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**SOCIAL MEDIA COVERAGE OF BIG BROTHER NIAJA SHOW OF 2018: A CONTENT ANALYSIS OF
FACEBOOK, TWITTER AND INSTAGRAM FAN PAGES**

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ABSTRACT

This study sought to analyze social media coverage of Big Brother Naija show of 2018 with focus on the fan pages of Facebook, Twitter and Instagram handles. This study was anchored on the agenda setting theory and framing theories. The researchers utilized content analysis method in addressing the study.

Out of a total of 48, 176 posts on the fan pages of the three (3) social media handles (Facebook, Twitter and Instagram), composite sampling technique was used to arrive at a sample size of 200 posts. The instrument for data collection was code sheet. To ensure reliability of research instrument the Pearson's r was used to arrive at an inter coder reliability of 0.9, 0.8, 0.9, 0.7, and 0.9. Findings from data analysis revealed that several frames were used in social media coverage of BBN in the 2018 edition. Some of these frames include morality frame, nudity frame, and reality frame. However, nudity frame 87 (53.4%) posts was the highest frame used in social media coverage of BBN. It was also revealed that social media coverage of BBN was unfavourable, given that 83 (50.9%) post were unfavourable to the show. It can be said that the show enjoyed lots of criticism and negativities with regards to its activities.

INTRODUCTION

The advent of social media has redefined the concept of media consumers because of the room it creates for media consumers to also contribute in content development. The passive consumer therefore in conventional media are now active consumers on social media platforms, they consumer and also produce contents. Susan (2010) is of the opinion that as the social web has grown and tools like Twitter, Blogs, Facebook and YouTube have allowed communication to flow faster and farther than ever before; inevitably causing the world to shrink and real-time to be the expectation, people have changed. In simplest term, people have moved from being CONsumers to PROsumers with far more influence than ever before. The term "prosumer" has transformed from meaning "professional consumers" to meaning, "product and brand advocate", rather than simply "consuming products, people are becoming the voices of those products and significantly impacting the success or failure of companies, products and brands, particularly through their involvement on the social web. No longer are businesses completely in control of their products, brands and messages. Today, consumers are in control. The leaders of this shift are the members of the social web: bloggers, microbloggers, forum posters, social networking participants.

This feature is what characterizes the social media handles of the Big Brother Naija (BBN) reality show of 2018. As the organizers of the program/reality show created fan pages on Instagram, Twitter and Facebook handles of the BBN. The essence of these fan pages is to enable the fans of roommates in the reality show to make comments and criticism of the activities of the housemates. Here, fans consume the contents generated by the organizers and also contribute their own contents. According to

Daniel (2016), the Big Brother ideology is traced to George Orwell's novel, "Nineteen Eighty Four" which focuses on all round surveillance and the importance of facts and truths. This ideology monitors the nuance of people's behaviour and infers their thoughts through an all-round surveillance (which can be a high definition remote camera sensor and display telescreen) by an invisible superior.

The Big Brother Naija reality show operates under the principle of one of the genres of reality shows called the "elimination game show". In this case over twenty (20) to twenty-five (25) housemates are brought together for a period of three (3) months and gradually eliminated based on their activities in the house. The ideology of the organizers of the BBN is to ensure that housemates live their normal life, while a Big Brother watches unnoticed.

Rebecca (2015) is of the view that reality shows are known for showing the most rational side of humanity, although some show crazy concepts that they will be willing to enjoy a 15minutes chance of fame. As Nigerians, the housemates are expected to exhibit the cultural disposition of the country and their ethnic affiliations if possible and uphold some level of morality. This is because reality entails being yourself, however some of these housemates appear to live a life of pretence, deceit and seem to exaggerate issues. These character attributes are what fuel comments, uploads and discussions on the fan page social media handle of these platforms. It is against this backdrop that this study sought to analyze social media coverage of the Big Brother Naija show of 2018 with focus on the fan page of Facebook, Twitter and Instagram handles.

