

Influence of *Big Brother Naija* Reality Television Show on the Social Behaviour of Mass Communication Undergraduates of Selected Universities in the North Central, Nigeria

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Abstract

This study investigates the influence of the *Big Brother Naija* (BBN) reality television show on the social behaviour of mass communication undergraduates at Bingham University, Karu, and the University of Abuja in Nigeria's North Central region. The objectives were to assess students' level of exposure to BBN and to examine how the show shapes their social behaviour. The research was grounded in the Uses and Gratification Theory and Cultivation Theory, and employed a survey method using questionnaires administered to a convenience sample drawn from a combined student population of 5,123 (1,900 from Bingham University and 3,223 from the University of Abuja). Findings reveal a high level of exposure to BBN among the respondents, indicating active engagement and widespread viewership. However, students consistently reported that the show lacks cultural enrichment, viewing it as failing to contribute positively to cultural values and norms. The study concludes that although BBN commands strong viewership, its perceived cultural impact is limited, and it recommends that television program producers and regulatory bodies reconsider content strategies to enhance cultural relevance. By highlighting the tension between audience

engagement and cultural value, this research provides a foundation for future studies on the relationship between reality television, cultural norms, and social behaviour.

Keywords: *Big Brother Naija*; Reality Television; Social Behaviour; Cultural Values; Uses and Gratification Theory

INTRUDUCTION

In recent decades, scholarly discussions have extensively delved into the influence of television on viewers, particularly scrutinizing the impact of seemingly "real" programs such as news, documentaries, soap operas, and daytime dramas on individuals' perceptions of reality (Hall, 2006, p.517). Notably, the academic discourse has witnessed a contemporary shift with the emergence of a new genre in television programming – reality shows. These programs, characterized by the documentation of unscripted situations and actual occurrences, often featuring a previously unknown cast, distinguish themselves by emphasizing personal drama and conflict to a greater extent than other unscripted television formats.

It remains a known fact that some people get influenced by what they see, especially on television (Nwafor & Ezike, 2015). The television as a broadcast medium is a potent tool that is capable of shaping cultural values. If not used positively, it may lead to many undesirable results such as domestic violence, psychological disturbances, juvenile delinquencies and many more.

Television stands as one of the paramount media platforms, wielding substantial influence due to its capacity to captivate audiences through a potent amalgamation of visual imagery, auditory stimuli, and vibrant colours (Nwafor & Ezike, 2015). The inherent appeal of televised programs often leads individuals to develop a proclivity for and, in certain instances, an addiction to such content. The compelling nature of television emanates from its ability to harness the sensory dimensions of pictures, sound, and colors, constituting a compelling triad that exerts a profound impact on viewers.

Nevertheless, a noteworthy television program that has garnered substantial attention among the youth demographic in contemporary Nigerian society is "Big Brother Naija," derived from its precursor, Big Brother Africa (BBA). Observations suggest that

this program is exerting a notable influence and appears to be increasingly dominant within the landscape of reality television in Nigeria (Jensen, 2000). This phenomenon warrants scholarly investigation to comprehensively understand its socio cultural implications and the mechanisms through which it resonates with the target audience.

The first edition of the Big Brother Naija reality show was first aired on DSTV channel 37 from March 5 to June 4, 2006. The voting results were verified by the Auditing Company of Alexander Forbes. A second edition of the Big Brother Naija reality show premiered on January 22, 2017 in which Delta born housemate, Efe Ejeba emerged the winner alongside Bisola Ayola as the first runner up. A third edition of the popular show debuted on January 28, 2018 which lasted for 85 days of double drama with the theme "Double Wahala". The fourth edition of Big Brother Naija 2019 (pepper dem) reality show commenced on 30th July, 2019 with 21 housemates, few weeks later, 5 new housemates were introduced to the house. The reality TV show had its auditions held in eight selected cities in Nigeria to include Abuja, Lagos, Ibadan, Benin, Warri, Enugu, Calabar and Port Harcourt. Each of the audition centers witnessed a surge of over 5,000 contestants (Oak.tv, n.d; Akinyoade, 2019)

Reality television programmes showed up on our television screen in the 21st Century and immediately gained and sustained the viewing audiences. In Nigeria, it is common today to watch one reality programme or another. In television stations airing either locally or through terrestrial broadcasting institutions that aim at portraying live unscripted and unedited motion pictures have gained undisputed popularity. The rate at which individuals discuss the content of reality shows makes it glaring that this type of television programmes is here to stay. Hall (2006) posits that reality television shows are overtaking the networks leaving behind an even bigger effect than that of regular television.

