

**INFLUENCE OF SOCIAL MEDIA ON SEXUAL BEHAVIOR OF UNDERGRADUATES
IN TERTIARY INSTITUTIONS IN EKITI STATE.**

BY

ILO-BOLUTIFE OREOFE OLADIMEJI

MATRIC NUMBER: SOC/13/1294

**A PROJECT SUBMITTED TO THE DEPARTMENT OF SOCIOLOGY, FACULTY OF
SOCIAL SCIENCES, FEDERAL UNIVERSITY OYE EKITI, EKITI STATE**

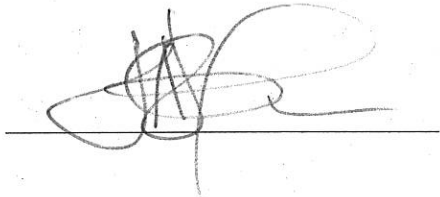
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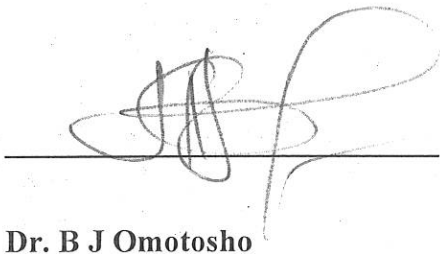
CERTIFICATION

I hereby certify that ILO-BOLUTIFE OREOFE OLADIMEJI with Matric Number:
SOC/13/1294 carried out this project in the Department of Sociology, Faculty of the Social
Sciences. Federal University Oye Ekiti, Ekiti. In partial fulfillment of the requirements for the
award of Bachelor of Science in Sociology (B.sc Sociology)



Dr. B J Omotosho

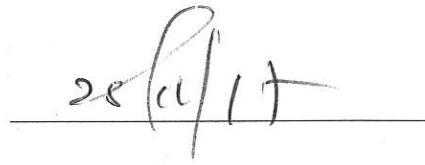
Supervisor



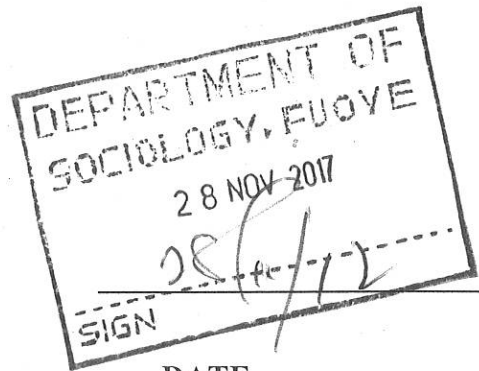
Dr. B J Omotosho

Head, Department of Sociology

Federal University Oye Ekiti.



DATE



DATE

External Examiner

DATE

DEDICATION

I dedicate this work to God Almighty for his grace throughout my stay in Federal university Oye
– Ekiti and to my wonderful parents also Mr and Mrs Ilobolutife for their priceless support.

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Jesus said “without me you can do nothing” without GOD, I would not have come this far. GOD ALMIGHTY I SAY A VERY BIG THANK YOU TO YOU. My sincere thanks and appreciation also goes to my Supervisor Dr Babatunde Joshua Omotosho who despite his busy schedule and an unforeseen circumstance still had time to supervise me and keep this work under close scrutiny.

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ABSTRACT

This study investigated the influence of social media on sexual behavior of undergraduates in tertiary institutions. The study focused on the activities undergraduates regarding the use social media platforms; the positive and negative influence of social media on undergraduates' sexual behavior and strategies to curb or eliminate the negative effects of social media.

The population of the study constituted undergraduates students in three tertiary institutions in Ekiti state namely; Federal university Oye Ekiti, Ekiti state university and Afe Babalola university from which a sample of three hundred (300) respondents were selected for the quantitative research and six (6) respondents for the qualitative research. The sampling technique used was the multi stage sampling method. Simple percentage analysis was used to analyze the quantitative data using the statistical package for social sciences (SPSS) Version 20, while the qualitative data was qualitatively analyzed in relation to the research questions formulated for the study.

