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Effect of Home Video on the Reading Habit of Literate Nigerian Housewives (Pp. 95-101)

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Abstract

The study investigated the effects of home-video on the reading habit of a hundred (100) randomly selected literate house-wives in one of the 752 local government areas of Nigeria. The descriptive survey method was used to field the views of the respondents on the use of home made video with reference to their reading habit. Through the four-point Scale it was found that, indeed, the emergence of home video in Nigeria and particularly its sporadic expansion in the recent time has a great effect on the reading habit of Nigerian house wives.

Introduction

Reading in language is a compendium of vibrant scholastic ability. A reader is a scholar who has undergone literacy programme on the synthetic, semantic, phonological, stylistic and socio-linguistic structure of a language. Oyeleye and Olateju (2003). Some scholars see reading as the light that illuminates the path of the individual through other school activities, and a tool for effective participation in all aspects of human life Etuk.(2006) while others like Maduabuchic (2006) believe that reading is the gateway to the mastery of all school subjects, and a sure road to formal learning. There is no doubt that reading opens up every frontier of knowledge, and exposes learners to various encounters with words. As a process, it requires a lot of

energy, concentration and time so that one is able to understand the content of what is read.

Krashen (2004) views reading as the only way, through which we become good readers, develop a good writing style, acquire more vocabulary, build up good speaking skills, advance in grammatical competence, and improve tremendously in spelling. The above is corroborated by Oladunjoye (2005) in his definition of reading as “an interactive process in which readers comprehend, interpret and respond to texts according to what they already know.

The media means the way through which a larger number of people receive information and entertainment. Media organizations are the establishments and outfits, etc, which send and *sell* messages, ideas, culture, information, attitudes, news and knowledge, etc, to people.

Chapel and Read (1984) define media as any means by which thought is transferred from somebody to another person. Broadly speaking, media could be print or electronic where the former encompasses the newspaper and magazine, touching wider and larger aspects of life as well as addressing or delivering messages to those who can read and understand. The latter (Electronic media) on the other hand, consists of radio and television in the first place and the evolving global gadgets (Africa as a case study) like multimedia projectors, audio and video, memory sticks, mobile phones in their various forms, and other internet networks that are readily available to service language transmission. Electronic media, like the print, transmits messages, information, ideas, views, etc, to a widely heterogeneous listening and viewing audience (John, 2002)

The Home Video

In the first three decades of Nigerian Independence, the home video was not popularly celebrated as we have it today. Then, the common thing was to find people reading the indigenous novels like D.O Fagunwa’s collections *Ogboju Ode Ninu Igbo Irunmale*, *Igbo Olodumare* etc.,(the former was translated to English by Nobel laureate Professor Wole Soyinka as *A forest of Thousand Demons* In addition to this, photo plays with the indigenous title *Atoka*, pioneered by the likes of Hubert Ogunde (the doyen of Nigerian Theatre) emerged and filled the leisure of men and women in the youth and young adulthood. According to Haynes (1979) Video production started in the late

80s out of a desperate desire by producers to remain in the motion picture business. The home video came on board in Nigeria, not only in reaction to and rejection of alien cultural domination but also to reinstate Nigeria's own cultural heritage and re-orientate her own people suffering from colonial mentality (Haynes, 1979; pg. 13).

The film industry is currently the most popular means of entertainment in Nigeria with the home made video taking the lead. This is because most housewives tend to watch home-video during their leisure period. Watching home video has also been seen as a way of meeting the insatiable appetite of fun lovers who are either too impoverished to go to the cinema or simply fagged out, after a hectic day's work.

Statement of Problem

Reading generally is an activity that requires skill developed through special training. This implies that it can only be enjoyed by the literate; however, the electronic media especially the film industry has gradually become highly celebrated in every home. It is now discovered that most people, especially literate housewives in spite of their tight schedule e.g. house chores, demands of office work, etc, can still engage in the watching of home-videos in place of reading.

This study was therefore, designed to find out the effect that the watching of home-videos during the leisure time would have on the reading habit of literate housewives. The research also aimed at determining the joint effect of Age, Qualification and Years of marriage on the watching of films and reading habit of the literate housewives selected for this study.

Hypotheses

Two hypotheses were raised for the study:

1. There is no significant effect of home-video on the reading habit of literate housewives.
2. There is no significant collective effect of age, qualification and years of marriage in home-video watching of literate housewives on their reading habit.

