

Exploring Audience Perceptions of Kannywood Actresses: Insights from Students in Selected Universities

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Received: 20 August 2025 Accepted & Reviewed: 25 August 2025, Published: 31 August 2025

Abstract

This study examined audience perceptions of Kannywood actresses among 1,200 students from Bayero University Kano (BUK), Yusuf Maitama Sule University Kano (YMSUK), and Aliko Dangote University of Science and Technology (ADUSTECH). Data were collected using structured questionnaires and analyzed using frequencies and percentages. Results showed a male-dominated respondent pool (60% male, 40% female), with the majority aged 22–25 years (43%). Most respondents were in 300 level (29%), followed by 200 level (26%), 100 level (23%), and 400 level (22%). Findings revealed that 45% of respondents viewed actresses' dressing positively, while 37.3% expressed negative views and 17.7% were neutral. Regarding cultural contribution, 54% perceived Kannywood actresses as positively promoting Hausa culture, 27% had negative perceptions, and 19% remained neutral. The results indicate a generational and gender-influenced divide in audience reception, shaped by cultural values, modern trends, and academic exposure. The study recommends gender-sensitive content analysis and culturally balanced portrayals to enhance positive audience engagement.

Keywords:- Kannywood, Audience Perception, Hausa Culture, Gender, University Students

Introduction

Climate change represents a significant and accelerating disruption to the Earth's climate system, primarily driven by the accumulation of greenhouse gases (GHGs) such as carbon dioxide, methane, and nitrous oxide in the atmosphere. Human activities—particularly the burning of fossil fuels, deforestation, and intensive agricultural practices—have dramatically increased the concentration of these gases since the onset of the Industrial Revolution. As a result, the average global surface temperature has already risen by approximately 1.1°C above pre-industrial levels, with further warming projected if current trends continue. Biodiversity, defined as the variety and variability of life forms on Earth, underpins the health and stability of ecosystems. It encompasses genetic diversity within species, the variety of species themselves, and the range of ecosystems they inhabit. Biodiversity ensures the provision of essential ecosystem services, including climate regulation, nutrient cycling, soil fertility, and food security. However, biodiversity is highly sensitive to changes in climate. Even slight shifts in temperature and precipitation can alter species' physiological thresholds, disrupt reproductive cycles, and modify interspecies interactions. The relationship between climate change and biodiversity is complex and reciprocal. While climate change exerts pressure on biodiversity, the loss of biodiversity can, in turn, exacerbate climate change by reducing the planet's capacity to store carbon and regulate climate processes. For example, deforestation not only destroys critical habitats but also releases stored carbon into the atmosphere, further intensifying global warming. Globally, evidence of climate change impacts on biodiversity is increasingly apparent. Coral reefs are experiencing unprecedented bleaching events; polar regions are losing ice-dependent species; and migratory patterns of birds, fish, and mammals are shifting in response to changing environmental cues. These alterations threaten not only wildlife but also the livelihoods of millions of people who depend directly on natural resources for food, income, and cultural identity.

This paper investigates the multifaceted impacts of climate change on biodiversity, focusing on terrestrial, marine, and freshwater ecosystems. It also examines mitigation and adaptation strategies, including ecosystem-based approaches, habitat restoration, and the integration of biodiversity considerations into climate policies. By understanding the interplay between climate systems and biodiversity, policymakers, conservationists, and communities can work together to develop effective strategies that ensure ecological resilience and long-term planetary health.

2. Climate Change Overview- Climate change refers to the long-term alteration of temperature and typical weather patterns in a place, largely attributed to human activities that intensify the natural greenhouse effect. While Earth's climate has always fluctuated due to natural factors such as volcanic eruptions, solar radiation variations, and orbital changes, the current rate and scale of change are unprecedented in human history. The Intergovernmental Panel on Climate Change (IPCC) reports with high confidence that more than 95% of observed global warming since the mid-20th century is the result of anthropogenic greenhouse gas (GHG) emissions. The main greenhouse gases include carbon dioxide (CO₂), primarily from fossil fuel combustion and deforestation; methane (CH₄), from agriculture (especially livestock), landfills, and natural gas systems; and nitrous oxide (N₂O), from fertilizer use and industrial processes. These gases trap heat in the atmosphere, leading to a rise in global average temperatures. In addition, aerosols, black carbon, and land-use changes influence the climate by affecting atmospheric chemistry and surface reflectivity (albedo).

