Volume 11, 2025, 88-95

https://doi.org/10.5281/zenodo.15851155

IMPACT OF MUSIC VIDEOS ON PORNOGRAPHY EXPOSURE AND SEXUAL ABUSE BEHAVIOR AMONG YOUTHS AND ADOLESCENTS IN NIGERIA

Mumud Olabode Ojuolape 1

Victor Ayodeji Fehintola ²

Ayodeji Solomon Adegoke³

Ernest Ochuko Okpako 4

Naseem Akorede Raji 5

Sylvester Ehimare Umanhonlen ⁶

Habeeb Omoponle Adewuyi ⁷

¹ D, University of Ibadan, Nigeria

² D, FeFederal College of Education (Special) Oyo, Nigeria

³ D, Wayne State University, United States of America

⁴ D, University of Ibadan, Nigeria

⁵ D, Edgehill University, United Kingdom

⁶ D, University of Ibadan, Nigeria

⁷ D, University of Johannesburg, South Africa

Abstract

The study examined how exposure to pornography and sexual abuse behavior among young people in Nigeria is affected by music videos. The descriptive research design of survey type was employed for the study. Using the random sampling technique, 1200 young people in Nigeria were selected. With the regression analysis performed, the results demonstrated that young people and adolescents were exposed to a high level of pornographic music videos (mean=3.15 > 3.00) and that there was a strong correlation between young people and adolescents' exposure to pornography and sexual abuse behavior (M = 3.20 > 3.00). Gender differences were found in the exposure to pornographic music videos ($t_{(1,198)}$ = 9.75, p<.05), and a significant negative correlation ($r_{(1,198)}$ = .91 p <0.05) between pornographic music videos and sexual abuse behaviour was recorded. The result of this study has clearly shown that music videos played a role in influencing pornography and sexual abuse behaviour; parents and caregivers should, therefore keep an eye on their kids when they watch music videos.

Keywords: Sexual abuse behaviour, Pornography, Music video, Adolescents

Introduction

Youth identity and cultural expression are fundamentally shaped by music. Musical content has a deep and transformational effect on young brains, often inspiring listeners to embrace its power as it influences attitudes and psychological processes in both positive and negative ways. According to research by Li (2023), musical engagement has a significant positive impact on teenage psychological health through a variety of channels, such as improved emotional articulation and control, bolstered interpersonal relationships and community identity, and sparked intellectual and creative growth.

However, since music videos became a popular medium, they have been heavily criticised for their widespread use of clichéd sexual images and their ability to shape viewers' conceptions of personal relationships. According to research, sensual content and sexual representations can be found in about two-thirds of music videos that are aired on music channels (Van Oosten, 2015). According to Siegel and Meunier (2018), such content usually perpetuates gender stereotypes by portraying men as domineering and (sexually) assertive, while women are typically shown in submissive roles.

Given that musical expression, in all its forms and applications beyond simple enjoyment, has certain goals and aids in the holistic formation of humans, Abiodun (2017) asserts that music has the capacity to either positively or negatively impact personal development. For example, as of November 25, 2018, music videos account for the majority of YouTube's viewership, with Latin-American artist Luis Fonsi's "Despacito" garnering over 6.5 billion

views (Statistica, 2019). Young people have such strong emotional bonds with music that any time without significant musical participation is a missed chance. Teenagers are the main audience for music videos, spending roughly 10 hours a week and 30 to 3 hours a day watching them. This is associated with a higher risk of forming inappropriate sexual attitudes (Roberts and Christenson, 2012). Furthermore, young audiences find music to be a very entertaining and engaging medium (Roberts and Christenson, 2012). Because of this deep musical engagement and the enormous enjoyment and excitement that music videos provide, the underlying messages in these works have the potential to have a profound effect on teenage viewers.