The findings from this research indicated that there is a significant relationship between social media and undergraduate sexual behavior.

The researcher therefore recommended a need for sensitization, awareness about risky sexual behavior, outlawing sexual explicit content on social media platforms and government intervention by making policies and restrictions regarding social media use in other to curb or eliminate the negative effects of social media on undergraduate sexual behavior.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Our world today is a global village, the means of communication at hand in the century is seen by many in diaspora as broad and fast. The emergence of the social media is widely regarded by many as a major breakthrough and landmark in information and communication technology. The social media through its diverse platforms facilitates social interaction among individuals. Social media brings along with it social interaction, formation of relationships and the disseminating as well as receiving of information. In this 21st century, the social media shows its indispensability as it plays vital roles in influencing our way of life, our perception of the world, our economy etc. Social media through its various outlets and platforms has removed barriers affecting effective communication and has opened a channel for everybody to voice their opinion, contribute to social issues and participate actively in the mainstream of world affairs.

Social media has been mainly defined to refer to “the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship” Shabnoor and Tajinder (2016). Social media also refers to communication channels or tools used to store, aggregate, share, discuss or deliver information within online communities. It also refers to digital content-based communications based on the interactions enabled by a plethora of web technologies.” Valentini and Kruckeberg (2012) note that “social media provide a relatively inexpensive means to communicate with, and, more importantly, to enter into a dialogue with strategic publics”. The social media can be said to be the anchor of a global village due to the emergence of the internet. We now live in the

information age and this information is readily available for all to access due to the wide coverage network of the media. The social media bring along with it; information, inspiration, and enrichment that potentially improve the quality of our living. The advent of the social media has led to the rise of engaging in various activities by youths, and one of such activity is in terms of their sexual behaviors. Social media platforms such as Facebook, WhatsApp, Instagram, and YouTube are filled with a plethora of explicit sexual items which young adults have easy access to. The influx of these sexually explicit items have in one way or the other shaped, and is still shaping youth sexual behaviors.

1.2 STATEMENT OF THE PROBLEM

National Value and Heritage is a major pride of our nation Nigeria. However, our youths and other individuals no longer hold our cultural beliefs and values with utmost importance as it has always been. Moral deterioration/decadence is on the rise in our various communities most especially in the issue regarding sex. Social media is widely regarded by many as the best used and most well-known media platform used by nearly all and sundry across globe. With the social media, individuals express their feelings, thoughts, and ideas, give information, share videos, etc. The inception of Social media has also contributed to undergraduates' involvement in sexual activities. Social media platforms (Facebook, YouTube, WhatsApp, Instagram etc.) most times do not filter its content to the general public, and these contents in most cases contains sexually explicit items which affect as well as shape young adults sexual behavior. As a result, the social media becomes an avenue for young people to learn or acquire information regarding sexual activities, it also serves as an outlet for individuals to participate actively in sexual activities on social media platforms. These pertinent issues amongst others have become fresh and burning in sociological research and public concern due to the adverse effect it has on young adults like the

undergraduate students in Nigerian Universities. This study is therefore concerned with the influence of social media on sexual behavior of undergraduates in tertiary institutions.

1.3 PURPOSE OF THE STUDY

This study proposes to investigate the influence of social media on sexual behavior of undergraduates in tertiary institutions.

1.4 RELEVANCE OF THE STUDY

The community is made up of people and the day to day activities or behavior of people will determine the level of cohesion in such community. The prevalence of moral decadence is especially disturbing when the cost to both affected community and to individuals are considered. Moral decay most especially in the area of sex or sexual activities among undergraduates is a cankerworm that pervades the life of these undergraduates. This research is aimed at exposing an already known phenomenon that evaluate the influence of social media on sexual behavior among undergraduates as it relates to their relationship in the society. In view of this, the study will as well be significant in finding the relatively positive and negative influence that social media has on sexual behaviors. This study will help investigate activities undergraduates engage themselves in on social media platforms, as well as new and hidden strategies to curb or eliminate the negative effect of social media on undergraduates. It will help to create unity in the society as everyone will be opened to good information from the social media. Furthermore, findings in this study will also help other researchers interested in any of the variables mentioned in this work to source for information and insights. Also, it will be substantially helpful to managers of mass media houses, government agencies and policy makers in making policies that will affect the dissemination of information on the media of any kind. This research work will also be a major scientific landmark as it is one of the major projects in

Nigeria focusing on social media and undergraduate sexual behavior. I believe this is a contribution to the body of knowledge.