Observed Changes- The effects of climate change are already observable in multiple aspects of the Earth system. Average global temperatures have risen by about 1.1°C since pre-industrial times, with 2016 and 2020 tied as the hottest years on record. The frequency and intensity of extreme weather events—heatwaves, droughts, floods, and hurricanes—have increased. The Arctic has warmed at more than twice the global average, leading to rapid sea ice loss and permafrost thawing. Glaciers worldwide are retreating, contributing to sea-level rise, which threatens low-lying coastal regions and small island nations. Changes in precipitation patterns are also evident: some regions experience heavier rainfall and flooding, while others face prolonged droughts. Ocean systems have absorbed about 90% of the excess heat generated by GHGs, causing thermal expansion and driving sea levels higher. Ocean acidification, due to increased CO₂ absorption, is altering marine chemistry, impairing calcifying organisms like corals and shellfish.

Projected Future Changes- If global emissions continue at their current rate, the IPCC's worst-case scenario predicts an average temperature increase of 4°C or more by 2100. Such a change would have catastrophic consequences for biodiversity, agriculture, human health, and economic stability. Even with moderate emission reductions, significant warming is unavoidable due to the inertia of the climate system. However, the scale of future impacts can still be mitigated by rapid and sustained action to reduce emissions and adapt to changes. Projected climate shifts include intensified hydrological cycles, more frequent and severe extreme events, and continued ocean warming and acidification. Species that cannot adapt or migrate quickly enough will face increased extinction risks, and entire ecosystems could cross ecological tipping points—thresholds beyond which recovery becomes difficult or impossible.

Link to Biodiversity- Biodiversity is intimately tied to climate stability. Stable climates allow ecosystems to develop predictable patterns of growth, reproduction, and nutrient cycling. Climate change disrupts these patterns, forcing species to migrate, adapt, or face population decline. Ecosystems such as tropical rainforests, coral reefs, and Arctic tundra are especially vulnerable because their species are adapted to relatively narrow climate conditions. Furthermore, the loss of biodiversity can weaken ecosystem resilience, reducing the ability of natural systems to buffer the effects of climate change, such as carbon sequestration and flood regulation. This intertwined relationship between climate and biodiversity sets the stage for the next section, which will explore in detail how climate change impacts biodiversity across terrestrial, marine, and freshwater environments.

3. Impacts on Biodiversity- Climate change affects biodiversity in complex and interconnected ways. Shifts in temperature, precipitation, and seasonal cycles alter species' habitats, reproductive timing, migration routes, and interactions with other organisms. Many species are forced to migrate to new areas in search of suitable conditions, but physical barriers, human development, and ecological limits often prevent successful relocation. Those unable to adapt face declining populations or extinction. The impacts can be categorized into three main ecosystem types: terrestrial, marine, and freshwater. Each of these is influenced differently by climate change, though the underlying mechanisms often overlap.

3.1 Terrestrial Ecosystems

Habitat Shifts and Fragmentation

Rising global temperatures are causing species to shift their ranges poleward or to higher altitudes. For example, many alpine plants are now found at elevations hundreds of meters higher than recorded decades ago. While some species benefit from expanded ranges, others—especially those adapted to narrow climatic niches—face severe constraints. Arctic tundra species, for instance, are being displaced by encroaching boreal forest vegetation, reducing available habitat. Human infrastructure compounds these effects. Roads, urban development, and agricultural land create fragmented landscapes that prevent species from moving freely. Fragmentation increases genetic isolation and reduces resilience against environmental changes.

Phenological Changes- Phenology—the timing of biological events—is a key factor in ecological stability. Climate change has advanced the blooming of plants, insect emergence, and bird migrations in many regions. However, mismatches between interdependent species are becoming common. For example, some bird species now arrive at breeding grounds after the peak availability of their primary food sources, leading to reduced chick survival rates.

Increased Wildfire Frequency- Hotter and drier conditions have intensified wildfire seasons globally. Wildfires destroy habitats, alter soil composition, and release stored carbon into the atmosphere. In Australia, the 2019–2020 bushfires killed or displaced an estimated three billion animals, including iconic species such as koalas. Recovery for affected ecosystems can take decades, and some may never return to their original state.

