Teenagers' tendency to abuse other is the second dependent variable used in this study. Conceptually the variable was traced to the assumption that teenagers' behavior could be affected by their exposure to American violent films (Williams, 2006; **Emmons**, 2013). Operationally, the teenagers' perception was indexed by audiences' degree of agreement or disagreement to a set of statements, tapping scope and dimensions of perception on a five-point Likert-type scale ranging from 1 " strongly disagree" to 5 for " strongly agree". Specifically, the respondents

were asked, in a self-report fashion, to respond to the following 10 items:

1 I believe I should shout and snub the misbehaved friend
2 I will react with violent statement to my erring neighbor
3 I will show the misbehave person through ridiculous look
4 The misbehaving person would provoke me
5 I will abuse a misbehaving acquaintance
6 I will be rude to the misbehaving person
7 I will shout on the misbehaving person
8 I will not take it easy on the misbehaving on the misbehaving person
9 I will speak against the misbehaving person
10 I will develop hatred to the misbehaved person

Hours Spent Watching TV

Hour spent watching TV was used in the study to know specific amount of hours/ minutes the teenagers often spend with TV. *Hour spent watching TV* is considered not only as the fundamental cultivation predictor conceptualized by Gerbner, Gross, Morgan, and Signorielli (1980), but also as the utmost contested variable in studies carried out by the opponents of Gerbner's theoretical stance of cultivation analysis (Hammermeister, Brock, Winterstein, & Page, 2005). Operationally, hour spent was categorized into four. The very low category of hour that viewers spent watching TV was coded "1" and it was made of respondents who spend one hour, while the very high category of hour that viewers spent watching TV was coded 4, comprising those who watch TV for five hours and above.

Exposure to Horror Film

Exposure to horror film is the second independent variable. The rationale for inclusion of this variable hinges on two prongs: the argument posed to the fundamental notion of "*hour spent watching TV"* by the parallel school of cultivation analysis emphasising specific-television programme as cultivation predictor in the literature; and the *novel* assumption that exposure to horror film on TV could have exerted some influence on Ilorin teenagers.

Data Analysis and Findings

Hierarchical Multiple Regression on the SPSS was applied, as a statistical tool, to the analysis of the data gathered for this study. The rationale for the choice of this statistical technique is the fact that it allows for controlling for confounding variables. The study is designed to hold demographic variables constant, while focusing the extent of correlation between the predictor and outcome measures. Specifically, this study has four control variables (*Age, Gender, Parents' Level of Income , Parents' Level of Education*), two independent variables (*Hours Spent Watching TV*, *Exposure to Horror Film*), and one dependent variable (*Teenagers Tendency to Bully Others*) for the first analysis.

To ensure that the basic assumptions of multiple regressions were met, preliminary analyses were conducted. Residuals, P-P plots, and collinearity diagnostic were examined to establish multivariate normality, linearity, homoscedasticity as well as to avoid multicollinearity. Pearson product-moment correlation coefficient was applied to examine the independent variables correlation with the dependent variables. The preliminary analysis shows no violation of assumption of normality; linearity and homoscedasticity (see Table 4.1).

Table 4.1: Zero-order correlation of variables

Independent variable	Dependent variable	
	Teenagers' Tendency to Bully Others (N=155)	*Teenagers' Tendency to Abuse Others*(N=155)
Age group	-.05	-.228*
Gender	-.007	-.027
Parents' Level of Education	.262**	-.044
Parents' Level of Income	.229**	.078
Hours Spent Watching Horror film	.104	-.236**
Exposure to Horror Film	-.319**	.137

** Correlation is significant at alpha level of 0.01(one – tailed)

* Correlation is significant at alpha level of 0.05(one – tailed

A strong positive correlation is indicated between *Parents' Level of Income* and *Teenagers' Tendency to Bully Others* (*r*=.078, *n*=.140, *P* < 0.05). There is also a strong positive correlation between parent level of income and the same dependent variable (*r***=.**229, *n*=140, *P* < 0.05). The table also depicts a positive relationship between *Exposure to Horror Film* and the dependent variable (*r*=.319, *n*=140,*P* less than 0.05). Further analysis of the zero order correlation reveals no relationship between age group and the dependent variable (*r*=-05, *n*=140, *P* >.05). The table further reveals no relationship between gender and outcome variable (*r*=--.007, *n*=140, *P* > 0.05). The correlation table shows the great extent to which a strong negative relationship exist between age group and the dependent variables(*r*=-.228, *n*=140, *P* < 0.0005). On the contrary, there is weak negative relationship between hours spent watching TV and the dependent variable (*r*=--.236, *n*=140, *P* > 0.05). Another look at the zero-order correlation

table identifies a weak correlation between age group and the second dependent variable (r=-.027, n=140, $P < 0.005$). Once more, the data on the table highlights a strong negative association between *Hours Spent Watching TV* and the second dependent variable (See Table 4.1).