1.5 OBJECTIVES OF THE STUDY

- (i) To investigate the activities carried out by youths on social media
- (ii) To examine the positive influence of social media on sexual behavior of undergraduates
- (iii) To examine Negative influence of social media on sexual behavior of undergraduates
- (iv) To find out if individuals derive sexual pleasure from sexual activities carried out by them on social media platforms
- (v) To find out both new and hidden strategies to curb or eliminate negative effects of social media on undergraduates.

1.6 RESEARCH QUESTIONS

- (i) What activities do youths use the social media for?
- (ii) Does social media have a positive influence on the sexual behavior of undergraduates?
- (iii) Does social media have a negative influence on the sexual behavior of undergraduates?
- (iv) Do undergraduates derive sexual pleasure from sexual activities engaged on social media platforms?
- (v) What strategies should be employed in curbing or eliminating negative effects of social media on undergraduates.

1.7 SCOPE OF THE STUDY

This research work focuses on the influence of social media on sexual behavior of undergraduates in tertiary institutions. This study is limited to Ekiti state from where data will be gathered from tertiary institutions such as; Ekiti State University, Federal university Oye Ekiti and Afe Babalola University.

1.8 RESEARCH HYPOTHESIS

H0 There is no significant relationship between social media and undergraduates' sexual behavior

H1 There is a significant relationship between social media and undergraduates' sexual behavior

1.9 DEFINITION OF SEXUAL BEHAVIOR

Sexual behavior also known as sexual practice or sexual activity refers to a wide series of behavior in which individuals express, experience and display their sexuality. Sexual behavior encompasses cultural influences as well as biological elements and it usually involves sexual arousal. Sexual behavior or activity can take many forms, it can take forms such as; Oral sex, BDSM (Bondage, dominant, submissive and masochism), anal sex, autoeroticism, non-penetrative sex, penetrative sex, masturbation, self-stimulation, sex rituals etc. Sexual behavior usually leads to sexual arousal.

CHAPTER TWO

LITERATURE REVIEW

This chapter presents a review of pertinent scholarly works in relation to this study “influence of social media on sexual behavior of undergraduates”, as the review of literature is essential in creating a basic foundation for the study. The review of literature addresses the vital areas in line with the objectives of this study. The review of literature is grouped under the following subheadings;

- (i) History of social media
- (ii) Social media use in Nigeria
- (iii) Types of social media
- (iv) Characteristics of social media
- (v) Activities youths engage in on social media
- (vi) Negative influence of social media on youth sexual behavior
- (vii) Positive influence of social media on youth sexual behavior
- (viii) Theoretical framework

2.1 HISTORY OF THE SOCIAL MEDIA

Drew Hendricks (2013) on his dissertation "complete history of social media" asserted that the origin of social media has a long and deep origin. Drew Hendricks claims that although the social media seems like a new phenomenon, however their origins can be dated back to centuries. Carton (2009) cited in Simeon et al (2011) opines that, “Throughout much of human history, we have developed technologies that make it easier for us to communicate with each other. Although it was not until 1991 that the internet became available to public, Borders (2010)