The emphasis on female depiction and sexual themes in contemporary music videos is well-known (Jhally, 2017). Female bodies are the main visual components that tell music video stories, and representations of feminine sexuality are used to draw viewers in a crowded and competitive media environment (Jhally, 2007). It is noteworthy that popular Nigerian musicians have begun to focus their tunes on women. Song lyrics incorporate all parts of female anatomy, including breasts, buttocks, and hips, as many singers specifically mention. In many social and cultural contexts, it is common to see young women swaying to these rhythms and singing along with them (Dunu and Ugbo, 2015, p. 35).

Interestingly, well-known female artists are not exempt from engaging in this self-destructive behaviour of commodifying their own image and flaunting their bodies to increase sexual attractiveness. In a BBC interview, prominent Nigerian female pop artist Tiwa Savage shared her viewpoint. According to our interpretation of her words, she was unable to think of any other way to improve on her earlier work and suggested that she might have to pose entirely nude in her next video production. She made it clear that she wanted to show that she was still powerful, beautiful, and proudly African throughout the pandemic. During this time, she commended others for their extraordinary inventiveness. Her description claims that the album embodies a wide range of experiences that define African femininity, such as ambition, amorous impulses, assertiveness, sensuality, and emotional openness (Wahab, 2020).

From what she said, it is possible to read her reaction as a defence of her artistic choices as a way to express the nuanced emotional experiences that define gender. The idea that purposefully creating nude visual content is a suitable means of expressing women's range of emotions, however, is a troubling distortion; the possible repercussions and social ramifications of such explicit and sexualised displays cannot be disregarded.

Even while people are becoming more conscious of how sexually explicit music videos affect young people's inappropriate sexual behaviour, many issues are still not fully addressed. Youth populations are more likely to engage in sexual misconduct and consume pornographic material when they are exposed to sexual imagery in musical productions (Adeoye, 2020). According to research by Akinbi et al. (2021), music videos that depict women as objects and reinforce harmful gender norms can increase the probability of exposure to pornography among teenagers and young adults and create an atmosphere of sexual privilege. Pornography, also known as Sexually Explicit Materials (SEM), is explicit material intended to arouse viewers' sexual desire (National Coalition to Prevent Child Sexual Abuse and Exploitation, 2011). According to Malamuth and Impett (2018), these items are classified as "sexually explicit media primarily designed to sexually stimulate audiences." Additionally, they are defined by Peter & Valkenburg (2017) as content that exhibits "genitalia and sexual acts in an openly visible manner."

According to neuroscience research, teenage brains exhibit heightened sensitivity to highly exciting reward processes, indicating that sexual curiosity is a natural part of teenage development (Galvan, 2010). This phenomenon might happen because emotionally charged stimuli are prioritised above self-regulatory mechanisms throughout adolescence because limbic system development comes before prefrontal cortex maturation. Several studies indicate that the sexualisation of modern culture (including music videos and celebrity influence), where male and female bodies are objectified, where "public visual content exhibits unprecedented sexual explicitness," and where "the apparent prevalence of sexual misconduct receives reinforcement through both individual encounters and media sensationalism" may be the cause of young people's engagement in sexting and inappropriate sexual behaviour (Ringrose, Gill, and Livingstone, 2012).

Whether intentional or not, young people, particularly children, routinely come into contact with SEM, which can have serious and frequently worrisome effects. Young people's acceptance of harmful and discriminatory views about sexuality and personal relationships can be reinforced by SEM exposure, which can be upsetting or unpleasant (Flood, 2009). SEM exposure can lead to emotional disturbance, irrational sexual expectations, skewed relationship perceptions, and changes in sexual behaviour (Arulogun et al., 2016). Pornography consumers are about four times more likely than non-consumers to exhibit heightened sexually aggressive behaviours, according to research by Addison and Koss (2020). Exposure to SEM may increase cultural views that accept violence and encourage sexual abuse among guys and young men. Furthermore, there is a strong link between frequent online SEM use and the commission of sexual violence and abuse (Stanley et al., 2016; Rothman and Adhia, 2015).