Methodology

The subjects for the study were one hundred (100) literate housewives selected through a random sample technique from Ijebu North Local

Government Area of Ogun State, Nigeria. The selection was across the towns in the area. The major instrument used for the study is a set of questionnaire, which consists of ten (10) items for reading and ten (10) items for *watching* exercise. In constructing this instrument, items were generated from the following *areas*:

- (a) Attitude to reading and *watching*.
- (b) Importance of reading and *watching*.
- (c) Effects of reading on watching of home-video and vice-versa.

The instrument was validated through the assistance of and consultation with experts in the field of Adult Education and Measurement and Evaluation. Suggestions made by these individuals were used in modifying the instrument to come up with the final form containing twenty items.

The questionnaire is divided into two sections. Section A focused on Demographic Information while section B was based on Emotional Intelligent Test. The instrument is a four-point attitude Format Scale of *Strongly Agree* (4 points), *Agree* (3 points), *Disagree* (2 points) and *Strongly Disagree* (1 point).

Data Analysis

Data collected were analyzed using the Descriptive Statistics of Means and Standard Deviation with Pearson Product Moment Correlation.

Table 1 interprets the first hypothesis *there is no significant effect of home-video on reading habit of literate housewives*. The t-value (-0.575) which is negative signifies a negative effect of home-video on reading habit of literate housewives. The significance (0.01) which is less than (0.05) shows that the effect is significant.

Hypothesis two:

There is no significant joint effect of age, qualification and years of marriage in home-video watching of literate housewives on their reading habit is interpreted by table II. The R-value (0.385) is a low value signifying a low relationship between the independent variables (age, qualification and years of marriage) and home-video watching of the literate housewives. The adjusted R² (0.072) signifies that 7.2% of the variance in video watching is accounted for by age, qualification and years of marriage of the literate housewives. The R-value 1.956 which signifies 0.118 is notable, as it is

greater than 0.05 showing that the relationship is not significant. The Beta values 0.454, 0.093 and -0.531 for age, qualification and years of marriage respectively show that years of marriage predicts video watching more, followed by age and qualification – the least predictor. It also shows that while years of marriage negatively affect video watching, age and qualification both have positive effect on it.

Conclusion and Recommendations

Based on the above findings, this study agrees with the fact that years of marriage have significant effect on the reading habit of literate housewives; the following recommendations are therefore suggested:

- As it is a known fact that reading requires a lot of energy, concentration and time, the government could help the literate housewives by promulgating, a law that will generally reduce the load of work at office in order to encourage reading habit in them, because a tired individual especially housewives may find it difficult to read as it is expected of her after a tiresome working experience at office.
- There should be Couple Seminars organized by the government and Non-governmental organizations aimed at creating awareness in the decaying culture of reading. House wives could be asked to document lessons evolving from the videos they watch for sponsored printing. Video Clubs should begin to make the graphic forms of their films available for free, They can make it mandatory for members wanting films to read the scripts before collecting the video,
- Literate housewives would be encouraged to develop a reading habit outside the working hours if the government can help reduce their house-chores by providing different gadgets like laundry machine to do their washing, and grinding machine to get groceries and spices ready for culinary purposes, etc, at affordable prices. The government should also ensure the regular supply of electricity in order to make use of different gadgets whenever there is need for it. This will reduce the burden of spending precious time and energy on house chores at home, which will eventually improve the reading habit of the literate housewives even at home.

- There should be public enlightenment campaign on “Reading Exercise” by the government, through the use of media on regular basis. This will motivate the “unwilling” and lukewarm housewives to take up the challenge of reading.

Since reading is a part of daily life, for those living in literate communities, the suggestions above would improve the reading ability of literate housewives especially in their early years of marriage.

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Table I: Effect of Home-Video on Reading Habit

Variables	N	X	SD	R	Sig.
Home-video	50	24.32	5.66	-0.575	0.01
Reading	50	24.78	6.62		

Table II: Joint Effect of Age, Qualification and Years of Marriage in Home-Video Watching on Reading Habit

Variables	R	Adjusted R²	R	Sig.	Beta	t	Sig.
Age					0.454	1.810	0.077
Qualification	0.385	0.072	1.956	0.118	0.093	0.618	0.540
Years of marriage					- 0.531	- 0.352	0.023