Statement of the Research Problem

Big Brother Africa from which BBN was created has always been accused of programmes with great level of obscenity and moral devaluation where participants tend to live like people with no moral code, this like a viper has clawed its way into Big Brother Naija and that poses a problem. Also, the degree of fake living (falsified lifestyle) in order to blend in the show has been pointed out, as social media report outrageous lifestyle of competitors who exchange popularity for 'notoriety'. Nigeria is a country uniquely separated by various cultural practices, some of these cultures hold in high esteem decency and respect for supreme beings. However, reality shows such as Big Brother Naija violate some of these modus operandi thereby ridiculing these long time beliefs and portraying to viewers and competitors a life of unchecked freedom to do and act according to whims and desires. The mainstream media tends to provide analysis of the BBN show without necessarily giving people the room to comment, but the social media handle provide an analysis with room for people to react.

Objectives of the Study

This study sought to:

- (1) Determine dominant frames used by the social media platforms in the coverage of Big Brother Naija Reality Show Season III (Double Wahala) from January 28th 2018- march 28th, 2018.
- (2) Identify different activities practiced on Big Brother Naija on these platform
- (3) Find out direction of coverage given to the show by platform users.
- (4) Identify the tone of coverage of issues on social media about big brother Naija
- (5) Identify the different predominant languages used in the coverage of Big Brother Naija show by social media
- (6) Analyze camera angles and camera-to-subject distance displayed in social media platforms about Big Brother Naija.

Research Questions

- (1) What are the dominant frames used by the social media platforms in the coverage of Big Brother Naija Reality Show Season III (Double Wahala) from January 28th 2018- march 28th, 2018
- (2) What were the different activities practiced on Big Brother Naija on these platform?
- (3) What was the direction of coverage given to the show by platform users.?
- (4) What is the tone of coverage concerning issues on social media about big brother Naija?
- (5) What are predominant languages used in the coverage of Big Brother Naija show by social media platforms?
- (6) What are the different camera angles and camera-to-subject distance displayed in social media platforms about Big Brother Naija?

REVIEW OF RELATED LITERATURES

Concept of Social Media

Cohen (2011) “is related to technology and platforms that enable the interactive web’s content creation, collaboration and exchange by participants and public”, she sees “Social media as the new marketing”. It is the use of web- based and mobile technologies to turn communication into interactive dialogue. Buyer (2010) “Social media today is transparent, engaging and interactive form of public relations”. It combines the true gift of real time content with the beauty of authentic peer-to-peer communication. “Social media is not all about what each one of us does or says, but about what we do and say together, worldwide communicate in all directions at any time by any possible digital means (Chmelewsk & Corthrel)”. Social Media is digital content and interaction that is created by and between people.

Big Brother Naija Show in Nigeria

Before the emergency of Big Brother Naija Season 1 in 2006, Big Brother Africa was in existence involving 12 African countries with other additions as the show evolves from season to season. The show was created by Endemol with its origin in South Africa with nine series running co-currently till October 5th 2014 before its extinction. After the demise of Big Brother Africa, Big Brother Naija formerly known as Big Brother Nigeria took off sharing similar characteristics as its predecessor where twelve contestants live in isolated house and compete for large cash prize worth a million dollars at the end of the show by avoiding being evicted by viewers. The first season was aired from March 5th to June 4th 2006 with Katung Aduwak as the winner. Season two commenced 22nd January 2007 lasting for 78 days with Efe as the winner. The third season titled Big Brother Naija Season 111 Double Wahala is currently ongoing. It was launched on January 28th 2018 by ex-house mate Ebuka Obi-Uchendu. From January till now, a list of eleven contestant have been evicted with Anto’s eviction on Sunday March 18th leaving a total of nine remaining contestant in the house, this season comprises of twenty contestants as against the normally twelve.

The social media platforms created and dedicated official pages for Big Brother Naija, Twitter’s official page goes as follows [Big Brother Naija@BBNaija#BBNaija_africamagictv/bigbrother](#) with more than 39,884 tweets and followership of over 544,040 from January 28th till march 28th 2018. Also the instagram platform with official page BBNHastag with over one million post and 64.5k followers keeping

track of trending content in Big Brother Naija posting both photos and videos on the page. Facebook platform is not behind as it dedicated an official page that is BBNajia2018@ BigBronajia with over 25,020 followers with more than 1817680 likes each page dedicated to Big Brother Naija activities and updates/ reactions to such updates by the audience.

