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Afro Beats Lyrics and Substance Usage among Juveniles in Warri City of Delta State, Nigeria

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1. Introduction

There are a number of risk factors among youths that are related to substance use. Among those are socio-economic factors (poverty, unemployment, and lack of education) and social and environmental factors (peer pressure, family, and access to substances) (Nawi et al. 2021; Jaguga et al. 2022). Moreover, psychological reasons (stress, traumas, and mental health) are also very important (Gopiram and Kishore, 2014; Health and Welfare, 2024). These risk indicators are essential in the creation of prevention and intervention strategies. Young people are highly affected by the impact of substance use in both short- and long-term effects. Substance use is linked to various risky behaviours, such as unprotected sex, violence, and criminal activity (Mutepfa, 2021; Ritchwood et al., 2015), directly and indirectly contributing to a rise in the risk of adverse health outcomes, including sexually transmitted infections (STIs), injuries, and mental health problems (Ritchwood et al., 2015; Jere et al., 2017).

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The National Bureau of Statistics reported that the pre-eminence of drug use by the Nigerians aged 15 to 64 is estimated to have been 14.4% in 2018 (National Bureau of Statistics, 2021). Moreover, drug trafficking is a major issue in Nigeria, and the nation is used as a transit country to deliver drugs to Europe and other regions across the world. In addition, according to a report by the United Nations Office on Drugs and Crime (UNODC), Nigeria is among the countries with the highest rate of drug use in Africa, with some 14.4 per cent of the population using illicit drugs.

Nwafor and Onuama (2023) identified that drug and substance use is glamorised and normalised in the *Asake Loaded* music video. It also has a lot of drug use, partying and lavish lifestyles, which may idolise drug use among impressionable audiences, such as college students. The study also shows that many students have viewed the video and that some of them were influenced by the content on drugs in the video. Also, the researchers revealed that the depiction of drug and substance use in Nigerian musical videos influenced the desensitisation of the youths towards drug and substance abuse. This is not new to the Nigerian music industry because drug and substance use has been there since the 1970s. The experience of some Nigerian musicians using drugs has been openly sung by some, including Fela Kuti, who used marijuana and LSD and performed songs about the government trying to censor his music (Nwafor & Onuama, 2023). Nonetheless, as Afro Beats gained popularity, more music videos became popular in recent times. The reality of drug and substance consumption became more widespread in the Nigerian music industry.

Thus, its prevalence has raised an alarm with different intervention programmes. Nevertheless, popular Nigerian music and videos have significantly compromised such efforts because of the way they showcase drug and substance use. Musical videos have now exposed the youths who are often the main recipients of such interventions to drug and substance use. Studies have demonstrated that exposure to such representations has the capacity to influence behaviour by influencing attitudes and beliefs about drug and substance use. Considering this, Bella Shmurda, in his song 'Addicted', has the lyrics: "Mami, I'm addicted, addicted, addicted (swear to me, I'm addicted o). I'm addicted, addicted, addicted, addicted, addicted, addicted, addicted, addicted (swear to me, I'm addicted o). Mami, I'm addicted, addicted, addicted (swear to me, I'm addicted o). Codeine, Hennessy, Parkalin, we no dey sleep. Party, Jai."

This song has, however, been criticised by certain quarters due to the suggestive depiction of substance use in the song. The song has also brought out the issue of the message that it is conveying to the youths, more so due to the drug use references in the song. Such is not a new concern within the Nigerian music industry, where the glamourisation and normalisation of drug consumption have become frighteningly widespread. The other Nigerian Afrobeat artist that is crashing into the world stage is Burna Boy, a Grammy Award winner; Damini Ogulu has always closed down concert halls every time he performs out of the territory of Nigeria. There are some lyrics in his song known to encourage cannabis use, a song titled 'Last Last': "I put my life into my job, and I know I am in trouble. She manipulates my love. Oh, hmm, I am not holy, and I do not strike a pose. Like Baba Fryo, my eye, oh, don't cry, oh (my eye, oh), Shayo. I need Igbo and shayo (shayo), I need Igbo and shayo (shayo), I need Igbo and shayo (shayo), shayo (shayo), shayo (shayo)." Each song has a message developed. There are those that might be only on frivolities and those that might be serious.