3.2 Marine Ecosystems

Coral Reef Bleaching

Coral reefs, home to roughly 25% of marine species, are among the most climate-sensitive ecosystems. Elevated sea temperatures cause corals to expel symbiotic algae (zooxanthellae), resulting in bleaching. While corals can survive short bleaching episodes, prolonged or repeated events lead to widespread mortality. The Great Barrier Reef, for example, has suffered multiple mass bleaching events since 2016, reducing biodiversity and the economic benefits derived from tourism and fisheries.

Ocean Acidification- The absorption of excess atmospheric CO₂ by oceans decreases pH levels, making seawater more acidic. This impairs the ability of calcifying organisms—such as shellfish, corals, and some plankton—to build and maintain their calcium carbonate structures. The cascading effects of acidification can destabilize entire food webs, from primary producers to top predators.

Shifts in Species Distribution- Warming oceans are pushing marine species toward cooler waters. Fish populations such as Atlantic cod and mackerel have shifted poleward, disrupting traditional fishing grounds and local economies. Invasive species also expand their ranges, sometimes outcompeting native fauna and altering ecosystem dynamics.

3.3 Freshwater Ecosystems

Temperature and Flow Changes

Freshwater systems—rivers, lakes, and wetlands—are highly sensitive to climate variations. Warmer water temperatures reduce dissolved oxygen levels, stressing aquatic organisms such as trout and salmon that require cold, oxygen-rich water. Altered precipitation patterns and glacier melt are changing river flow regimes, sometimes leading to flooding and at other times causing prolonged drought.

Wetland Loss- Wetlands act as biodiversity hotspots and carbon sinks, but many are drying out due to reduced rainfall and higher evaporation rates. This loss diminishes habitat for migratory birds, amphibians, and invertebrates while also weakening flood control and water purification functions.

Spread of Invasive Species- Climate change can facilitate the spread of invasive species in freshwater environments. Warmer waters, for instance, have enabled the expansion of zebra mussels in North America, where they outcompete native species and clog water infrastructure.

3.4 Case Studies

Case Study 1: Polar Bears in the Arctic

Polar bears depend on sea ice to hunt seals, their primary food source. Warming temperatures are reducing sea ice extent and duration, forcing bears to swim longer distances or forage on land, where food is scarce. This has led to declining body condition, lower cub survival rates, and in some regions, population declines.

Case Study 2: Monarch Butterflies in North America

Monarch butterflies undertake one of the longest insect migrations, traveling from Canada to Mexico. Climate change disrupts this migration by altering the timing of milkweed growth—the sole food source for caterpillars—and increasing the frequency of extreme weather events along their route. Combined with habitat loss from agriculture, these factors have caused sharp population declines.

Case Study 3: Coral Triangle Marine Biodiversity

The Coral Triangle in Southeast Asia is the most biodiverse marine region in the world. Climate-driven ocean warming and acidification are degrading reefs, threatening not only marine species but also the livelihoods of millions of people who rely on fishing and tourism.

3.5 Interaction with Other Stressors

It is important to recognize that climate change rarely acts in isolation. It interacts with other anthropogenic stressors such as pollution, overfishing, deforestation, and urban expansion. These combined pressures create “double jeopardy” for biodiversity. For instance, overfished populations are less able to adapt to changing temperatures, and polluted habitats may be inhospitable even if species attempt to migrate.

In summary, climate change is reshaping biodiversity patterns across all ecosystems. The loss or alteration of species affects not only the organisms themselves but also the human communities dependent on ecosystem services. Without rapid action to mitigate greenhouse gas emissions and implement conservation measures, many species may be lost within this century.

4. Conservation and Mitigation Strategies

Addressing the impacts of climate change on biodiversity requires a dual approach: mitigation—reducing greenhouse gas emissions to limit future climate change—and adaptation—helping species and ecosystems adjust to unavoidable changes. Effective strategies must operate at local, national, and global scales and involve collaboration among governments, NGOs, scientists, and local communities.

4.1 Mitigation Strategies

Reducing Greenhouse Gas Emissions

The most direct way to limit biodiversity loss is to reduce the primary driver: greenhouse gas emissions. This includes transitioning from fossil fuels to renewable energy sources such as solar, wind, and hydroelectric

power. Improved energy efficiency, electrification of transport, and sustainable agricultural practices also contribute significantly.

