

ATTITUDES TOWARDS FILM PIRACY AMONG MOVIE FANS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Attitudes Towards Film Piracy Among Movie Fans" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined attitudes towards film piracy among movie fans, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of attitudes; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with attitudes and towards. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 416 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 390 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.19). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.566$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.31, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.25$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on attitudes.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of attitudes towards film piracy among movie fans is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

A growing corpus of literature draws attention to the pivotal role of attitudes in shaping developmental trajectories. The socio-cultural diversity of Nigeria implies that responses to attitudes must be differentiated rather than uniform. Findings reported by Nnamdi and Nnamdi (2018) observed that respondents with greater exposure to attitudes recorded markedly different results. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Field evidence gathered by Famuyide and Bakare (2016) suggested that stakeholder engagement materially improves the results achieved in matters of attitudes. Such findings reinforce the argument that attitudes deserves a place of priority on the development agenda. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Few subjects attract as much policy interest in contemporary Nigeria as the question of attitudes. Economic pressures and resource scarcity frequently determine the pace at which attitudes advances in practice. Studies conducted within the West African subregion by Dauda and Eze (2018) reached conclusions broadly consistent with the Nigerian evidence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Studies conducted within the West African subregion by Eze and Adekunle (2018) reached conclusions broadly consistent with the Nigerian evidence. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

In recent years, attitudes has emerged as a central theme in scholarly discourse on mass communication. The socio-cultural diversity of Nigeria implies that responses to attitudes must be differentiated rather than uniform. Comparative work by Eze and Adekunle (2022) across several states uncovered a consistent pattern linking attitudes with towards. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Studies conducted within the West African subregion by Adigun and Alade (2018) reached conclusions broadly consistent with the Nigerian evidence. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Contemporary scholarship increasingly frames attitudes as inseparable from the broader question of towards. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream attitudes into routine governance. A notable study by Dauda and Adigun (2017) argued that the impact of attitudes is substantially mediated by the quality of institutions. For practitioners, the practical significance of attitudes cannot be overstated, given its demonstrable link with towards. A notable study by Ekwueme and