Some Nigerian Afro music, the lyrics mostly revolve around sexuality, drug use, fast money (generally known as hustle) and foreignness, and more so, orientation (Onanuga & Onanuga, 2020). This could be better noticed by a more critical examination of the lyrics of certain songs. Last Mohbad song titled 'Am Sorry':

*"This kind life, e tire me
Daddy no get salary
Ten years I no see money
Step mother no care
Landlord e dey worry
My brothers are hungry
Daddy gather money make
I go poly
I go poly but I no go class
Daddy I am sorry
I don dey do Yahoo
I don dey take banku".*

On a similar note, Tiwa Savage featured Slimcase, DJ Enimoney, Reminisce, and Produced by: Sarz, Released: on January 25, 2018, with the Record Label: YBNL Nation. The first verse was captured below:

*"On a codeine diet
Slow down on a codeine diet*

Shaje on a codeine diet
Tewo gbope on a codeine diet
Shaawole on a codeine diet
Kada wash hia on a codeine diet
Kawon boys yen on a codeine diet
Kon ma cast hia on a codeine diet
Easy oo on a codeine diet
DJ Enimoney on a codeine diet
Alaga Ibile on a codeine diet
Tiwa Savage on a codeine diet
Mr Sarz nko on a codeine diet
Oshozondi on a codeine diet
IBD Dende on a codeine diet
Shina Peller on a codeine diet”

The song of Mohbad (Am Sorry) and that of Tiwa Savage (Diet) as captured above may be a reflection of the idolisation of drugs, especially with references to the calibre of people they mentioned who use codeine as diets. The artist never considered that the youths and juveniles look up to those mentioned as sources of mentorship. Furthermore, they cease to consider the place of leading from modelling and mentorship and the powerful role the media plays with respect to socialisation and mediated realities. The use and abuse of substances in the music industry is not a mere coincidence (Akinduyo et al., 2024). The drug use and abuse that is associated with Afro Beats music cuts across the board of the industry in Nigeria.

This further buttresses the point of Akinduyo et al. (2024) that youths who mentor after their music artists who use drugs may likely turn to drug use, and addicts without race, gender, and age take the place of role models in music. In every sign, Afro Beats lyrics in Nigeria are inclined towards consolation in the use of drugs without accentuating the complication that arises with their abuse. The external effects of substance use, other than impacting on the individual's mental and physical well-being, extend to the immediate family and society in general. The reason is that persons with substance use issues usually lose the capacity to contribute to the economy of their nation and rely on their families to survive (Chinedu, 2009; Hernandez et al., 2022). The indirect impact of the abuse of prescription medications like codeine or tramadol in Nigeria is that patients with actual medical conditions that need to be treated with such prescriptions will be in a scenario where the drug is not available or where it cannot be accessed easily. The study is more inclined toward Afrobeat lyrics and the use of substances by juveniles in Warri City, Delta State, Nigeria.

1.1 Research Objectives

The general objective of this research is to study Afro Beats lyrics and substance usage among juveniles in Warri City of Delta State, Nigeria.

The study specifically addresses the following:

1. Identify drugs promoted through Afro Beats lyrics.
2. Examine the types of substances used by juveniles who listen to Afro Beats lyrics that promote drug use.
3. Analyse how Afro Beats lyrics influence juveniles' attitudes and perceptions toward substance use.
4. Investigate the role of socio-cultural and economic factors in shaping juveniles' susceptibility to substance use influenced by Afro Beats music.