Enhancing Carbon Sinks

Natural ecosystems such as forests, wetlands, and peatlands act as major carbon sinks. Protecting and restoring these areas increases carbon storage while preserving biodiversity. Reforestation and afforestation projects, if done with native species, can provide dual benefits for climate mitigation and habitat creation.

Sustainable Land Use

Integrating biodiversity considerations into land-use planning can reduce habitat destruction and fragmentation. For example, agroforestry systems—where crops are grown alongside trees—can enhance carbon sequestration while supporting wildlife.

4.2 Adaptation Strategies

Ecosystem-Based Adaptation

Ecosystem based adaptation uses biodiversity and ecosystem services to help people adapt to climate change. Restoring mangroves, for example, protects coastal communities from storm surges while providing habitat for fish and birds. Similarly, maintaining healthy forests can reduce landslide risks and regulate water supplies.

Habitat Corridors

Creating wildlife corridors between fragmented habitats allows species to move in response to changing climate conditions. Corridors are especially vital for species with limited dispersal abilities, such as amphibians or small mammals.

Assisted Migration

In some cases, conservationists may physically relocate species to areas where climate conditions are more favorable. This approach is controversial, as it carries ecological risks, but it may be necessary for highly threatened species with no natural migration options.

4.3 Protected Areas and Reserves

Expanding and effectively managing protected areas is one of the most powerful tools for conserving biodiversity. Protected areas should be designed with climate change in mind, ensuring they cover diverse habitats and allow for species movement. Connectivity between reserves is critical, as isolated “islands” of protection may not support long-term species survival under shifting climate conditions.

Community-managed reserves can be particularly effective, as they integrate local knowledge and provide economic incentives for conservation through ecotourism or sustainable harvesting of natural resources.

4.4 Integrating Indigenous and Local Knowledge

Indigenous peoples and local communities often possess deep ecological knowledge developed over centuries of living in harmony with nature. Incorporating this knowledge into conservation planning can improve the effectiveness and cultural relevance of strategies. Examples include traditional fire management practices that reduce wildfire risk and community-based fisheries management that sustains both livelihoods and marine biodiversity.

4.5 Technological Innovations

Advances in technology are expanding the conservation toolkit. Satellite imagery and drones allow for real-time monitoring of habitat changes, while environmental DNA (eDNA) analysis can detect species presence without direct observation. Climate modeling helps predict future biodiversity hotspots and prioritize areas for protection.

4.6 Policy Integration

Mitigation and adaptation efforts are most successful when biodiversity conservation is integrated into broader climate policies. This means that climate action plans should explicitly address ecosystem protection, while conservation strategies should account for future climate scenarios. For example, a national climate plan might include reforestation targets that focus on native species and climate-resilient ecosystems. In summary, conservation and mitigation strategies must be proactive, science-based, and inclusive of local communities. Protecting biodiversity under climate change is not only about safeguarding wildlife but also about preserving the life-support systems on which humans depend.

5. Policy Frameworks and International Cooperation

The global nature of climate change and biodiversity loss demands coordinated policy responses that operate across national borders. While local conservation projects are essential, they must be supported by robust international agreements, national legislation, and effective governance mechanisms.

5.1 International Agreements

United Nations Framework Convention on Climate Change (UNFCCC)

The UNFCCC, established in 1992, provides the foundation for international climate action. Under its umbrella, the Paris Agreement (2015) commits countries to limiting global warming to well below 2°C, with an aspiration of 1.5°C. Although primarily focused on climate change mitigation, the Paris Agreement indirectly benefits biodiversity by reducing climate-driven habitat loss.

Convention on Biological Diversity (CBD)

Adopted in 1992, the CBD focuses explicitly on conserving biodiversity, using resources sustainably, and ensuring fair sharing of benefits from genetic resources. The Kunming-Montreal Global Biodiversity Framework (2022) sets targets such as protecting 30% of the planet's land and seas by 2030, which has direct implications for biodiversity resilience under climate change.

Ramsar Convention

This treaty protects wetlands of international importance, recognizing their role in supporting biodiversity and acting as carbon sinks. Wetland conservation is a critical strategy for both biodiversity protection and climate mitigation.