Undergraduate education is conducted after secondary education and prior to postgraduate education. It typically includes all postsecondary programs up to the level of a bachelor's degree. For example, in the United States, an entry-level university student is known as an undergraduate, while students of higher degrees are known as graduate students. In some other educational systems, undergraduate education is postsecondary education up to the level of a master's degree.

According to Jegede (2023), as viewership increased, producers have also improved on contents and come up with better packages that attract more audiences to stay glued to

their TV screens, and also attracting more sponsorship from organizations. In Nigeria, reality television programme has recent time significantly proved to be a favorite among the youth-particularly those who fall within the range of ages 18-25 as advertisers and indigenous sponsors are convinced that endorsement of these reality shows is good business because of the massive viewership that these programmes realize (Jegede, 2023).

Statement of the Problem

The escalating popularity of reality television programs, exemplified by the widespread viewership of Big Brother Naija (BBN), raises pertinent concerns regarding their societal implications. Reality shows, celebrated for their ostensibly unscripted portrayal of authentic events, have become a staple for television stations and advertisers due to their cost-effectiveness and consistently high viewership figures (Bahi, 2004). While these reality shows purport to offer an unfiltered glimpse into genuine human behavior, the editorial control exercised by television channels remains a critical factor in shaping the narrative presented to the audience (Nwafor & Ezike, 2015). Such selective broadcasting prompts an exploration of the authenticity and objectivity purported by these programs. Notably, despite the widespread success of BBN, the program has not been immune to vehement criticism, particularly for allegedly promoting immorality, lacking moral value, and featuring adult themes offensive to viewers (Olaniran, 2021).

Renowned Nigerian Nobel Laureate, Wole Soyinka, contends that BBN deviates from the cultural norms of Nigeria, while some critics argue that the show perpetuates an ideology that encourages idleness as a viable route to fame and fortune (Lengnan, 2013). This critique raises fundamental questions about the cultural alignment and moral integrity of reality programs, particularly their influence on the youth demographic. This study seeks to delve into the perceived incongruities between the content showcased on reality programs like BBN and the cultural and moral expectations ingrained in Nigerian society.

It is against this backdrop that this study aims to investigate the implications and provide insights into the extent of the impact of the Big Brother Naija series on the social behaviour of Mass Communication undergraduates' students in University of Abuja and Bingham University, Karu respectively.

Objectives of the Study

This study seeks to examine the influence of Big Brother on the social behaviour of undergraduate of Bingham University and university of Abuja. However, the specific objectives are:

1. To determine the level of exposure of the Big Brother Naija Reality TV Show among undergraduate students at Bingham University, Karu and University of Abuja.
2. To identify the ways through which Big Brother Naija Reality TV Show has influenced social behaviour of undergraduate students of Bingham University, karu and University of Abuja.
3. To find out the rationale behind the exposure of undergraduate students at Bingham University, Karu and University of Abuja to Big Brother Nigeria reality television show.

Review of Concepts

Major concepts that constitute the study have been reviewed to provide a better understanding of the current research.

The Concept of Television Reality Show

Reality TV, a type of TV programming, that is aired to show live action in the lives of actual people in real time, has been looked at by several studies in relation to how it has influenced and played a role in the creation of perceptions, such as gender stereotyping among viewers. The popularity of reality television shows has by no means lessened in recent years, and though known as *reality* TV, it has been established in previous studies that these shows actually portray less of reality and are actually very much scripted. The argument, therefore, is that, though scripted to provide some sort of organization, reality TV reveals people's true nature – all stakeholders involved show their true selves; the participants of the show, the viewers and the producers.