According to longitudinal research, exposure to sexual content in mass media, such as music, films, television, and print, increased teenage sexual activity, including sexual abuse behaviours (Frison et al., 2014).

In addition, the fact that sexually explicit music videos may differ in the kind and degree of misogynistic content, possibly depending on the performer's gender, is not taken into account in the research that has already been done on the impact of music videos on exposure to pornography and sexual abuse behaviour among Nigerian youth and adolescents. Future studies should therefore investigate if the frequency of young people's access to pornographic websites is correlated with their sexual abuse behaviour.

Methods

Participants

The study population for this research includes all youths and adolescents in Nigeria. To satisfy the study's objective, a sampling frame was drawn to include the views of youths and adolescents. Using simple random sampling technique, 1,200 participants were sampled for the study in which the six geopolitical zones in Nigeria were considered for this study. 597 (49.8%) of the respondents were males, while 603 (50.2%) were females. Also, 741 (61.8%) of the participants fall within the age range of 12 - 15 years, and 459 of them fall within the age range of 16 years and above. Furthermore, 852 (71.0%) respondents were Christians and 348 (29.0%) were Muslims. More so, 1008 (84.0%) of the participants claimed to watch music videos, and 192 (16.0%) of the respondents did not. However, 642 (53.5%) of the respondents watch 1. music video daily, 346 (28.8%) of the respondents watch 2. music videos daily, and 212 (17.7%) of the respondents watch 3. music videos daily. Lastly, 951 (79.3%) of the respondents have encountered any nudity content in music videos they have watched lately, and 249 (20.8%) of the respondents have not encountered any nudity content in music videos they watched lately.

Instruments

The researcher employed questionnaires for this investigation and gave them to young people. To make it easy for young people and teenagers to answer the survey questions, the questionnaires were created with straightforward language. There are two components of the questionnaire utilised in this study. Demographic details on the respondents' personal information, such as gender, age range, and religion, are included in Section A. Section B, on the other hand, gathers data on music videos that expose viewers to pornography and sexual abuse. A thorough literature research was used to establish and reinforce the study's topic validity. Additionally, all of the scales showed great reliability, as indicated by Cronbach's alpha (α =.81).

Procedure for data collection

Eight (8) research assistants assisted the researcher in distributing the questionnaire. To guarantee that the right answers were provided when filling out the surveys, the researcher provided the respondents with sufficient explanations. The researcher also gave respondents assurances regarding the privacy of the data they submitted. Method of Data Analysis

A descriptive survey research methodology was used in this study. Investigators can gather information, compile findings, and examine data for clarification using the descriptive survey methodology. When collecting information on people's opinions, ideas, actions, or perspectives on a subject under study, a descriptive survey methodology is useful. SPSS software was used for statistical analysis. Optimal data compatibility, rather than preset procedure selection, largely dictated the analytical approaches used in this study. Frequency distributions, percentages, Pearson Product-Moment Correlation (PPMC), and T-test techniques were used to analyse the gathered data.

Results

Research question one: What is the level of exposure to pornography music videos among youths and adolescents in Nigeria?

Table 1: Showing frequency distribution on the level of exposure to pornography music video

	SA	Α	U	D	SD	Mean	SD
1. I feel comfortable with the idea of nudity in music video	751	404	13	25	7	4.56	.681
	62.2%	33.7%	1.1%	2.1%	0.6%		
2. I feel comfortable with my sexuality most of the time I see nudity in music video	245	565	140	151	99	3.59	1.183
	20.4%	47.1%	11.7%	12.6%	8.3%		
3. I associate well with music videos with sexuality	261	198	285	271	185	3.07	1.369