posits that the use of email was made public around the 1960's. The 1960's saw the introduction of the earliest forms of the internet i.e. CompuServe. During the 1970's technology had undergone serious advancement. In 1979, Usenet allowed its users to communicate with others via a newsletter. These developments and inventions marked the beginning of social media. According to Drew Hendricks (2013), the first social media outlet was six degrees created in 1997. Six degrees allowed its users to upload/update profiles and connect with other users. The social media experienced widespread prominence after the use of blogs came into existence. The early 2000s saw networking sites such as My-space as well as LinkedIn gaining widespread popularity. Drew Hendricks (2013) also stated that social networking sites such as Facebook, YouTube and twitter came into existence between the year 2005 and 2006. The emergence of all these social media outlets created a new mode of communication and sharing of information between and among various individuals not minding the distance. In line with all these, Pcmag (2010) states that the early 2000's particularly the year 2005 saw the birth of social networking sites such as Facebook, YouTube, etc. since its inception till date these social networking sites remains the most used and most popular media outlet on the internet

2.2 SOCIAL MEDIA USE IN NIGERIA

According to scholars the Internet is regarded as the most enveloping medium of communication that has unbridled influence on all spheres of life (Okorie, 2009; Okorie, Ekeanyanwu & Obanua, 2010; Okorie & Oyedepo, 2011). The power of the Internet has significantly contributed to the augmentation and expansion of the social media in the 21st century (Okorie, Ekeanyanwu & Obanua, 2010; Okorie & Oyedepo, 2011; Okorie, Oyedepo & Usaini, 2012). Regarding the case of Nigeria the inception and introduction of social media the country's telecommunication mainstream was met with great response, wide national enthusiasm and acclaim. Nigerians by

nature are trendy persons who always want to catch up with global trends and make their voices, opinions and grievances well known. Despite challenges of governance which cause economy hardship and poor social amenities like internet facility to the national populace the people are very active in the adoption and use of social media. Although a lot of individuals in Nigeria face financial constraints in visiting cyber cafes, or enjoy better internet connection from the government as seen in many developed countries, Nigerians participate actively on social media via their small or big browsing phones courtesy of free or bonus data (megabyte) through telecommunication networks such as Etisalat, Mtn, 9mobile, and Glo who often reward their subscribers with daily, weekly or monthly data plan that gives them access to surf social media sites and other internet facility. In Nigeria, politicians, business organization, celebrities, activists, top government officials even past/current presidents and governors in the country are active users of social media platforms most especially Facebook, WhatsApp, Instagram and twitter. They make comments daily or voice out their opinions through these social media platforms. In line with this, citizens do not just use social media platforms for chatting but for several other reasons. Also, during elections, social media platforms are used as campaign grounds to support their candidate or party and also to debase or castigate opposition parties. Nigeria, the most populous country in Africa also boasts of the largest social media followership. Based on various research carried out regarding social media use, it has been found out that Nigeria ranks among the best users of social media in the world and sits at the top in Africa. In a research study carried out by Business Day (2013) about "internet and mobile users in Nigeria", it was found that: "out of the 115 million mobile telephone subscribers in the country, 35 million use their mobile device to access internet data services. According to reports, Over 20 million people in the country are active users of Facebook, while over 1.8 million Nigerians are active

twitter users. WhatsApp, Instagram, 2go, snap chat and blackberry messenger accounts for several million users also. Religious organizations are also not left out, several churches have pages, groups on social media platforms where they post spiritual messages and also keep the public informed about their various activities. Apart from worthwhile reasons and use of social media by the Nigerian populace, many individuals however abuse this privilege by creating fake profiles to scam unsuspecting Nigerians. Also, a lot of individuals rain insults and abuses on others on social media. The use of social media in Nigeria cannot be overemphasized, it cut across the desire to chat, get information, make comments, propaganda, fanaticism and many more.

2.3 TYPES OF SOCIAL MEDIA

According to Tim Grahl (2014) he identified six types of social media and they are;

(i) **Social networks:** Social networks refer to services that allow individuals to connect alongside several individuals of different or similar background or interest. E.g. WhatsApp, LinkedIn and Facebook.

(ii) **Social news:** Social news encompasses various services that allow individuals to post several news items on the internet. Users are then allowed to vote and voice out their opinions on those news items. The news with the most votes is displayed most prominently. Good examples of social news include; Digg and Reddit.