Empirical Review:

In a study conducted by Onah and Anyanwu, (1988)entitled Impact of Presenters and Viewer Preference for Reality TV Programmes, which sought to examine how presenters of reality TV programmes in Jos influence viewer preference for them. The study covered television stations and their reality programmes in Anambra State. These stations were the Nigerian Television Authority (NTA) and the Anambra Broadcasting service - Television (ABS-TV). The study used the field survey and library review methods and a sample of 500 viewers were studied; but the response rate was 63.6%. The findings revealed that the more preferred reality programmes have more preferred presenters. With regard to the influence of their presenters on reality programmes preference, the findings revealed the quality of presenters was also another factor that led to reality programme preference.

Similarly Annitte (2005) conducted a study entitled “Ethics of Reality Television- the Big Brother”, which aimed at studying the genre of television production that is reality television studying different elements necessary for a successful reality show programming. It also studied ethical issues surrounding Big Brother Africa show. Using online survey method, the research gathers data on the extensive coverage of this show to understand if it’s a reflection of its popularity, it was discovered that extensive media coverage is often reality Tv’s best friend but the relationship works both ways as reality Tv is the fodder of the media.

Nwafor and Ezike (2015) in their study entitled “Viewership of Big Brother Africa Reality TV Show and Its Influence on the Moral Conduct of Undergraduate Students in Ebonyi State University, Abakaliki, Nigeria revealed that Big Brother Africa has wide viewership among Ebonyi state university undergraduate students and it influences their perception and attitude towards decency and morality. Some of them learn technical kidnapping skills while others learn to cohabit with the opposite sex in their off campus hostels, and this contributes to the many cases of rape, teenage pregnancy, sexually transmitted diseases, abortion and abortion related deaths among this vulnerable group.

Theoretical Framework

This study is anchored on the agenda setting theory which was developed by McCombs and Shaw (1972) and framing theory by Gotham. These theories are of the view that the media has the power to influence the thinking of the people or shape their opinion towards a particular direction. They argued that by paying attention to some issue and neglecting others, the media decide public discourse. The emerging argument therefore, from the foregoing is the idea that social media by displaying posts also help to determine issues that the public think and talk about (Serein and Tankard 1992). The social media in its function call attention to certain term, items and issues as such gain prominence among audience as prevailed issues to think and talk about. On these bases of foregoing the agenda setting/framing theories help explain how social media influence the perception of the Big Brother Naija Show Season III.

Methodology

This research work adopted the content analysis approach because it enabled the examination of manifest content in a systematic, objective and quantitative manner for the purpose of determining and analyzing the pattern of social media coverage of Big Brother Naija Reality Show. The population of the study was 48,176 posts on the fan page of the social media handles of Facebook, Twitter and Instagram for the period of three months January 2018 to March 2018. Facebook platform has a total of 14,565 posts, Twitter has 19,938 tweets and Instagram has 13,673 posts which constituted the population of 48,176 posts of both pictures and comment. Given that Wimmer and Dominick (2011) noted that sample sizes for content analysis can be gotten through sampling technique, the researchers used composite sampling technique to arrive at a sample size of 198 posts.

The instrument of the study was code sheet and coding guide. The researchers developed the coding protocol and trained coders for the study. The trained coders engaged in mock coding of similar online content that has to do with celebrities from previous BBN shows. Two coders were finally selected to code the manifest content of this study. According to Wimmer and Dominick (2011), researchers can conduct inter coder reliability of the final coded content, hence, the inter coder reliability for the two coders were tested. The researchers used Holsti and Scott's pi formulas for inter coder reliability of each of the variables in the content categories which give reliability result of 0.8, 0.8, 0.8, 0.8, 0.9, 0.8 and 0.8.

The unit of analysis was comments (text) and pictures. The content categories include; direction, tonality, language, activities, frames, camera angle and camera-to-subject relationship.