Testing the First Hypothesis

The first hypothesis reads: *Exposure to Horror Films* on *TV* will explain significant amount of variance in *Parents' Level of Income* over and above the one explained by *Teenagers' Tendency to Bully others***.** Hierarchical Multiple Regression results in **Table 4.2** indicate *Hours Spent Watching TV* and *Teenagers' Tendency to Bully Others'* pattern of correlation. Entered into the initial block of the regression were *Age -group, Gender, Parents' level of education, Parents' Level of Education Income* as control variables, explaining 0.9 % amount of variance in the dependent variables (i.e. *Teenagers' Tendency to Bully Others*) (Incremental $R^2 = 4.05$, F (38.664) = 4.048, P< .004). In the second block, *Hours Spent Watching TV* was inserted, making 0.8 % amount of variance in the dependent variable) (Incremental $R^2 = .003$, F (38.852) = 3.29, P.> .05), after controlling for the demographics. *Exposure to Horror Films* is the independent variable entered in the third block, given an explanation of 0.14% amount of variance in the criterion variable) (Incremental $R^2 = .064$, F(38.85) = 3.29, P.< .002),after controlling for the demographics. The results so far given in the table display a significant relationship between *Exposure to Horror Film* and *Teenagers' Tendency to Bully Others*. The results also show that there is no significant relationship between *Hours Spent Watching TV* and *Teenagers' Tendency to Bully Others*. Therefore, the first hypothesis is supported by the findings as there is significant relationship between the *Exposure to Horror Films* and the dependent variable. The significant relationship between *Exposure to Horror Films*

and *Teenagers' Tendency to Bully Others* shows that *Exposure to Horror Films* cultivate violent behavior in the teenagers (see Table 4.2).

Thus, the finding provides an answer to the first research question which seeks to know whether exposure to horror film cultivates violent behavior in the teenagers. The heavy viewers are involved in the significant relationship between the predictor and the outcome variable because the standardized or *beta* coefficient of the predictor tilled toward the positive side (Beta coefficient= .26, < 0.005). On the contrary, there is no significant relationship between *Hour Spent Watching TV* and dependent variable (Beta coefficient= .01, > 0.05). Therefore, the absence of relationship between the predictor and the dependent variable provides an answer to the second research question which seek to reveal whether there association between exposure to horror films and the teenagers' tendency to abuse others (See Table 4.2).

Table 4.2 Regression Results Indicating Impact of Control and Independent Variable on Teenagers' Tendency to Bully Others

		Dependent Variable
		Teenagers' Tendency to Bully Others(N=155)
Independent Variables	B^2	R Square Changed
Block 1		
Age	.07	
Gender	.02	
Parents 'Level of Education	.21*	
Parents' Level of Income	.16	.11**
Block 2		
HoursSpent Watching TV	.01	.00
Block 3		
Exposure to Horror Films	26**	.06

**P< 0.005
*P<0.05
B^2 Finalized beta coefficient

Testing the Second Hypothesis

The second hypothesis reads: *Exposure to Horror Films* on TV will explain significant amount of variance in *Teenagers' Tendency to Bully Others* over and above the one explained by *Hours Spent Watching TV.*

Table 4.3 reveals Hierarchical Multiple Regression outcomes of the connection between *Hours Spent Watching TV* and *Teenagers' Tendency to Abuse Others*. The demographic

variables were entered into the first block of the regression as control variables, occupying 0.3 % amount of variance in the dependent variables (Incremental R^2 = .064, F (54.802) = 1.911, P> .05). In the second block, *Hours Spent Watching TV* was inserted explaining 0.4% amount of variance in the dependent variable (Incremental R^2=.017, F (54.802) = 1.957, P.> .05), with the demographics held constant. *Exposure to Horror Films* is the independent variable entered in the third block, given an explanation of 0.35% amount of variance in the dependent variable) (Incremental R^2=.004, F (55.08)=1.69, P.>.05), after controlling for age group gender education and income. No correlation shows up between *Hours Spent Watching TV* and *Teenagers' Tendency to Abuse Others.* No correlation also takes place between *Exposure to Horror Films* and *Teenagers' Tendency to Abuse Others*. In other words, neither of the two independent variables was able to significantly predict *Teenagers' Tendency to Abuse Others.* Therefore, the second hypothesis is rejected. The first research question tends to be answered by this set of findings. The question refers to cultivation of violent behavior in the teenagers by the hours *they spend viewing TV*. The findings also provide an answer to the second research question dealing with relationship between the teenagers' exposure to horror films and teenagers' tendency to abuse others. Summarily, no significant relationship exists between the two predictors and the dependent variable (See Table 4.3).