(iii) **Micro blogging:** Micro blogging involves posting short updates that are sent out to those subscribed to receive the updates e.g. twitter

(iv) **Blogs comments and Forums:** These are online forums that give users opportunities to engage in conversations by posting messages. There are various blogs and forums e.g Linda Ikeji blog, Naijaloaded etc.

(v) **Bookmarking sites:** Bookmarking sites are networking platforms that allows people to organize and save links to several sites on the internet. Individuals can tag their links to make those links easy to search and share. E.g. Pinterest and Stumble Upon

(vi) **Media Sharing:** This type of social media allows individuals to upload pictures and share videos. E.g. YouTube and flickr

2.4 CHARACTERISTICS OF SOCIAL MEDIA

Various scholars have made postulations regarding the features of social Media, however to Anthony J. Bradley (2009) he asserts that social media refers to series of nascent online media which has the following five characteristics which are;

(1) **Conversation:** Social media promotes a form of two way conversation amongst various individuals, it is in stark contrast to the traditional media which is majorly about broadcast.

(2) **Participation:** Another major characteristic of social media as given by Anthony Bradley is participation. To him, he opines that social media allows for contributions and also gives feedback chances to those interested.

(3) **Openness:** Social media platforms give opportunities to individuals to participate and get feedback about various issues. It (social media) allows for comments, conducting of online polls, and sharing of information to the general public.

(4) Community: The emergence of social media has given rise to rapid community formation and effective communication in those communities. Most communities usually share common features and interests e.g. in terms of political affiliation or issues.

(5) Connectedness: To Anthony (2009) social media relies on connecting to links to join several sites. Social media allows individuals to connect to one another not minding the distance or location.

2.5 ACTIVITIES ENGAGED IN BY YOUTHS ON SOCIAL MEDIA

There are several activities youths engage themselves in with the use of the social media, and these activities could either be morally upright or out rightly negative. Among the variety of activities youths use the social media for include the following;

2.5.1 POSITIVE ACTIVITIES YOUTHS ENGAGE IN ON SOCIAL MEDIA

(1) Education: Acquiring academic knowledge is one of the ways in which individuals use various social media platforms. It is very easy for youths to educate themselves with the help of online professionals and experts in various academic fields. Regardless of their location and education background youths educate themselves without paying for it. One of the best possible ways youths do this is via the YouTube.

(2) Information and update: Youths update themselves on the latest happenings around in the world. Most of the time, Television and print media these days are biased and does not convey the true message. With the help of social media youths get the facts and true information.

(3) Noble cause: one of the ways youths use the social media is by engaging in Noble activities e.g. promoting a non-governmental organization, social welfare activities and donations for the needy people.

(4) Awareness: youths create awareness about health issues, politics, social events etc. via the social media to educate people and contribute to their way of life in the society. E.g during the Ebola outbreak in Nigeria, a dentist Lawal Bakare, created the Twitter campaign @Ebola Alert; enlightening the public about prompt reporting and good environmental and personal hygiene.

(5) Social media has given youths the ability to harness different skills that are important in the real world: Young adults use the social media to Acquire social skills that will increase their potentials and add value to them. Sites like YouTube have thousands of educational videos that give anyone the ability to sharpen and develop their various skills and talents, for example, playing the keyboard or guitar, learning how to swim and even cooking.

(6) Business promotion: Youths promote their businesses with the help of social media platforms. Individuals who are into online businesses e.g. multi-level marketing use these platforms to advertise their business to the entire world. E.g. individuals into forever living (multi-level marketing) use Facebook, Instagram, WhatsApp, etc. to advertise the company product to the general public in order to generate sales.

(7) Connectivity: One of the major reason youths make use of the social media is to connect with friends, families, business associates etc. And a major advantage of the social media is that people from anywhere can connect with anyone regardless of the location.

(8) Posting expert opinion on a social issue: Most Youths use social media platforms to pour out their minds on social issues, whatever thoughts they have about a trending topic or an issue bothering them, they tell the world about it. This helps strengthen their credibility and let their audience know they are not online loafers.