Data Analysis of Result

Table1: Percentage distribution of unit of analysis carried for each of the platforms from January 2018 to March 2018

Unit Analysis	Facebook	Instagram	Twitter	Total	Percentage
Comments	54	42	67	163	82.3
Pictures	11	14	10	35	17.7
Total	65	56	77	198	100.0

Source: Field survey, 2018

From the various posts on these platforms, the table shows that the three platforms carried out their respective posts/reports on BBN with comments (163) and pictures (35). This indicates that the comments analyzed in the study was more the pictures on the show

Table 2: Distribution of the direction of coverage awarded to the program by the various platforms from January to March 2018

Direction	Instagram	Facebook	Twitter	Total	Percentage
Unfavorable	21	27	35	83	50.9
Favorable	13	15	21	49	30.1
Neutral	8	12	11	31	19
Total	42	54	67	163	100

Source: Field survey, 2018

Table 2 shows the direction of comments on Instagram which indicates that unfavorable is 21, favorable 13 and neutral as 8. Facebook platform has favorable as 15, unfavorable 27 and neutral as 12. Twitter has favorable as 21, unfavorable 35 and neutral as 11. This indicates that most of the comments/ posts analyzed in the study was unfavorable and moved to the lane of negativity in the part of housemates and producers of the show.

Table 3: The different tonal set ups used in the posts

Tone	Instagram	Facebook	Twitter	Total	Percentage
Harsh	23	30	41	94	57.7
Mild	12	11	11	34	20.9
Indifferent	7	13	15	35	21.5
Total	42	54	67	163	100

Source: Field survey, 2018

Table 3 shows the tonal set up of comments on Instagram harsh as 23, mild 12, and Neutral as 7. Facebook platform harsh 30, mild 11 and indifferent 13. Twitter harsh as 41, mild 11 and indifferent 15. This indicates that tonal setup in study was harsh in these platforms.

Table 4: Showing the different languages used on the posts

Language	Instagram	Facebook	Twitter	Total	Percentage
Pidgin	11	17	3	31	19
English	29	30	59	118	72.4

Native	2	7	5	14	8.6
Total	42	54	67	163	100

Source; Field work, 2018

Table 4 shows the languages used to comment about the show on Instagram with Pidgin 11, English 29, and Native 2. Facebook platform Pidgin 17, English 30 and Native 7. Twitter has Pidgin 3, Native 5 and English 59. This indicates that the predominate language use in the show by both housemates and fans was English Language.

Table 5: Different contents/ activities on Big Brother Naija covered by the social media platforms

Contents /activities	Instagram	Facebook	Twitter	Total	Percentage
Sexual activities	17	31	22	70	42.9
Games	11	9	13	33	20.25
Daily task	8	5	8	21	12.9
Evictions	6	9	24	39	23.9
Total	42	54	67	163	99.98

Source; Field work, 2018

Table 5 shows the content of posts from Instagram on sexual activities (17), games (11) , daily tasks (8) and Evictions (6) posts. Facebook has on sexual activities (31), games (9), daily tasks (5) and Evictions (9) posts. Twitter has on sexual activities (22), games (13), daily tasks (8) and Evictions (24) posts. This indicates that though many activities was displayed by housemates in the show, sexual activities which involved nudity, obscenity and so on was predominantly in the show.

Table 6: Showing the different frames in which activities displayed in Big Brother Naija

Frames	Instagram	Facebook	Twitter	Total	Percentage
Morality	9	13	14	36	22.1
Nudity	17	27	43	87	53.4
Reality	16	14	10	40	24.5
Total	42	54	67	163	100

Source; Field work, 2018

Table 6 shows the different frames in which activities displayed in Big Brother Naija was analyzed in the study by the researcher. The morality frame encompasses what is considered to be morally right by the society which is (9) post on Instagram, Nudity frame concerns itself with the sexual nudity displayed by contestants during the period of the show with 17 posts and reality as 16 posts. The morality frame encompasses what is considered to be morally right by the society with Facebook with (13) posts, Nudity frame concerns itself with the sexual nudity displayed by contestants during the period of the show with 27 posts and reality as 14 posts. The morality frame encompasses what is considered to be morally right by the society with Twitter with (14) posts, Nudity frame concerns itself with the sexual nudity displayed by contestants during the period of the show with 43 posts and reality as 10 posts. This indicates though the show was intended to be an entertainment show, the volume of sexual immorality under the frame of nudity was on a high rate in the show.