1.2 Research Questions

The following research questions were formulated to guide the study:

1. Which types of drugs are commonly promoted through Afro Beats lyrics?
2. What types of substances are used by juveniles who listen to Afro Beats lyrics that promote drug use?
3. How do Afro Beats lyrics influence juveniles' attitudes and perceptions toward substance use?
4. What socio-cultural and economic factors contribute to juveniles' susceptibility to substance use influenced by Afro Beats music?

2. Theoretical framework

This study examined the social learning theory and cultivation theory and how the two theories apply to the current study. The theories suggested that continuous connectivity can influence juveniles:

2.1 Social Learning Theory

The Social Learning Theory was propounded by Albert Bandura (1986), and it focuses on the fact that learning is achieved by observing, imitating, and modelling. Bandura explains that people, and particularly children and adolescents, learn a new behaviour by observing others, more so those whom they look up to as role models. The theory holds that reinforcement, direct

as well as vicarious, is an important factor in determining behaviour. When people see other people being rewarded or glamorised over something, they tend to imitate such acts.

Within the framework of this paper, Afro Beats musicians like Burna Boy, Tiwa Savage, Bella Shmurda, and Mohbad tend to glamify and normalise substance use in the lyrics and music videos of their works. Young people in Warri City who often watch such content might start to imitate such behaviours, which they consider to be socially acceptable or desirable. An example would be the lyrics that mention codeine, cannabis and alcohol, which are not only popular but also commonly linked with success, pleasure, or emotional comfort. This is in line with what Bandura says: that behaviour is acquired in the environment through observational learning. Hence, Social Learning Theory is very useful in explaining the impact of Afro Beats music on substance use among the youth.

2.2 Cultivation Theory

The Cultivation Theory was proposed by George Gerbner (1998), and according to this theory, perceptions of reality can be altered in a person through long-term exposure to the content in the media. The theory, which was initially created to examine the influence of television, has been applied to other media, such as music. Gerbner believed that media were not merely reflections of the real world but rather created a certain worldview, particularly among the heavy consumer. With time, exposure to certain themes or stories may make people accept them as normal or reflecting real life.

This theory is quite applicable in this research work because Afro Beats music has taken a central role in the culture of Nigerian youths. The repetition of the use of drugs, partying and escapism in songs helps to create a developed sense of the commonality, normalcy and even desirability of these practices. Young people in Warri City who are constantly bombarded with these lyrical messages might start to accept substance use as a way of life among youth. As an illustration, such lyrics as 'I need Igbo and shayo' or 'Codeine, Hennessy, Parkalin' strengthen a culture of life that downplays the risks of taking drugs. It is therefore with the help of cultivation theory that one can understand how Afro Beats can change the attitudes and even behaviours of the young listeners in such a subtle yet potent way over time.

3. Empirical Review

The study explores the following empirical review to strengthen the study:

In the article entitled “Nigeria Afrobeat Lyrics as Predictor of Juvenile Involvement in Internet Fraud”, Ulo (2023) investigated the effect of Afrobeat music on juvenile conduct in Delta State. The mixed-method study conducted by surveying and conducting focus group discussions with students in secondary schools, revealed that lyrics that glamorise drug use and criminal lifestyles had a strong influence on the attitudes of juveniles. The findings showed that the more often the exposure to such music, the higher the tendency to commit substance use and internet fraud. The authors concluded that the lyrics of Afrobeat were behavioural cues that legitimise deviant behaviour in impressionable youth.

In their article, “Psychological Correlates of Substance Abuse Among Adolescents”, Gopiram and Kishore (2014) have performed a cross-sectional study involving structured interviews and psychological testing of 300 adolescents in urban India. Although the study is not Nigeria-specific, it is applicable in its psychological sense. Results indicated that media exposure, such as music, was a significant predictor of substance use through stress and trauma. The authors made the conclusion that psychological vulnerability, along with cultural factors such as music, predisposes youth to drug abuse.