2.5.2 NEGATIVE ACTIVITIES YOUTHS ENGAGE IN ON SOCIAL MEDIA

(i) **Cyber bullying:** Cyber bullying refers to the willful and repeated harm inflicted through the use of computers, cell phones and other electronic devices. It specifically refers to instances where youths use technology to harass, threaten and humiliate their peers. E.g. youths can send hurtful messages to others or spread rumors using their smart phones and tablets. All this incidence occur via the use of social media platforms (Facebook, WhatsApp, YouTube, Snap chat etc.). In some cases this has resulted in the death of those bullied.

(ii) **Fraud and Scams:** Social media platforms are often used by individuals to swindle unsuspecting victims. Various crafty individuals create fake profiles and identities of celebrities or top government officials to extort money from their followers. The social media has further fueled scams, identity theft and other fraudulent activities. Furthermore, Individuals who regularly update their status about their whereabouts leave themselves prey to armed robbery, kidnappings etc. E.g. If you update your status saying you are out of town on a trip, it invites burglars into your home. Nigerian born Billionaire kidnapper Evans said he got information of his victims through the social media most especially Facebook.

(iii) **Sharing explicit items:** This seems to be a particular norm amongst youths. Social media sites are failing To Protect us from Porn and sexually explicit items. Sharing and watching explicit items (pornography), pervades the social media. Youths use social media platforms like the Facebook, WhatsApp, snap chat and YouTube to engage in this acts.

2.6 NEGATIVE INFLUENCE OF SOCIAL MEDIA ON YOUTH SEXUAL BEHAVIOR

The Social Media has continued to evolve overtime and its evolvment will still continue. Though created for worthwhile reasons, social media platforms have been hijacked and plagued

by so many evils one of which involves youth sexual behaviors. There are various negative sexual vices committed via social media platforms (Facebook, WhatsApp, YouTube, and Instagram.) By youths. For this research, three sexual behavior will be examined which are;

- i. **Sexting**
- ii. **Pornography**
- iii. **Cybersex**

2.6.1 SEXTING AS A FORM OF NEGATIVE SEXUAL BEHAVIOR AMONG YOUTHS

Girl: am about to have my shower

Boy: That sounds sexy

Girl: am going to rub my genitals thinking about you

Boy: am going to do likewise also.

Boy: Girl you look so sexy

Girl: laughs!!! Thanks

Boy: can you send me your nude picture

Girl: would love to, but i don't trust you, you might show your friends

Boy: I swear i won't show anyone

Girl: You promise

Boy: Yes

Girl: sends picture.....

This and many more are common sexting behavior among youths. Young people are growing up in an increasingly sexualized world driven by technology (McGrath 2009), Sending and receiving text messages, taking photos and accessing the internet are mobile phone activities that have been taken up at ever-increasing rates by young people (Mackay & Weidlich 2009; Brown & Bobkowski 2011). The teenage sexting statistics is becoming alarming, this particular sexual activity engaged in by young adults has its consequences but these very same young adults are oblivious to the grave ramifications sexting can have. (Shame, suicide, isolation etc.). Sexting is defined as getting, sending or promoting sexually overt images or sexually expressive messages including their own nude images of private areas and others via cell phones, internet and other electronic devices (Houck et al, 2013). (Temple et al, 2012) also explain sexting as a combination of the words sex and texting, the practice of electronically sending sexually explicit images or messages from one person to another. The term is being applied to situations of sending self-created nude or semi-nude sexually provocative images or sexually explicit text (Nancy Willard; 2010). Sexting has been conventionally defined as exchange of sexual messages or images (Livingstone et al., 2011) the issue of Sexting is not a new phenomenon to every individual as it has been in existence for quite some time now. According to (Lohmann, 2012), in history sexual material has been spread via drawings, photographs, and videos. In recent times, sexting has become a common issue among youths which has its impact on their physical, social and psychological health. This days, new communication technologies and social media network platforms such as; WhatsApp, Facebook, Instagram, YouTube play a significant role in the lives of young people, particularly teenagers (Valkenburg & Peter, 2011). Regarding the issue of sexting, WhatsApp and Facebook play leading roles. WhatsApp and Facebook are messaging

service where users can share pictures, text or videos, either with one person or within a group of multiple users. Young adults use WhatsApp and Facebook to sex-text with other individuals as they view it as a private messaging tool without the prying eyes of the public. This is further fueled by the fact that social networking sites like WhatsApp and Facebook has sexting groups and group links where people can join with ease and carry out their sexual desires.