Table 7: Showing the different camera angles used in the shots of different activities of the inmates of Big Brother Naija

Camera angle	Facebook	Instagram	Twitter	Total	Percentage
High angle	3	5	4	12	34.29
Low angle	1	3	2	6	17.14
Eye level	7	6	4	17	48.6
	11	14	10	35	100

Source; Field work, 2018

Table 7 shows the different camera angles used in the shots of different activities of the inmates of Big Brother Naija by the researcher. Facebook has high angle as 3, low as 1 and eye level as 7. Instagram has high angle as 5, low as 3 and eye level as 6. Twitter has high angle as 4, low as 2 and eye level as 4. This indicates that there were different camera angles used in the capturing of pictures in the show though Eye level angle shots were predominate in the show.

Table 8: Showing the camera to subject relationship established in the different pictures analyzed by the researcher.

Camera to subject distance	Facebook	Instagram	Twitter	Total	Percentage

Far distance	2	3	2	7	20
Medium	2	2	3	7	20
Close distance	7	9	5	21	60
Total	11	14	10	35	100

Source; Field work, 2018

Table 8 shows the camera to subject relationship established in the different pictures analyzed by the researcher. Facebook has far distance between the camera and subject 2, medium 2 and far distance 7. Instagram has close 3, medium 2 and close distance 9. Twitter has close distance 2, medium 3 and far 5. This indicates that there were different camera to subject distance relationship established in capturing of pictures in the show though Far distance camera to subject relationship were predominate in the show.

Discussion of Findings

The dominant frames used by the social media platforms in the coverage of Big Brother Niaja Reality Show

Findings from data analysis revealed that several frames were used in social media coverage of BBN in the 2018 edition. Some of these frames include morality frame, nudity frame, and reality frame. This means nudity frame with 87 posts (53.4%) was the highest frame used in the study. The morality frame encompasses what is considered to be morally right by the society. Nudity frame concerns itself with the sexual nudity displayed by contestants during the period of the show. The morality frame encompasses what is considered to be morally right by the society showing that the show seems to have neglected the core aims of program production which is to educate, entertain and inculcate right habits. From the results collected and analyzed by the researchers, it can be said that this year reality show precisely Big Brother Niaja 2018 hosted by Nigeria in South Africa can be said to enjoyed a high level of coverage by

the different social media even in the midst of various criticism of both the program and the inmates. Though past researches on reality shows hampers on mainstream media coverage of reality shows with little or no analysis of social media coverage of these shows, the present age have moved from just been observers of these shows swallowing what the mainstream media dishes out hook line and sinker, to the era of analysis where the consumers are both developers of content and recipients of these contents using social media platforms as a forum for discussion and objective analysis of these shows and its participants trying to understand the notion and motives behind the production of these shows. This can be seen in a study by Nwafor and Ezike (2015) entitled "Viewership of Big Brother Africa Reality TV Show and Its Influence on the Moral Conduct of Undergraduate Students in Ebonyi State University, Abakaliki, Nigeria which revealed that Big Brother Africa has wide viewership among Ebonyi state university undergraduate students and it influences their perception and attitude towards decency and morality. Some of them learn technical kidnapping skills while others learn to cohabit with the opposite sex in their off campus hostels, and this contributes to the many cases of rape, teenage pregnancy, sexually transmitted diseases, abortion and abortion related deaths among this vulnerable group. It can therefore be said that the rate of immorality which is usually to decrement of the viewers of the show conflicting with the moral codes, values and ethics of an average Nigerian family. Also, the results shows that the average Nigerian audience don't support the show based on the high rate of nudity and immoral actions displayed by the inmates during the show which goes the social norms and values in the society. It is imperative therefore, that the producers of this show should concern viewers opinions both in the social media and mainstream media in regulating and checkmating activities of housemates in the show to ensure that though entertaining, the cultural and social norms of the society is not relegated to the background.