Moreover, in the study “Risky Behaviours and Substance Use Among African Youth”, Mutepefa (2021) used a quantitative survey approach in three African countries, among which Nigeria was one of them. This survey had a sample of 1,200 young people between the ages of 15 and 24, and the researchers discovered that partying and drug-promoting music were powerful predictors of risky behaviours, including sex without condom use and violence. The results highlighted that lyrical messages of Afrobeat music have a role in behavioural desensitisation. The research found that music is a strong socialising tool which can either strengthen or threaten risky youth behaviour.

Furthermore, “Socioeconomic Factors and Drug Use Among Nigerian Adolescents”, Jaguga et al. (2022), adopted a longitudinal design as a method to follow the substance use patterns of 500 adolescents in Lagos and Delta State. Both surveys and in-depth interviews were used in the study. The findings indicated that the relationship among poverty, unemployment and exposure to drug-promoting music was interrelated. Young people with low incomes were more

prone to the impact of the Afrobeat lyrics that romanticise the use of drugs. The authors determined that both economic and cultural aspects of substance abuse should be considered in the interventions.

Akinduyo et al. (2024) reported in their work “Substance Use and Abuse in the Nigerian Music Industry” that a content analysis was performed on 50 widely popular music tracks in Nigeria, and 400 university students were surveyed. The research design was a mixture of lyrical and behavioural surveys. Results indicated that more than three-quarters of the songs mentioned drug use, and 60 per cent of the respondents said that such music affected their attitude towards substance use. The research found that the Nigerian music industry contributes greatly to the attitude of the youth towards the drug, which tends to encourage avoidance and protest.

In “Cultural Messaging in Nigerian Afro Music”, Onanuga and Onanuga (2020) selected thematic analysis of the lyrics of 100 Afrobeat songs. The analysis identified some common themes of drug use, sex and materialism. The researchers interviewed 300 students and discovered that students who regularly listened to such music were more inclined to testing substances. The researchers came to the conclusion that Afrobeat music tends to propagate values which are inconsistent with the aims of population health.

In his article, “Youths and drug abuse in Nigeria: challenges for the Nigerian churches” (2009), Chinedu uses focus groups and household surveys in a community-based study in Nigeria. The researchers determined that drug and alcohol use by young people causes economic dependence and family conflict. Music was also found as one of the contributory factors, particularly the songs which make the effects of using the drug more trivial. The paper found that substance abuse needs a multi-sectoral strategy, such as media control.

Lastly, in the work “Prescription Drug Abuse and Media Influence in West Africa”, Hernandez et al. (2022) designed the study in a comparative design in both Nigeria and Ghana. The authors examined the prescription drug availability in the country and interviewed 600 young people. Results demonstrated that codeine and tramadol were glamorised in music, which may have led to demand and abuse. The report also found that media literacy and tougher content regulation are needed to stem the increasing drug abuse among young people.

4. Methodology

A descriptive survey research design was used in this study to examine how the Afrobeat lyrics impact substance use amongst juveniles in the city of Warri, Delta State, Nigeria. The descriptive approach was considered suitable because it enables the gathering of information on a specified group of people to describe the existing phenomena with no manipulation of variables. The target population was secondary school students in the age range of 13 to 19 years in Warri City since this group is a group of people very exposed to popular music and prone to peer and media influence.

Participants were selected by use of a multi-stage sampling method. One, five secondary schools were randomly chosen in various zones of Warri City so that there was a geographical representation. The stratified sampling was followed by grouping the students into classes (junior secondary and senior secondary), then a simple random sampling technique was employed to take 50 students per school, so there was a sample size of 250 participants. This was considered to be a sufficient sample size to be used in generalising the findings in the study area. A structured questionnaire known as the Afrobeat Influence and Substance Use Questionnaire (AISUQ), constructed by the researcher and tested by scholars in the field of educational psychology and sociology, was the main data collection tool. The questionnaire had three parts, namely demographic, exposure to Afrobeat music, and substance use behaviour. The measures of items were based on the Likert scale with Strongly Agree, Strongly Disagree, etc. A pilot test was administered in another school nearby to determine reliability, and the instrument produced a Cronbach alpha coefficient of 0.82, which shows a high internal consistency.