	21.8%	16.5%	23.8%	22.5%	15.4%		
						2.24	4.006
4. I do engage in sexual activity I see from	191	230	236	277	266	2.84	1.386
music videos regularly							
	15.9%	19.2%	19.7%	23.1%	22.2%		
5. My overall perception of nudity in music	202	298	151	299	250	2.92	1.414
videos is positive							
·	16.8%	24.8%	12.6%	24.9%	20.8%		
6. I find it appealing when seeing nudity	220	274	149	305	252	2.92	1.432
music videos							
	18.3%	22.8%	12.4%	25.4%	21.0%		
7. I have positive thoughts and feelings	163	296	150	361	230	2.83	1.353
while watching the videos							
	13.6%	24.7%	12.5%	30.1%	19.2%		
8. I find nudity music videos powerful	202	260	178	315	245	2.88	1.399
	16.8%	21.7%	14.8%	26.3%	20.4%		
9. My sexual urge heightens upon watching	224	278	218	320	160	3.07	1.332
nudity in music videos							
,	18.7%	23.2%	18.2%	26.7%	13.3%		
10. I do remember the audio and visuals	157	283	200	328	232	2.84	1.335
after watching nudity music							
<u> </u>	13.1%	23.6%	16.7%	27.3%	19.3%		
Weighted mean = 3.15							

Table 1 above shows the frequency distribution of the level of exposure to pornography music videos among youths and adolescents in Nigeria. I feel comfortable with the idea of nudity in the music video (=4.56) was ranked highest by the mean score rating and was followed in succession by I feel comfortable with my sexuality most time I see nudity music video (=3.59), I associate well with a music video with sexuality (=3.07), My sexual urge heightens upon watching nudity in music videos (=3.07), My overall perception towards nudity in music videos is positive (=2.92), I find it appealing when seeing nudity music videos (=2.92), I find nudity music videos powerful (=2.88), I do engage in sexual activities I see from music video on a regular basis (=2.84), I do remember the audio and visual after watching nudity music (=2.84) and I have positive thoughts and feelings while watching the videos (=2.83) respectively. The table shows the weighted mean of 3.15 > 3.00 is higher than the standard mean. This implies that the level of exposure to pornography music videos among youths and adolescents in Nigeria is high. It also revealed that youths and adolescents in Nigeria get more exposure to pornography music videos.

Research question two: What is the effect of music videos on pornography exposure and sexual abuse behavior among youths and adolescents in Nigeria?

Table 2: Showing frequency distribution on the effect of music videos on pornography exposure and sexual abuse behavior

Never= 1, rarely=2, Sometimes=3, Most often=4 and Always=5

	5	4	3	2	1	Mean	SD
1. After watching musical videos, I feel anxious when I think about the sexual aspects.	220	274	149	305	252	2.92	1.432
when I think about the sexual aspects.	18.3%	22.8%	12.4%	25.4%	21.0%		
2. Nudity musical videos affect my ability to take care of any sexual behaviour	163	296	150	361	230	2.83	1.353
care of any sexual benaviour	13.6%	24.7%	12.5%	30.1%	19.2%		
3. Nudity musical videos are increasing and make	202	260	178	315	245	2.88	1.399
me aware of different sexual behaviour and sexual feelings	16.8%	21.7%	14.8%	26.3%	20.4%		
Musical videos motivate me in "risky" (i.e., unprotected) sexual behavior.	224	278	218	320	160	3.07	1.332
	18.7%	23.2%	18.2%	26.7%	13.3%		
5. The sexual aspects of my life increased based on	157	283	200	328	232	3.84	1.335
the musical video seen	13.1%	23.6%	16.7%	27.3%	19.3%		