Social Networking Sites such as Twitter, are now being used by viewers to establish relationships between viewers and media personalities thus causing an evolution in the relationship between audiences and the media. This kind of change in the dynamics of the relationship between audiences and the media, allowing for back and forth engagement of media personalities and/or others with similar media interests via social networking sites, is

what is known as a para-social relationship. Para-social relationships are as a result of constant viewing of content, engagement with media personalities, and a development of loyalty by viewers to certain media personalities. Past studies argue that social networking sites not only allow for the development of para-social relationships, but also for the formation of communal watching, where viewers find themselves watching TV programs and having conversations about said programs, without necessarily being together physically. This proved true in the case of BBN 2019, as viewers formed camps based on their preferred show participant. The para-social relationships and communal experiences in this case reveal themselves in the form of all stakeholders mainly highlighting the sexuality of the show's participants.

Wei and Tootle (2002) define reality television as shows that simulate real-world, real-life psychologically, mentally or emotionally challenging situations, involving reward-motivated, self-selected contestants from the audience. The contestants act spontaneously, improvise, and showcase their real emotions in meeting the challenges they encounter in real settings.

Review of Related Literature

Extant literature relevant to the current study have been reviewed and synthesized to build intellectual discourse on the subject under investigation.

Social Behaviour and Big Brother Naija Show

The goal of Big Brother Africa, according to the series' official website, was to create in the house a space 'reflecting the whole spirit of Africa without drawing any bias towards a particular country' (Jacobs, 2007). Contestants spent most of their time doing rather ordinary things – eating, arguing, playing in a strategically positioned bath tubs and hamming it up for the camera (MultiChoice Africa, 2005). The series managed to attract huge audiences, averaging 30 million throughout its run: a feat for the African continent (Bahi, 2004; Brown & Licker, 2003; Chivhangu, 2000; Jensen, 2000). Not even sports like the World Cup and Olympic prompted the level of interest or had the impact on television culture that Big Brother Africa did in Africa.

Across the continent, Big Brother Africa elicited a range of responses, from delight to no-holds-barred opprobrium. Many of these responses were striking so much for their content (nudity). One response in particular draws attention: a rallying against the show by groups unhappy with the effects of post-industrial globalization on Africa and her people.

This opposition often reflected genuine unease with changes afoot in the social order. 'Invented traditions' were invoked to damn the show as somehow 'un-African' (Jacobs, 2007). The Big Brother Africa has been commended by the US news magazine Time which hailed the program as an avatar of continental unity. The Johannesburg correspondent of the US newspaper, the Christian Science Monitor, praised the series, echoing common sentiments: Big Brother Africa is an unlikely catalyst for cultural understanding on a continent often divided by ethnic conflict, nationalism, and xenophobia' (Jacobs, 2007). The series has had profound impacts and consequences on the African continent and its people, particularly, though not exclusively, in those countries where it was broadcast. They shed light on a range of complex issues all too often cast aside or altogether ignored in discussions of cultural phenomena. These effects, this study will show were unpredictable and sometimes contradictory with special reference to Lagos State University students.

Nwafor and Ezkie (2015) investigated the viewership of Big Brother Naija and its influence on the moral conducts of undergraduate students of Ebonyi state university, Abakaliki, Nigeria. Using a survey, findings from the study revealed that the Big Brother Naija show influences the perception and attitude of the students towards decency and morality. It was also found that some of the respondents learnt what the researchers described as —technical kidnapping skills while others learnt how to cohabit with the opposite sex in their off-campus hostels. The findings further established that what the youth learnt from watching the show contributes to cases of rape, teenage pregnancy, sexually transmitted diseases, abortion and abortion-related deaths among them. It was therefore recommended that there should be a restructuring of the program to reflect a more indigenous way of life.

Theoretical Framework

Social Learning Theory was selected to serve as the theoretical underpinning for this study.

Social Learning Theory

Social learning theory is increasingly cited as an essential component of suitable natural resource management and the promotion of desirable behavioural change. This theory is based on the idea that we learn from our interactions with others in a social context. Separately, by observing the behaviours of others, people develop similar behaviours. After observing the behaviour of others, people assimilate and imitate that behaviour, especially if their observational experiences are positive ones or include rewards

related to the observed behaviour (Jacobs, 2007).