Activities Practiced on Big Brother Naija

Findings from this study further revealed that the activities practiced on BBN were; sexual activities, games, daily task, eviction. In all these activities, there were more sexual activities displayed by individuals on all the platforms. Also other activities included games, daily tasks and Evictions. Findings by the researchers indicates that though the housemates during the period of their stay in the house were engaged in different activities pre-approved by the Big Brother to ensure the show has a level of competitiveness and entertainment, the level of these activities displayed on the social media platforms by individuals and fans of the show were more of sexual activities by housemates who choose notoriety

against popularity some going extra miles to ensure that they are been known by viewers caring more or less the light the viewers see them. This is also seen in a work entitled “The Construction of Southern identity through Reality TV: A content analysis of Here comes Honey Boo Boo, Duck Dynasty and Buckworld” by Miller which focused its study on the negative aspect of reality shows activities such as heightened sexuality, promiscuous behavior, nudity, crude and violent behavior, assault and so on., it shows that these shows had a high rate of negative attribution though there are positive activities engaged in the shows by housemates as seen in this study and such activities includes game shows, story times, art classes and so on which encourages competitiveness and spirit of sportsmanship amongst contestants. It can therefore be said that though there was high level of unchecked activities that necessities actions by producers and regulatory bodies, it wasn’t all that bad as Big Brother at one point or the other engaged housemates in activities intellectually or otherwise though the results leaves much to be desired.

Direction of Social Media Coverage of BBN

Findings from data analysis revealed that social media coverage of BBN on these platforms (Instagram, Facebook and Twitter) were unfavourable, neutral and favorable.

From the study, the researchers found that most of the comments/ posts analyzed in the study was unfavorable and moved to the lane of negativity in the part of housemates with regards to their activities, conducts and practice. Also, Producers of the show are not innocent in this regards that though the idea of reality shows is real life living in a controlled environment there is high rate of editing as viewers are been brainwashed to accept acting as reality. This can be seen in a work entitled Amanda Knox: A content analysis of media framing in newspapers around the world by Deidre (2018), the researcher did an analytic study on direction of newspaper coverage on issues precisely the way newspapers frame stories about crime reportage. It was revealed that the direction of selected print media coverage was always on information/news events, and that developmental issues were not critically back grounded, which then seems to create artificial sense of closeness. The same can be said with regards to the Big Brother Naija show as majority of the posts/ comments were unfavorable. It can also be said that though the show enjoyed majority viewership especially in Nigeria, lots of criticism and negativities with regards to its activities was part and parcel of the show.

Tone of Social Media Coverage of BBN

Analysis revealed that the tonal set up of social media coverage of BBN was harsh mild and Neutral with regards to comments posted on these platforms in the study. Based on the tonal set up measurement, it can be said in the course of the research that the researchers was able to identify the different tones used in the reportage of these issues in Big Brother Naija with harsh tonal set up taking up a large chip of the block as the different comments was basically toeing towards that line which was uncovered by the researchers during the course of this study considerable a new aspect in the study of reality shows as past researches focus more on the contents of the show rather than the other variables that make up the show. This means that there was high rate of criticism noted on the social media coverage. This is also seen in a related study “Content Analysis of print News Coverage of media Violence and aggression by Nicole, Weaver and Yeshua-Katz which was concerned with establishing a link between media violence and aggression suggesting that the tone of coverage shifted sharply toward neutral conclusion implying that the tone of news coverage may influence news readers. Also, In another work by Amanda Knox entitled “Newspaper Coverage of Suicide A Content Analysis of Daily Kawish Newspaper: An Elite Sindhi Newspaper of Parkistan” revealed that during the four year process of the murder case, the tone of the coverage was negative portraying Knox in a negative way affecting the way people viewed the different persons in the case. That is to say that media presentation of issues can affect the way people view these issues and the presentation of the comments in these platforms with regards to BBN, the viewers who participated in analysis of the show tonal set up was mainly negative and harsh.