6. I think about sex "all the time" because of the musical video I watched	210	248	162	328	252	3.86	1.415
	17.5%	20.7%	13.5%	27.3%	21.0%		
7. Nudity musical videos enable me to be assertive	169	265	170	365	231	2.81	1.351
about the sexual aspects of my life.							
	14.1%	22.1%	14.2%	30.4%	19.3%		
8. Nudity musical videos affect the sexual aspects	158	229	207	358	248	3.74	1.333
of my life							
	13.2%	19.1%	17.3%	29.8%	20.7%		
9. My sexual behaviors are determined largely by	216	206	198	318	262	2.85	1.410
musical videos of other more powerful and							
influential people	18.0%	17.2%	16.5%	26.5%	21.8%		
10. I have been afraid of becoming sexually	292	345	144	241	178	3.28	1.407
involved with another person since I started seeing							
nudity in the musical video	24.3%	28.7%	12.0%	20.1%	14.8%		
Weighted mean = 3.20							

The frequency study of how music videos affect sexual misbehaviour behaviours and exposure to pornography among Nigerian youth and adolescents is shown in Table 2. The statements "I think about sex 'all the time' because the musical video I watched" and "The sexual aspects of my life increased based on the musical video seen" (=3.84), "Nudity musical video affects the sexual aspects of my life" (=3.74), "I am afraid of becoming sexually involved with another person since I started seeing nudity musical video" (=3.28), and "Musical video motivates me in 'risky' (i.e., unprotected) sexual behaviour" were the statements with the highest mean score rating (=3.86). (=3.07), "After watching the musical video, I feel anxious when I think about the sexual aspects" (=2.92), "Nudity musical videos are increasing and make me aware of different sexual behaviour and sexual feelings" (=2.88), "My sexual behaviours are determined largely by musical videos of other, more powerful, and influential people" (=2.85), "Nudity musical videos affect my ability to take care of any sexual behaviour" (=2.83), as they "Nudity musical videos enable me to be assertive about the sexual aspects of my life" (=2.81) in that sequence. According to the analysis, the computed weighted mean of 3.20 is higher than the typical mean threshold of 3.00. According to this research, Nigerian teenagers and adolescents' exposure to pornography and sexual abuse behaviours are significantly influenced by music videos. The findings also show that sexual abuse behaviours are strongly influenced by the level of exposure to music video pornography among Nigerian youth.

Research question three: What are the significant differences in exposure to pornography music videos among youths and adolescents in Nigeria based on gender?

Table 3: Summary Table of t-test for independent measures showing comparison between exposure to pornography music videos based on gender

	Gender	N	Mean	SD	Df	Т	Sig
	Male	597	32.17	8.20			
Exposure to pornography music video					1,198	9.749	.002
	Female	603	30.86	8.95			

Table 3's results show that there is a substantial gender-based difference in the exposure to pornographic music videos among Nigerian teenagers and adolescents (T(1,198)= 9.749, p<.05). According to the analysis, the mean score for male participants was 32.17, while the mean score for female participants was 30.86. This resulted in a statistically significant mean difference of 1.31. These results are consistent with research by Kalof (2009), who found that female college students who watched music videos with sexual stereotypes were more tolerant of interpersonal violence—that is, violence in intimate relationships—than those who watched music videos with neutral content. Additionally, the study found that, in comparison to participants in the neutral condition, both male and female subjects in the sexually stereotyped condition displayed more hostile sexual attitudes (e.g., the belief that intimate relationships involve manipulation), reinforced gender role expectations, a greater tolerance of interpersonal violence, and a greater acceptance of rape misconceptions. According to Ayanwale et al.'s research from 2023, individuals who saw videos that featured sexual stereotypes also showed a markedly higher level of

support for traditional views on gender and sexual roles than those in the control group. Furthermore, those who reported having closer ties to video characters were more likely to endorse sexual stereotypes and stress the value of being popular, wealthy, athletic, or handsome.

Research question four: What is the relationship between exposure to pornography music videos and sexual abuse behavior among youths and adolescents in Nigeria?