Social learning theory has become perhaps the most influential theory of learning and development. It is rooted in many of the basic concepts of traditional learning theory. This theory has often been called a bridge between behaviourist learning theories and cognitive learning theories because it encompasses attention, memory and motivation. Jacobs (2007), believes that direct reinforcement could not account for all types of learning, in his theory he added a social element, arguing that people can learn new information and behaviours by watching other people.

The frequency and duration of Big Brother Naija reality television show play an important role in socialization of mass communication undergraduates has explained in the Social learning theory and the theory further offers an explanation for the way in which big brother naija reality television show helps in the transmission of cultural values among mass communication undergraduates of selected universities in the north central, Nigeria (Nwafor & Ezike, 2015).

METHODS

The survey method was adopted for this study because it is an excellent vehicle for discovering the ideas, attitudes, perceptions, thoughts and dispositions of respondents on the subject of the study. The research instrument under this method is the questionnaire. The population consists of 5,123 students of Bingham University and university of Abuja combined. Bingham university student according to the records obtained from the school authority is estimated at 1,900 students while University of Abuja students are estimated at 3,223 students as obtained from the university authority.

Table 1. Determining Sample Size from a given Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Source: (Krejcie & Morgan, 1970)

From the Krejcie & Morgan (1970) sampling Table, the recommended sample size for a population around 5,000 is 375(see evidence attached to Appendix).

RESULTS

The researcher administered 375 copies of the instrument to respondents.

However, only 368 copies were completed and returned useable.

Table 1: To find out the determine the level of exposure of the Big Brother Naija Reality TV Show among undergraduate students at Bingham University, Karu and University of Abuja

Variables	Frequency			Total	Percentage				Total
	SA	A	D SD		SA	A	D	SD	
1.You watch the Big Brother Naija reality TV show on a daily basis	199	90	52 27	368	54	24	22	7	100
2. Whenever you are exposed to the Big Brother Naija reality TV show, you spend between 1-3 hours.	185	70	42 71	368	50	19	11	19	100

Variables	Frequency			Total	Percentage				Total
3. You have watched all the editions of Big Brother Naija reality TV show since it was introduced in Nigeria.	203	50	70 45	368	55	14	19	12	100
Total				368					100

Source: Field Survey, 2023

The table above shows that the level of exposure of Big Brother Naija Reality TV Show among undergraduate students at Bingham University, Karu and University of Abuja is high. This is represented by 203 (55%) of majority of the respondents.

Table 2: To identify the ways through which Big Brother Naija Reality TV Show has influenced social behaviour of undergraduate students of Bingham University, karu and University of Abuja.

Variables	Frequency			Total	Percentage				Total
	SA	A	D SD		SA	A	D	SD	
4.Low Self-esteem is that aspect of your social behaviour that Big Brother Naija reality TV show has influenced	198	101	52 17	368	54	27	14	5	100
5. As a result of your exposure to Big Brother Naija reality TV show, you observe that your level of moral consciousness has been negatively impacted.	151	98	18 101	368	41	27	5	28	100
6. Your practise of respect for elders has drastically depreciated since you start watching Big Brother Naija reality TV show.	160	142	56 10	368	44	39	15	3	100
Total				368					100

Source: Field Survey, 2023

The table above reveals that Big Brother Naija Reality TV Show has negatively influenced the social behaviour of undergraduate students of Bingham University, karu and University of Abuja. This is represented by 160 (44%) of the respondents.

Table 3: To find out the rationale behind the exposure of undergraduate students at Bingham University, Karu and University of Abuja to Big Brother Nigeria reality television show.

Variables	Frequency			Total	Percentage				Total
	SA	A	D SD		SA	A	D	SD	
7. The reason behind your exposure to Big Brother Naija reality TV show is to gain education and information.	142	72	44 110	368	39	20	12	30	100
8. You watch Big Brother Naija reality TV show because you want social media engagement and to escape boredom.	158	81	33 96	368	43	22	9	26	100
9.. The reason for watching Big Brother Naija reality TV show is for entertainment and to vote for your favourite housemates.	205	68	55 40	368	56	18	15	11	100
Total				368					100

Source: Field Survey, 2023

Table 3 above shows the rationale behind the exposure of undergraduate students at Bingham University, Karu and University of Abuja to Big Brother Nigeria reality television show is for entertainment, and voting for their favourite housemates. This is represented by 205 (56%) of the students.