Camera Angle of Pictures and Camera to Subject Distance of pictures in the show

Pictures speak a thousand words and transcend the barriers of illiteracy. Analysis from the study revealed that there were more eye-level shots (17,48.6%) in the pictures posted on the various social media handles which means that the producers and Big Brother tried to create a mutual relationship with the viewers ensuring that the housemates are not that far from the viewers view though there were other camera angles in the show in order to capture the full essence of the show for audience consumption. . In the area of camera-to-subject distance, there were more close distance pictures (20,60%) posted on the various social media handle which was a form of power relations play as seen in a work entitled, “The Construction of Southern identity through Reality TV: A content analysis of Here comes Honey Boo Boo, Duck Dynasty and Buckworld” by Miller which studied surveillance along with

power relations play into reality television shows suggested that subjects who are placed in placed in front of camera (close distance) are perhaps deliberately placed in a position of subordination drawing the parallel to present day reality television as a modern form of surveillance. It can therefore be said that the camera angle and camera to subject has a way of influencing viewers views and appreciation of the activities of housemates during the show.

Predominant Languages used in the Coverage of BBN by Social Media

Analysis of data revealed the different languages predominate in these platforms which are English, Pidgin and Native which was used in the house by housemates and viewers who posted in these platforms during the show with regards to the study, with the understanding these platforms cover a wide range of audience it's understandable that English language was the dominant language used for interactions between users as seen in a study entitled "The Construction of Southern identity through Reality TV: A content analysis of Here comes Honey Boo Boo, Duck Dynasty and Buckworld" by Miller which handled different aspects of Reality Shows one aspect being in Language, the research also revealed that a lot of vulgar language used in these reality shows and the predominant language used is English due to widespread audience/viewers of the show. It also revealed that some of the characters had issues with the English language used in the show as many contestants was aided with subtitles during presentations to ensure that the viewers understood what the contestants was saying implying that the subjects are backward and uneducated creating language barrier and mind of differences not togetherness with audience. Precisely, though the contestants usage of English language was not perfect, it can be said that English Language was the main language used by the contestants, producers and even viewers in the period of the show.

Conclusion

The researchers conclude, based on the findings of the study that Big Brother Naija reality show has the propensity of sloping the moral views and sense of judgment of average viewers towards certain issues. Also, this statement "bad news is good news" can be said to be the case of this show, though many criticized its activities, it can be said to have generated a lot of publicity and traffic on the social media platforms under study.

The audience driven approach empowers audience to decide the fates of the contestants staying on the show, this study highlights the fact that since audience play a major role in popularizing reality shows, the media and producers of the shows should carefully study the audience and its indeed of their own interest that they need to see audience as empowered beings rather than just spectators of events generating more money for their programs.

It can also be said that the Nigerian viewers have gone beyond viewers to contributors and social media is one of the platforms in which they express their opinions/ thoughts about issues and one of them is the Big Brother Nijja reality show in which these platforms served as a discussion forum or platforms for many users to become active stakeholders of the show.

Recommendations

The following recommendations were made based on the findings of this study:

- It will be a laudable effort by regulating the contents released on these shows which are been exposed on social media. Different regulations and rules should put in place by media and social media platforms developers in order to checkmate the different contents that are made public with regards to pictures and posts.
- It was recommend that media especially social media in framing of events for audience consumption and interpretation should understand the different unique characteristics of the indigenous audience and as such frames about reality shows should suit and address key issues in the society with relation to the events/ shows been covered.
- It was recommend also, that tonal rating of the show by users be highly valued by the producers and National Broadcasting Commission because the audiences are the consumers of the show and have the large chunk of say in the show.
- With respect to language, Nigeria is a country with diverse languages and tribes, English been the official language seem to overshadow other negative languages especially amongst youths who are the prime users of social media platforms, I recommend a degree of balance should be struck by producers and even social media users in the language usage in different media

involved with the show with respect to interaction and discussion amongst users and even contestants in the show.

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