Table 4: showing PPMC summary on the relationship between exposure to pornography music videos and sexual abuse behavior

Variable	N	Mean	SD	DF	R	Sig	Р
Sexual abuse behaviour	1200	31.51	8.60	1,198	.907	.000	<0.05
Exposure to pornography music video		29.20	9.63				

Table 4 shows the significant relationship between exposure to pornography music videos and sexual abuse behavior among youths and adolescents in Nigeria. The result revealed that there is a significant negative relationship between exposure to pornography music videos and sexual abuse behavior among youths and adolescents in Nigeria based; $r_{(1,198)} = .907 p < 0.05$. This implies that exposure to pornography music videos has a positive, strong correlation to sexual abuse behaviour among youths and adolescents in Nigeria.

Discussion

This study examined how music videos are related to exposure to pornography and sexual abuse behavior. Findings from this study are corroborated by past literature. The first research question inquired about participants' level of exposure to pornography-induced music videos. It was discovered that the level of exposure to pornography music videos among youths and adolescents in Nigeria is high. It also revealed that youths and adolescents in Nigeria get more exposure to pornography music videos. These findings are consistent with Aubrey and Frisby's (2011) study, which showed that both male and female performers' music videos featured sexual objectification of women, but in slightly different ways. Concurrently, female musicians who engage in sexual behaviour in their music videos might convey the idea that women succeed by objectifying themselves (Kanmodi et al., 2022). This result finding also aligns with the research carried by Adeyemi & Olanrewajus (2015) whose results shows the influence of what people see can influence their sexual decision making like pornography, prostitution, sexting and others.

The impact of music videos on exposure to pornography and sexual abuse behaviour was examined in the second study question. The current study found a significant impact of music videos on exposure to pornography and sexual abuse behaviour in order to answer this research issue. This finding is consistent with previous research; for example, Ringrose, Gill, and Livingstone (2012) found a significant relationship between exposure to music videos and sexual behaviour in boys, but not in girls. It's possible that music videos encourage a more assertive sexual role for men than a more passive one for women, which explains why guys who watch them are more likely to request and receive sexting messages. Males are more susceptible to sexual scripts in music videos, which may be explained by this difference. Gender differences in exposure to pornographic music videos were investigated in the third research question.

The results showed that male participants scored higher than female participants. This finding is consistent with a study by Yu et al. (2021) that found that male individuals were more likely than female subjects to consume pornography. Cobb & Boettcher (2007) also showed that, although inconsistently, the relationship between stereotypical sexual views and sexual music videos differs by gender. According to research by Kistler & Lee (2009), only boys were affected by hip-hop music videos' effects on female objectification, traditional gender norms, and acceptance of rape myths. In a similar vein, Peter & Valkenburg (2016) found that exposure to pornography exhibits notable gender patterns and that boys reported exposure to pornography both earlier and more frequently than girls. These results point to a broader pattern in the literature about the differences in exposure to and consumption of pornography by gender.

Lastly, the fourth research question investigated the relationship between exposure to pornographic music videos and sexual abuse behaviours. This study found a strong positive link between sexual abuse behaviour and exposure to pornographic music videos. Studies by Olanrewaju & Omoponle (2017) and Martino et al. (2006), which discovered that participants who consumed more degrading sexual content at T2 had a higher likelihood of starting sexual intercourse and engaging in subsequent sexual activities, lend credence to this hypothesis. On the other hand, there was no similar correlation between participant sexual behaviour and listening to music with non-

degrading sexual content. These findings support the link between exposure to pornography and acts of sexual abuse.

Recommendations

The following suggestions have been made in light of the aforementioned findings:

- ✓ Adolescent and youth uncontrolled exposure to misogynic music video content can lead to a high prevalence of adolescent and youth risky sexual behavior.
- ✓ Young people's life can be significantly influenced by the media, especially when it comes to delicate subjects like sex and sexual views.
- ✓ Additional investigation of the impact of music videos in specific genres that are popular among teenagers and young adults.
- ✓ Consistent exposure to pornographic content can lead to cognitive distortion and, in some cases, brain damage.
- ✓ Social media as an agent of socialization can make or mar the adolescent's self-concept. Hence, restrictions from parents, religious bodies, and the human community can help checkmate undesirable behavior.
- ✓ Through seminars, workshops, and other agents of enlightenment, the academic environment can reframe the consciousness of adolescents and youths to the risks and negative implications of "the new normal."
- ✓ Awareness among the people on how media messages of nudity, namely through music videos, affect youth and whether exposure to such messages should be monitored more closely.
 - ✓ A more legal functional restriction of misogynic content should be enacted to discourage the behavior.