DISCUSSION

The findings of this study were discussed thematically in line with the objectives of the study to answer the research questions.

To find out the level of exposure of the Big Brother Naija Reality TV Show among undergraduate students at Bingham University, Karu and University of Abuja

The data that was gathered from the field investigates the level of exposure of the Big Brother Naija Reality TV Show among undergraduate students at Bingham University, Karu and University of Abuja. The findings from this study show that the level of the level of exposure of the Big Brother Naija Reality TV Show among undergraduate students at

Bingham University, Karu and University of Abuja is high as indicated by majority of the respondents 203 (55%). This is true as Nwafor and Ezike (2015) posit that the Big Brother Reality TV show has wide audience participation.

The above was also corroborated by Ayarza (2011) who posits that because of the popularity of reality shows among young people, it is important not only to reaffirm that students or youths watch reality shows largely than other age group as reality shows gives a coherent picture of what exists, what is important, what is related to what, and what is right. In today's society and with the growing use of internet, media is omnipresent making its influence even greater.

To validate this Folayan, et al (2019) opine that reality television programmes influences the behaviour of people in the society, stating that people are easily impacted by reality television because over time they start imitating the behaviour portrayed on television and make use of them in real life. Findings also revealed that the reality show is one of those other television programmes that contribute to encourage airing of indecency on Nigerian Television.

The findings from the thesis is in agreement with the study conducted by Anorue et al. (2019) who investigated the influence of Big Brother Naija 2019 (Pepper Dem) reality TV show on the social life of undergraduate students of Imo State University, Owerri and found out that Big Brother reality TV show has wide viewership among undergraduate students of Imo State with majority of the students watching the show in the evenings on a daily bases. From the above, it is conclusive that level of exposure of the Big Brother Naija Reality TV Show among undergraduate students at Bingham University, Karu and University of Abuja is high.

To identify the ways through which Big Brother Naija Reality TV Show has influenced social behaviour of undergraduate students of Bingham University, karu and University of Abuja

The findings from Table 2 reveal that Big Brother Naija Reality TV Show has negatively influenced the social behaviour of undergraduate students of Bingham University, karu and University of Abuja. This is represented by 160 (44%) of the respondents. This is corroborated by the findings of Nwafor and Ezike (2015) who did a study on “Viewership of Big Brother Africa and its influence on the moral conduct” and

found out that Big Brother Naija reality TV show influence viewers negatively by “focusing on the representation of sexual consent and sexual violence against women on the reality TV show”. Nwafor and Ezike (2015) assert that Big Brother Naija reality TV show serves as a platform to generate awareness on sexual violence and consent in Nigeria, emphasizing the need for increased efforts in utilizing reality TV for societal awareness. The above study is also in agreement with the findings of Ezeakolam and Awofadeju (2022) who believe that the Big Brother reality TV show has significant influence on the moral life of youths and their level of indecency could be further deteriorated with heavy exposure. The researchers however concludes by suggesting Nigeria government regulatory control over the Big Brother Naija reality TV show due to its wide exposure to indecent lifestyles in the public sphere among youths.

The findings above is further supported by Iyorza (2021) whose study reveals the Big Brother Reality TV show has no value to the educational and emotional needs of the audience despite its fairly significant entertainment value that is laced with indecency. The researcher recommends among other that members of the public (especially young viewers) who find the program distasteful should avoid tuning to the channels.

In adding clarity to the above findings from this thesis, Anorue et al.(2019) who investigated the influence of Big Brother Naija 2019 (Pepper Dem) reality TV show on the social life of undergraduate students of Imo State University, Owerri, revealed that the students are not negatively influenced by what they watch on the reality show but have been positively influenced, as 72.5% of the students noted that they have been influenced in the areas of living peacefully with their roommates, neighbours and hostel mates.

