

Negative Impact Of Big Brother Naija Reality Show On The Youths

One of the most watched and divisive reality shows in Nigeria right now is Big Brother Naija (BBNaija), which is part of the worldwide phenomenon that is reality television. There has been a lot of criticism of the show for what some see as its harmful effects on people and society, despite the fact that it offers entertainment, jobs, and social interaction. There are moral, societal, psychological, and cultural angles from which to view Big Brother Naija's detrimental effects.

Big Brother Naija's alleged propensity to normalize immoral behavior is a common point of complaint. A lot of people think the show damages Nigerian society's moral fibre because of all the graphic sexual content, nudity, and inappropriate clothing. The competitors' frequent displays of promiscuity are glamorized by the millions of viewers—particularly the younger ones—and are thus readily normalized. Traditional African values, which stress humility, reverence, and virginity, may be undermined by such exposure (Akinola, 2020).

The reality show's promotion of fame, fortune, and a lavish lifestyle is another of its bad aspects. Prize money and endorsement deals put monetary value over intangibles like education, hard work, and skill development. As a result, BBNaija might start to seem like a better option for young people than traditional routes to success like school or starting their own business. A "get-rich-quick" mentality and a materialistic culture are fostered by this tendency, which might harm long-term socioeconomic development (Okeke, 2021).

Another complaint levelled against the show is how addicting it is. Watching live streaming or participating in online chats can consume a lot of people, who frequently neglect their schoolwork, jobs, or other responsibilities in favour of it. Particularly vulnerable to the academic decline that can result from viewing for long periods of time are students. Nwankwo (2019) found that young people's lack of productivity and time management skills is exacerbated by this type of entertainment addiction.

Young viewers may want to emulate the contestants' actions, such as drinking too much, using foul language, being aggressive, and being disrespectful. Consequently, BBNaija can serve as a venue for social learning that normalises undesirable behaviour. The majority of viewers are young people, and they are in a formative age when they are most susceptible to the effect of their role models on their beliefs, values, and way of life (Bandura, 1977).

Some have even said that the show devalues African and Nigerian traditions. There is minimal support of local customs, languages, or moral codes, and it is highly Westernized in structure, content, and presentation. This contributes to the cultural marginalization of young Nigerians, who may come to prioritize Western concepts of individualism and liberalism above more traditional African values like community life and elder respect (Eze, 2020).

As an additional downside, poisonous fan bases are on the rise. Online bullying, cyberwars, and hate speech are common among housemate followers, which can cause social friction and discord. When people resort to insults and defamation on social media, it turns into a battleground. Unfortunately, the show does more to sow discord among viewers than to encourage friendly rivalry and camaraderie.



The BBNaija's enormous fame Problems like unemployment, insecurity, and bad leadership in the country seem to get lost in the shuffle when people watch Naija. Rather than discussing political responsibility and developmental obstacles, during the show's airing, most national conversations and media coverage centre on housemates and evictions. Adesina (2021) argues that public apathy towards civic engagement and national discourse is exacerbated by this diversion.

Lastly, there is the potential for the spectacle to have a detrimental impact on the mental health of both participants and spectators. Depression and anxiety are common mental health issues among evicted housemates, which might be attributed to the abrupt fame or negative feedback they received online. On the flip side, viewers may internalize inflated ideals of beauty and self-esteem when they see exaggerated depictions of riches, lifestyle, and romantic relationships.

Finally, it is impossible to deny that Big Brother Naija has both positive and harmful effects on society. Time wastage, poisonous fan culture, and distraction from important social concerns are encouraged by the show, which also encourages immorality, materialism, and cultural decay. In addition, the show's participants and spectators are both profoundly affected psychologically. In order to lessen these impacts, it is critical that civil society organizations, media organizations, and regulators all work together to promote responsible broadcasting and other programs that respect cultural and moral values.

Azowue O. Emmanuel (Pen of the gods)