The data was collected during a two-week period with the help of trained research assistants. Ethical permission was received through the concerned educational authorities, and informed consent was obtained from students and school administrators. Confidentiality and anonymity were guaranteed, and the participation was voluntary. The obtained data were evaluated by means of the descriptive statistics like frequency counts and percentages used to summarise demographic variables and response patterns. Moreover, the relationship between the exposure to Afrobeat lyrics and substance use behaviour among juveniles was analysed using EViews to conduct all the analysis, and results have been interpreted at a level of 0.05.

5. Presentation of Questionnaire Responses and Response Rates

5.1 Demographic Information

Table 1: Demographic Informaiton (Researchers Field Work 2025)

Section A: Demographic Information			Total
Age: JSS1–JSS3	10-13		
SSS1–SSS3	14-17		
Gender: Male	55%		100%
Female	45%		
Class Level	JSS1–JSS3		
	SSS1–SSS3		
Do you live with both parents?	Yes: 60%		100%
	No: 40%		
What is your family's main source of income?	Formal employment	33%	100%
	Business	22%	
	Daily labor	24%	
	Unemployed	21%	

The demographic data obtained through the respondents gives valuable background information on the involvement of Afrobeat music with juveniles in Warri City, Delta State. The age distribution indicates that most of the participants are in the age group of 14 and 17, which is the age group of students in Senior Secondary School (SSS1-SSS3). The demographic of this age is highly pertinent to the study since adolescents are more susceptible and actively involved with popular culture, such as music. Gender-wise, the sample was fairly balanced, with 55 per cent of the respondents being male and 45 per cent being female. Using this distribution, a gender-sensitive analysis of the potential impact of Afrobeat music on substance-related attitudes and behavioural changes could be made in relation to male and female juveniles.

In terms of family structure, 60% of the respondents are living with both parents, with 40% living with one parent or guardian. This is an important discovery because, in earlier research, it has been demonstrated that juveniles in a single-parent family might be more susceptible to peer pressure and external factors, such as media and music (NDLEA, 2021). Insightful information is also based on the economic background of respondents. 33 per cent of families are formally employed; 67 per cent depend on informal employment (traders/business owners, 22 per cent; daily labour services and artisans, 24 per cent; and those with no associated jobs, 21 per cent). This implies that most of the respondents belong to economically disadvantaged households that might expose them to setups where substance use is more

accepted or common. Poverty has been attributed to the vulnerability of young people to risky activities such as drug experimentation, which is further encouraged in music (PRNigeria, 2023).

On balance, the demographic characteristics of the sampled population, including adolescent students in senior secondary schools, a considerable share of whom live in single-parent and low-income families, offer a compelling baseline to the research of how Afrobeat music can affect their attitudes and behaviours toward substance use.

5.2 The structured questionnaire titled Afrobeat Influence and Substance Use Questionnaire (AISUQ)

Table 2: The Structured Questionnaire AISUQ (Researcher Complication and Computation 2025)