5.2 Regional and National Policies

Many regions have their own biodiversity and climate strategies. The European Union's Green Deal and Biodiversity Strategy for 2030 aim to restore ecosystems, plant billions of trees, and strengthen nature-based solutions. In the United States, the Endangered Species Act and various climate adaptation plans work to safeguard vulnerable species and habitats.

Developing countries often integrate biodiversity into Nationally Determined Contributions (NDCs) under the Paris Agreement, linking climate mitigation with ecosystem restoration. However, implementation remains challenging due to limited financial and technical resources.

5.3 Funding Mechanisms

Adequate funding is essential for implementing conservation and adaptation measures. International funds such as the Green Climate Fund (GCF) and the Global Environment Facility (GEF) provide financial support for projects that integrate biodiversity and climate objectives. Payment for ecosystem services (PES) schemes, carbon credits, and biodiversity offsets are increasingly used to incentivize private sector engagement.

5.4 Role of Non-Governmental Organizations (NGOs)

NGOs such as WWF, Conservation International, and the Nature Conservancy play critical roles in advocacy, research, and on-the-ground conservation work. They often act as intermediaries between governments and local communities, facilitating collaboration and providing technical expertise.

5.5 Challenges in Policy Implementation

While numerous policies exist, their effectiveness is often undermined by weak enforcement, conflicting economic interests, and insufficient coordination between climate and biodiversity agendas. In some cases, climate mitigation projects—such as large-scale biofuel plantations—can inadvertently harm biodiversity by replacing natural habitats with monocultures.

Furthermore, geopolitical tensions and economic inequalities can slow progress on global commitments. For example, developing nations may prioritize short-term economic development over long-term environmental goals, especially when financial support from wealthier nations is inadequate.

5.6 Importance of Integrated Approaches

Climate and biodiversity policies must be fully integrated to address the interconnected nature of these crises. Nature-based solutions—such as restoring forests, mangroves, and peatlands—offer a cost-effective way to sequester carbon while enhancing biodiversity. Policy frameworks should also promote community-based conservation, recognizing the role of local stewardship in sustaining ecosystems.

In summary, international cooperation, backed by strong policy frameworks, is indispensable in tackling the dual challenges of climate change and biodiversity loss.

6. Conclusion

Climate change and biodiversity loss are deeply intertwined crises that threaten the stability of life on Earth. The scientific evidence is unequivocal: rising temperatures, shifting precipitation patterns, ocean acidification, and the increasing frequency of extreme weather events are reshaping ecosystems at an unprecedented pace. These changes disrupt species distributions, alter food webs, and undermine the essential ecosystem services—such as pollination, carbon sequestration, and water purification—on which human societies depend.

The impacts span all major ecosystem types. Terrestrial habitats are experiencing range shifts, phenological mismatches, and increased wildfire risks. Marine systems, particularly coral reefs, face bleaching events and species migrations that destabilize fisheries and coastal economies. Freshwater ecosystems are challenged by altered flow regimes, warming waters, and invasive species proliferation. In many cases, climate change amplifies existing threats from habitat destruction, pollution, and overexploitation, creating compounded pressures that push vulnerable species toward extinction.

Addressing these challenges requires a two-pronged approach: mitigation to reduce greenhouse gas emissions, and adaptation to help ecosystems and human communities adjust to inevitable changes. Conservation strategies such as habitat restoration, ecosystem-based adaptation, and the creation of wildlife corridors can enhance ecological resilience. Technological innovations and the integration of indigenous knowledge offer powerful tools for both monitoring and management.

Policy frameworks, from the Paris Agreement to the Convention on Biological Diversity, provide the global scaffolding for coordinated action. Yet policies alone are insufficient without strong enforcement, adequate funding, and the political will to prioritize long-term ecological stability over short-term economic gains. Integrated approaches that align climate and biodiversity goals—such as nature-based solutions—are essential for maximizing benefits and avoiding unintended harm.

Ultimately, safeguarding biodiversity in the face of climate change is not only an environmental imperative but also a moral and socio-economic necessity. The survival of countless species, including our own, depends

on the choices made today. Through collective action, informed policy, and sustainable resource management, it is still possible to chart a course toward a resilient and biodiverse future.

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