

Impact Of Netflix Content on Perception of Nigerian Culture Among University of Ilorin Undergraduates

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ABSTRACT

This study investigated the impact of Netflix content on the perception of Nigerian culture among University of Ilorin undergraduates. Drawing on existing research exploring Netflix's influence on television, racism, media imperialism, and the culture industry, this study addressed a gap in the literature by examining the specific effects of Netflix content on Nigerian cultural perceptions. The study, conducted through an online questionnaire with 381 University of Ilorin students, employed descriptive and inferential statistics to analyze the data. Results revealed a significant correlation between exposure to Netflix content and a less favorable view of Nigerian culture. This finding suggests that Netflix may not accurately represent the nuances of local cultures.

To mitigate the potential negative effects of Netflix on Nigerian cultural perceptions, the study proposes the implementation of media literacy initiatives in educational institutions. These programs aim to equip individuals with the critical skills necessary to assess and understand cultural representations in global media platforms, ultimately fostering a more nuanced and authentic understanding of local cultures.

Keywords : Netflix, Nigeria culture, Cultural perceptions. Local content creators, Nollywood