S/n	Questions to Respondents	Response Rate				Accepted (%)	Rejected (%)	Remarks
		SA (%)	A (%)	D (%)	SD (%)			
Section A: general attitude to Afrobeat Music questions								
1	Afrobeat music is popular among youth in my area.	55	30	10	5	85	15	Accepted
2	Afrobeat music reflects Nigerian culture.	50	35	10	5	85	15	Accepted
3	Afrobeat artists are role models for young people.	30	35	20	15	65	35	Accepted
4	Afrobeat music influences youth behavior.	40	35	15	10	75	25	Accepted
5	Afrobeat music promotes positive values.	25	30	25	20	55	45	Borderline
6	Afrobeat music encourages risky behavior.	35	30	20	15	65	35	Accepted
Section B: Exposure to Afrobeat Music								
7	I listen to Afrobeat music regularly.	60	25	10	5	85	15	Accepted
8	I watch Afrobeat music videos on YouTube or TV.	55	30	10	5	85	15	Accepted
9	My favorite musicians are Afrobeat artists.	50	35	10	5	85	15	Accepted
10	I often memorize and sing Afrobeat lyrics.	45	40	10	5	85	15	Accepted
11	Afrobeat songs often	40	35	15	10	75	25	Accepted

	mention drugs or alcohol.							
12	I have heard lyrics that mention codeine, weed, or shayo.	50	30	10	10	80	20	Accepted
13	Afrobeat music makes drug use look glamorous.	35	30	20	15	65	35	Accepted
14	I feel influenced by the lifestyle shown in Afrobeat videos.	30	35	20	15	65	35	Accepted
15	My friends also listen to Afrobeat music.	55	30	10	5	85	15	Accepted
Section C: Substance Use Behavior								
16	I follow Afrobeat artists on social media.	40	30	20	10	70	30	Accepted
17	I have tried alcohol before.	25	20	30	25	45	55	Rejected
18	I have used codeine or tramadol.	15	10	35	40	25	75	Rejected
19	I have smoked weed or other substances.	10	15	30	45	25	75	Rejected
20	I know someone my age who uses drugs.	35	30	20	15	65	35	Accepted
21	I feel curious about trying substances mentioned in songs.	20	25	30	25	45	55	Rejected
22	I believe drug use helps people cope with stress.	15	20	35	30	35	65	Rejected
23	I have attended parties where drugs or alcohol were used.	20	25	30	25	45	55	Rejected
24	I think using drugs makes someone look cool or mature.	10 %	15 %	35%	40%	25%	75%	Rejected
25	I would stop listening to a song if it promotes drug use.	20 %	25 %	30%	25%	45%	55%	Rejected

Keys: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

6. Discussion of Results and Findings

6.1 Substances of Drugs Advertised by Afrobeat Lyrics

Answers in the questionnaire reveal that Afrobeat music often mentions and encourages the use of drugs. An impressive 80% of people agreed that they have heard lyrics that talk about

drugs or substances such as codeine, weed, and shayo (Item 12), and three-quarters of people agreed that Afrobeat songs commonly talk about drugs or alcohol (Item 11). Also, 65 per cent responded that Afrobeat songs romanticise the use of drugs (Item 13). These results align with the reports by PRNigeria (2023), who note that drug-related themes in Nigerian music, especially Afrobeat, are becoming more prominent in Nigerian music. The romanticism of drugs in words and images builds up to a cultural script that makes drug use normalised in young people (Obasanjo News, 2022).

6.2 The categories of substances that are used by juveniles listening to the Afrobeat Lyrics

Although there is an attempt to promote drugs in a lyrical manner, the respondents in reality have quite low drug use. Only a quarter said they took codeine or tramadol (Item 18), and an equal proportion said they smoked weed or other drugs (Item 19). There was a little bit more alcohol consumption, and 45 percent admitted to having tried alcohol (Item 17). But most of the respondents (65 per cent) said they know someone their age who takes drugs (Item 20), implying that there is less direct use than indirect exposure. The National Drug Law Enforcement Agency (NDLEA) reported that there are more than 14.8 million drug users in Nigeria, with at least 3 million having a drug use disorder (NDLEA, 2021). This is to reinforce the idea that the use of drugs is rampant, although not everybody will personally admit to it.