Table 4.3 Regression Results Indicating Impact of Control and Independent Variable on Teenagers' Tendency to Abuse Others

		Dependent Variable
		Teenagers' Tendency to Abuse Others(N=140)
Independent Variables	B^2	R Square Changed
Block 1		
Age	- .02	
Gender	-.08	
Parent's level of education	.08	
Parent's level of income	.13	.064
Block 2		
Hours spent watching TV	.13	.017
Block 3		
Exposure to horror film	-.063	.004

**P< 0.005
*P<0.05
B^2 Finalized beta coefficient

Discussions

Theoretical implications for the programme-specific variable in the cultivation research are more revealing in the findings. Amidst controversial and divergent findings given in the cultivation research area, the content-specific or programme-specific theoretical supposition cannot be waved aside nor be disregarded, though findings supporting the across-the-board exposure theoretical submissions have continued to stand the test of time (Ahmad, 2012, p. 77). Implying the extent of veracity of the programme-specific theoretical underpinning, the present

findings have come to make a case for the earlier stance taken by Hawkins and Pingree (1990), Tamborini and Choi, (1990), and Dobrow (1990) as well for the criticisms posed at Gerbner, Gross, Jackson-Beech, Jeffries-Fox, and Signorielli (1980) and Gerbner *et al* (1986) for not fundamentally acknowledging the reality of genre-specific in cultivation theoretical explanation (Arendt, 2010; Bilandzic & Buzzell, 2008; Good, 2008). The proponents of programme-specific cultivation theorize that the hours spent by viewers with the message system are tied to particular programme of their focus and tastes.

Emanating from the background of the content-specific exposure and viewers' conception of fear as correlates, this set of new findings also have a practical implication for teenagers' exposure to televised foreign films. It is a common knowledge that young Nigerian viewers watch horror and violent films without much and effective restriction. This paper fundamentally argues that the more this category of the viewers is exposed to the symbolic world of violence, the more aggressive it becomes. With the significance of correlation between *Exposure to Horror Films* and *Teenagers' Tendency to Bully Others,* and with the coefficients revealing the heavy viewers amongst the teenagers, sampled for this study, as the group of the volatile propensity, these research findings tend to replicate earlier research outcomes that connect violent behaviours with exposure to the mean world of aggression (Gerbner, Gross, Jackson-Beech, Jeffries-Fox, & Signorielli, 1980; Zillman & Wakshlag, 1985; Gerbner, Gross, Morgan, & Signorielli, 1986; Morgan 1990; Signorielli, 1990; Morgan & Shanahan, 2010). That is to reveal the extent of heuristic values of the cultivation theory in media effects research (**Debanjan,** 2010; Shrum, Lee1, Burroughs, & Rindfleisch, **2011)**, with some considerations given to viewers as selective of what they watch. The outcomes of the present research might be attributed to some limitations. The data collected and analyzed for this study was

derived from small sample size of 155 cases selected from the sample frame rendered by two high schools. Such a sample size was assumed to have determined the findings. A larger sample size derived from more schools in the research locale could have produced a different set of results**.** Hierarchical multiple regression technically demands the use of relatively larger sample size (Shrum, 2007).

Conclusions

The foregoing shows the degree to which exposure to violent messages on Nigerian television influences teenagers' behavior towards the negative direction. Such an exposure would not only have adverse effects on moral development of the young heavy viewers, but also could destroy the culture of nurturing good behaviour, which is the hallmark of the Nigerian society. This confirms the notion that foreign films would always have adverse effects on both local viewers and local cultural values. Therefore, the stakeholders, including parents and the regulatory bodies, should arise to save the future of the Nigerian younger generations as well protect the cultural and moral heritage. The stakeholders should come up with modalities on how to save the situation. Specifically, they need to work towards propagating the cause of moral growth of the teenagers through the propagation of indigenous films and movies in the Nigerian broadcasting sector.

This observation speaks a great deal of the practical relevance and significance of this study: its findings could help the regulatory bodies such as Nigerian Broadcasting Commission, Nigerian Films Censor Board, and Nigerian Broadcasting Organization to take serious the issue of Nigerian youths' exposure to horror films. These agencies could come up with strict policies not only dealing with regulating the local television stations with regards to the kinds of foreign films to be shown, but also promoting the broadcasting of indigenous films on the local channels.

Recommendations for Further Studies

1. Further studies should be conducted on the effects of televised violence on teenager's behavior, using sampling frame different from the one used for this study.
2. Further studies should use a larger sample size. Absence of significant relationship between hour spent watching televisions and the dependent variable may be due to the relatively small sample size used in this study.
3. It is suggested that further studies should specifically include the two new dependent measures, namely *teenagers tendency to bully others* and *teenagers tendency to abuse others*, as well as an independent variable, *exposure to horror films* . The items that formed the composite measures for the variables could be used to generate data for replication of findings of this study (see the methodology section for the items).
4. Further studies may include a set of interaction variables in other to know whether other variables form an interaction with the *hour spent watching television* variable and *exposure to horror film* measure to predict the *teenager tendency to bully others*.

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