Conclusions

The study revealed that the weighted mean is higher than the standard mean. This implies that the level of exposure to pornography music videos among adolescents and youths in Nigeria is high. It also revealed that youths and adolescents in Nigeria get more exposure to misogynic music content that enables them to crave pornography music videos and, later, actual pornography videos. It further implies that youth and adolescents in Nigeria are exposed to pornography music videos at a high rate. Also, on the effect of music videos on pornography exposure and sexual abuse behavior among youths and adolescents in Nigeria, the weighted mean is higher than the standard mean. This implies that the effect of music videos on pornography exposure and sexual abuse behavior among youths and adolescents in Nigeria is high. It also revealed that youths and adolescents in Nigeria's level of music video pornography exposure have a high effect on sexual abuse behavior. That is, youths and adolescents in Nigeria getting exposed to too much of music videos on pornography lead to sexual abuse behaviour.

Additionally, it also indicated that there was a significant difference in exposure to pornography music videos among youths and adolescents in Nigeria based on gender. That is, males and females have different levels of exposure to music videos on pornography. Lastly, there is a significant positive relationship between exposure to pornography music videos and sexual abuse behavior among youths and adolescents in Nigeria. This implies that exposure to pornography music videos has a positive, strong correlation to sexual abuse behaviour among youths and adolescents in Nigeria.

References

Adetoal, A., & Olanrewaju, M. K. (2015). Personological factors and sexting behaviour among in-school adolescents: Implications for counselling psychology. *International Journal of Educational Studies*, 12, 15-28.

Allen, M., Jorgenson, J., Ryan, D. J., Herrett-Skjellum, J., Kramer, M. R., & Timmerman, L. (2007). Effects of music. In Mass media effects research: Advances through meta-analysis. Mahwah, NJ: LEA.

Aubrey, J. S., Hopper, K. M., & Mbure, W. G. (2011). Check that body! The effects of sexually objectifying music videos on college men's sexual beliefs. Journal of Broadcasting & Electronic Media, 55, 360-379.

Ayanwale, M. A., Adewuyi, H. O., & Afolabi, O. W. (2023). Learning through radio and television during COVID-19: perspectives of K-12 stakeholders. EUREKA: Social and Humanities, (2), 61-72.

Barongan, C., Hall, G., & Nagayama, C. (1995). The influence of misogynous rap music on sexual aggression against women. Psychology of Women Quarterly, 19(2), 195-207.

Brown, J. D., & Bobkowski, P. S. (2011). Older and newer media: Patterns of use and effects on adolescents' health and well-being. Journal of Research on Adolescence, 21, 95-113.

Bryant, Y. (2008). Relationships between exposure to rap music videos and attitudes toward relationships among African American youth. Journal of Black Psychology, 34, 356-380.

Cobb, M. D., & Boettcher, W. A. (2007). Ambivalent sexism and misogynistic rap music: Does exposure to Eminem increase sexism? Journal of Applied Social Psychology, 37, 3025-3042.

Frisby, C. M., & Aubrey, J. S. (2012). Race and genre in the use of sexual objectification in female artists' music videos. Howard Journal of Communications, 23, 66-87.

Frison, E., Vandenbosch, L., Eggermont, S., et al. (2014). Music television viewing, perceived same-gender peer norms and sexual behavior: a longitudinal study. International Communication Association Annual Conference, Seattle, WA, 1–35.