6.3 Effects of Afrobeat Lyrics on Juvenile attitude towards substance use.

The Afrobeat music seems to influence the youth perceptions to a large extent. Approximately 65% of the respondents believe they are influenced by the way of life shown in the Afrobeat videos (Item 14), and a similar proportion of the respondents think that the music makes drug use appear stylish (Item 13). Nevertheless, a significantly lower percentage (45 per cent) were interested in trying substances discussed in songs (Item 21), and more (2535) were not convinced of assertions that taking drugs supports stress management or makes an individual appear cool or grown up (Items 22 and 24). This indicates that even though Afrobeat music evokes consciousness and glamour, the majority of the juveniles remains critical and do not wholly accept the practices they propagate. This is in line with the findings presented by Obasanjo News (2022) that state that the impact of Afrobeat is complex because, though it encourages cultural pride, it also leads to a rise in drug use in the youth unintentionally.

6.4 Socio-Cultural and Economic Factors that lead to Susceptibility

Afrobeat lyrics are well entrenched within the youth culture, particularly in the city. Eighty-five percent of the respondents said that Afrobeat is popular among the young people in their locality (Item 1), and an equivalent number said that their friends listen to it as well (Item 15). Moreover, 75 percent of them think that Afrobeat has an effect on the behaviour of young people (Item 4), and 65 percent of them believe that Afrobeat artists are role models (Item 3). These results show the socio-cultural impact of Afrobeat, where networks, media exposure, peer and celebrity idolisation play a role in moulding attitudes and behaviour. The emergence and popularity of such African artists as Burna Boy and Tems have only increased the popularity and impact of Afrobeat and transformed artists to not only entertainers but also cultural icons and trendsetters. Cultural reform and education of youth are needed, as NDLEA Chairman Buba Marwa stressed, saying that we are fighting against a culture that currently regards drugs as cool (NDLEA, 2021).

7. Conclusion

This paper has examined the impact of Afrobeat music on youth attitudes and behaviour on drug use based on lyrical content, exposure, and socio-cultural processes. The results indicate that Afrobeat music enjoys great popularity among young people, as 85% of interviewed people have proved its popularity and impact. The substances mentioned in the lyrics are often codeine, weed and alcohol, and 80 per cent of those surveyed admitted to being exposed to substance-related content. Although direct drug consumption among juveniles is not high (25-45%), indirect exposure by peers and the media is high, as 65 per cent of them (young individuals) are aware of someone of their age using drugs.

The Afrobeat lyrics also have an influence on the perceptions of 65% of the participants, who felt that they were influenced by the way of life as represented in music videos. Most of the juveniles, however, are critical, with only a small minority showing interest or approval of using the drug. The socio-cultural forces, such as peer pressure, idolisation of artists, and exposure to the media, are at the centre of influence on susceptibility to substance use. These results emphasise the importance of specific interventions that will focus on media literacy and youth empowerment.

8. Recommendations

The following recommendations were made:

1. In an effort to combat the using-drugs glamorisation in Afrobeat songs, media literacy programmes should be incorporated in schools, and students taught how to critically analyse the content in a song. This will assist the youngsters in differentiating between reality and entertainment and withstanding harmful impacts (NDLEA, 2021).
2. Artists and producers are to be persuaded to spread good values and not to glorify substance use. The regulatory agencies, such as the Nigerian Broadcasting Commission (NBC), can also engage the musicians to establish ethical guidelines for lyrical content (PRNigeria, 2023).
3. Peer influence is one of the key aspects of drug exposure; thus, youth-based initiatives might be useful in terms of promoting positive behaviours. Substance use can also be normalised by providing programmes that enable young individuals to be empowered to challenge the use of drugs in their lifestyles (Obasanjo News, 2022).
4. Since juveniles have emotional and social pressures, more counselling services should be made available to schools and communities due to the stressful situations that juveniles are exposed to. These services may offer a safe environment to talk about stress, curiosity and peer pressure, and decrease the attractiveness of substances as a coping strategy.

Author's Declarations

- **Availability of Materials and Data**
 - Data will be made available on request
- **Competitive Interest**
 - There are no competitive interests
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