2.6.2 WHY DO YOUTHS ENGAGE IN SEXTING

According to Tim Woda (2014) two major reasons why individuals' sex-text are;

(i) **Curiosity for sex:** When young adults watch sexual activities on social media platforms, it will accelerate sexual initiation and create curiosity which will ultimately lead to exploring and testing particularly with these young adults. Youths may be curious to know and watch how others look naked and easily provoked by nudity. So for, exploration and experimentation this young adults initiate sexting (Raychelle Cassada Lohmann, 2012).

(ii) **Peer pressure:** A study was conducted by (University of Melbourne, 2011) which involves 33 young people (15 male and 18 female) aged 15-20 and they were interviewed individually. Boys discussed that they were forced by their peers to have girls' images on their mobiles and computers. They said if they refrained from involving in the activity they were considered gay or could be removed from their groups. Girls experienced pressure from boyfriends or strangers to respond on exchanging sexual materials.

Another factor which causes sexting among youths is the issue of **love**.

2.6.3 HOW DO YOUTHS PERFORM SEXTING

There is no specific way in which young adults sextet, there are many methods individuals sextet via WhatsApp and Facebook and one of such ways is sending a sex emoji or smiley first, the individual sees this and responds. If the response is favorable, the sext begins by saying words

like am thinking about you touching myself, am so wet right now etc. as the sext continues, individuals stimulate their private parts and begin to create sexual fantasies. These sexual fantasies are usually shared between both individuals e.g a boy sexting a girl during the heat of the sexting may tell her am thinking of you stroking my genitals with your hands. As the sexting act heightens, individuals may masturbate to further heighten the situation.

Sexting is a sexual behavior performed by youths via social media platforms most especially on Facebook and WhatsApp. And this form of sexual behavior is not without its consequences. However various mechanisms and strategies have been put in place to reduce sexting to the barest minimum e.g. In Pakistan, their constitution guarantees freedom of speech but Pakistan Telecommunication Authority gave carriers a list of 1,600 words to ban. Moreover, it says that the words and phrases banned comprise of 1,109 English words and 568 in Pakistan national Urdu language, so Pakistani citizens will find it hard to send ridiculous texts.

2.7 PORNOGRAPHY AS A FORM OF NEGATIVE SEXUAL BEHAVIOR AMONG YOUTHS

Potter Stewart asserts that although pornography may be difficult to define, he knew it when he saw it (Malamuth 1993). This famous statement highlights the difficulties of definition. However pornography can be said to be defined as visual images, writing, or speech that is used to arouse lustful sexual desires. Viewing or interacting with pornography can become an addiction when it begins to regularly interfere with everyday life and negatively impact relationships with others. Pornography (often abbreviated porn) is the portrayal of sexual subject matter for the purpose of sexual arousal.

2.7.1 FACTS ABOUT PORNOGRAPHY

- (1) Porn sites receive more regular traffic than Netflix, Amazon, & Twitter combined each month.
- (2) 35% of all internet downloads are porn-related.
- (3) Porn is a global industry worth \$97 billion
- (4) In the year 2016, more than 4,599,000,000 hours of porn were watched on the world's largest porn site.

2.7.2 WHY YOUTHS WATCH PORNOGRAPHY

There are several reasons why youths watch pornography, some of which are;

- (i) **Curiosity:** young adults are usually always curious and fascinated by what others do for sexual enjoyment and what it looks like. E.g people who love playing ball also loves watching other people play ball. Same thing goes for sex, youths who love sex also love watching people have sex.
- (ii) **Variety:** From music to food, individuals enjoy variety. Sex is no different for them. For many youths pornography is a way to enjoy a little taste of sexual variety.
- (iii) **Inspiration:** youths who want to indulge in sexual acts and find it hard to get in the mood often use porn to achieve their desires. When they become sexually aroused, they in turn engage in sexual relationships with their partners or peers.