Hansen, C. H., & Hansen, R. D. (2000). Music and music videos. In D. Zillman & P. Vorderer (Eds.), Media entertainment: The psychology of its appeal (pp. 175-196). Hillsdale, NJ: Lawrence Erlbaum.

Johnson, J. D., Adams, M. S., Ashburn, L., & Reed, W. (1995). Differential gender effects of exposure to rap music on African American adolescents' acceptance of teen dating violence. Sex Roles, 33, 597-605.

Kalof, L. (2009). The effects of gender and music video imagery on sexual attitudes. Journal of Social Psychology, 139(3), 378–385.

Kanmodi, K., Fagbule, O., Ogunniyi, K., Ogbeide, M., Samuel, V., Aliemeke, E., ... & Musa, S. (2020). Determinants of sexual practices among secondary school students in Nigeria: Focusing on socio-cultural and school-related factors. Rwanda Medical Journal, 77(4), 32-37.

Kistler, M. E., & Lee, M. J. (2009). Does exposure to sexual hip-hop music videos influence the sexual attitudes of college students? Mass Communication and Society, 13, 67-86.

Martino, S. C., Collins, R. L., Elliott, M. N., Strachman, M. A., Kanouse, D. E., & Berry, S. H. (2006). Exposure to degrading versus nondegrading music lyrics and sexual behavior among youth. Pediatrics, 118, 430-441.

Olanrewaju, M. K., & Omoponle, A. H. (2017). Influence of peer pressure, socio-economic status and social networking on academic performance of students in Oyo state. Africa Education Evaluation, 1(1), 1-10.

Pardun, C. J., L'Engle, K. L., & Brown, J. D. (2005). Linking exposure to outcomes: Early adolescents' consumption of sexual content in six media. Mass Communication & Society, 8(2), 75–91.

Peter, J., & Valkenburg, P. M. (2016). Adolescents and pornography: A review of 20 years of research. The Journal of Sex Research, 53(4–5), 509–531. https://doi.org/10.1080/00224499.2016.1143441

Peter, J., & Valkenburg, P. M. (2011). The influence of sexually explicit internet material and peers on stereotypical beliefs about women's sexual roles: Similarities and differences between adolescents and adults. Cyberpsychology, Behavior, and Social Networking, 14, 511-517.

Ringrose, J., Gill, R., Livingstone, S., et al. (2012). A qualitative study of children, young people and "sexting": a report for the NSPCC. London, UK.

Roberts, D. F., & Christenson, P. G. (2012). Popular music: The soundtrack of adolescence. In D. G. Singer & J. L. Singer (Eds.), Handbook of children and the media (2nd ed., pp. 479-500). Thousand Oaks, CA: SAGE.

Turner, J. S. (2011). Sex and the spectacle of music videos: An examination of the portrayal of race and sexuality in music videos. Sex Roles, 64, 173-191. https://doi.org/10.1007/s11199-010-9766-6

Valkenburg, P. M., & Peter, J. (2013). The differential susceptibility to media effects model. Journal of Communication, 63, 221-243.

Wallis, C. (2011). Performing gender: A content analysis of gender display in music videos. Sex Roles, 64, 160-172.

Ward, M. L., Hansbrough, E., & Walker, E. (2005). Contributions of music video exposure to Black adolescents' gender and sexual schemas. Journal of Adolescent Research, 20(2), 143–166.

Weitzer, R., & Kubrin, C. E. (2009). Misogyny in rap music: A content analysis of prevalence and meanings. Men and Masculinities, 12, 3-29.

Yu, C., Kågesten, A. E., De Meyer, S., Moreau, C., van Reeuwijk, M., & Lou, C. (2021). Pornography use and perceived gender norms among young adolescents in urban poor environments: A cross-site study. Journal of Adolescent Health, 69(1). https://doi.org/10.1016/j.jadohealth.2021.03.008