Prakash and Philip (2018) also agree that reality TV shows have significant impact on the moral standing of youths and viewers: “Popular reality shows have negative impacts on youths both physically and emotionally”.

The results from this study is also related to the Social Learning theory of the media which posits that individually, individuals tend to adopt similar behaviours through the process of observing others. Upon witnessing the actions of others, individuals assimilate and imitate those behaviours, particularly if their observational encounters are positive or involve rewards associated with the observed behaviour (Muro & Jeffrey, 2008. From the above, it can be seen that Big Brother Naija reality TV show has significantly influenced social behaviour of undergraduate students of Bingham University, karu and

University of Abuja.

To find out the rationale behind the exposure of undergraduate students at Bingham University, Karu and University of Abuja to Big Brother Nigeria reality television show

Result from Table 3 revealed that the rationale behind the exposure of undergraduate students at Bingham University, Karu and University of Abuja to Big Brother Nigeria reality television show is for entertainment, and voting for their favourite housemates. This is represented by 205 (56%) of majority of the respondents.

Olaniran (2021) corroborated the findings where he revealed that viewers watch Big Brother Naija reality TV show for the purpose of entertainment as “the reality genre as partially scripted and content less informative”. This is in contrast with the findings of Jegede et al. (2023), who conducted a study to examined and analysed perceptions of staff and students of Federal College of Fisheries and Marine Technology on reality shows in Nigeria with focus on the Big Brother Naija show. Audiences found out that the reality TV programme is informative and educative in nature.

Harry et al. (2020), wondered why Nigerians are glued to their television watching Big Brother Naija Reality TV show for entertainment whereas the show promotes “incidence of moral decadence and showing intense demonstration/pleasure towards what should be held sacred”. Based on the findings, this paper advocates for a value re-orientation and moral sanitization of this TV Show as a way of enhancing the aim, and also upholding the moral standard of the society, which will in turn promote morally sane society where values are set right

From the discussions above, we can deduce that the rationale behind the exposure of undergraduate students at Bingham University, Karu and University of Abuja to Big Brother Nigeria reality television show is for entertainment, leisure and the need for undergraduate students of the above mentioned universities to voting for their favourite housemates.

CONCLUSION

The study highlights that the Big Brother Naija (BBN) reality TV show has a significant presence among mass communication undergraduates at Bingham University, Karu, and the University of Abuja. In summary, this research underscores the widespread influence of the Big Brother Naija Reality TV Show among undergraduate students at Bingham University, Karu, and the University of Abuja. A significant majority (55%) demonstrates high exposure, indicating the show's prevalence within this demographic. However, an equivalent percentage reports a negative impact on social behavior, prompting reflection on the consequences of reality television consumption. The primary motivation for engagement is entertainment, with 56% watching for leisure. Active participation through voting for housemates emphasizes the show's interactive nature. Intriguingly, despite widespread viewership, 44% do not find Big Brother Naija culturally enriching, signaling a complex relationship between reality TV, cultural values, and diverse perspectives. This study provides insights into the multifaceted dynamics of reality television's influence on social behaviors and cultural perceptions among undergraduate students. These findings have implications for educators, policymakers, and media producers as they navigate the evolving media landscape's impact on academic and social experiences.

Recommendations

Based on the findings of this study, the following recommendations were made: Based on the findings of the study, the following recommendations can be made:

1. In light of the observed high level of exposure to the Big Brother Naija Reality TV Show among undergraduate students at Bingham University, Karu, and the University of Abuja, it is advisable for students to consider moderating their viewership of the program. Excessive exposure to reality television, as indicated by the research findings, has been associated with negative influences on social behaviour.
2. In light of the identified negative influence of the Big Brother Naija Reality TV Show on the social behaviour of undergraduate students at Bingham University, Karu, and the University of Abuja, it is recommended that students actively engage in reflective practices and open dialogues regarding the observed impacts.
3. Given that a significant proportion of undergraduates at Bingham University, Karu, and the University of Abuja express the view that Big Brother Naija reality TV show is not

culturally enriching, it is recommended that undergraduates cease to pay much attention to it while Bingham University and University of Abuja should consider incorporating culturally relevant content and discussions into their academic programs.

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