For the ladies, it serves as a means of doing comparison shopping: ladies watch porn to compare their sexual mate or partners to other men.

2.7.3 YOUTUBE AND PORNOGRAPHY

YouTube is the largest user driven video content provider in the world, with YouTube users are able to watch and share videos. YouTube is a key platform for socially enabled media diffusion, on YouTube Users create individual accounts, links, and channels and also enables users to comment on other users' videos and accounts. On YouTube, there are hundreds of millions of pornographic content having categories such as; Masturbation, Ebony, Blowjob, HD Porn, Threesome etc. Visitors to these porn sites are mostly youths, they spend hours watching various pornographic videos and even uploading those created by them. By watching this video, they become sexually aroused, and even moan/make sex noises like those who are actually engaging in the act. After watching it, they in turn want to practice these acts or may practice these acts on themselves or with others while watching it.

2.7.4 INSTAGRAM AND PORNOGRAPHY

Instagram is both a photographic apparatus and a software object, a culture whose origins are in snapshot/instant camera photography, and a technology which relies on the mobile digital platform of the iPhone (Zachary McCune 2011). It was launched on October 6th 2010 and As at April 2017, Instagram is said to have over 700million users worldwide. Instagram was initially thought be safe from pornographic contents, but this is not true as porn videos are hidden with hashtags and codes such as (#fuck, #self-pleasure etc. all containing explicit videos). Also on Instagram, Arabic hashtags have been used to hide pornography contents. On Instagram, pornhub has over 2.7m followers, with over 516,081 explicit contents. While "Fuck" has over 3,947,209 public posts. Young adults watch these videos and get sexually aroused and sometimes, they upload videos of themselves stimulating their private part or breast to the public.

Youths see pornography as one the ways to get sexually aroused and fulfil their sexual desires, and what better avenue than the use of Instagram as it has millions of sex videos.

2.7.5 WHATSAPP AND PORNOGRAPHY

WhatsApp is a social media platform for instant messaging service on smartphones. It uses the Internet to make voice calls, one to one video calls; send text messages, images, videos, documents, user location, audio files, phone contacts and voice notes. As a result of these features on WhatsApp (video calls, voice notes) it is not devoid of pornographic contents as individuals create porn groups, and upload explicit videos for people to watch. Also, individuals stream live sexual activity through video calls on their WhatsApp to the general public. Apart from streaming live sexual activity to the public, individuals also engage in a video form of sex wherein they make video calls on WhatsApp and begin to engage in sexual activities with other participants.

2.7.6 FACEBOOK AND PORNOGRAPHY

Facebook is an online social media and social networking service based in Menlo Park, California. Pornographic videos on Facebook are not a new phenomenon. As we have tags such as adults only 18 +, erotic videos where Porn Pages are created and porn videos are uploaded so individuals can watch these videos. Pages like pornhub on Facebook serve as a meeting point for those who seek to watch these videos. Youths who watch pornography and explicit contents online experience sexual pleasure in so many ways.

To some, pleasure is derived from sex sounds and moaning from the ladies and men involved in such act. For some, group sex which involves public humiliation especially when the women are humiliated give them sexual pleasure. Strange it may seem, but for some others, the idea of rape

fantasies of pornographic rape gives sexual pleasure to them. A situation whereby a lady is totally dominated and treated to harsh and severe sexual practices.

2.8 CYBERSEX

In a world where everything from banking and shopping to education, matchmaking can be found online, the speed, availability and convenience of the internet in combination with sexually oriented materials create the potential for the next sexual revolution. Cybersex is defined as the process in which individuals use the internet to engage in sexual expression or sexually gratifying activities that may include looking at pictures, engaging in sexual chat, exchange of sexual emails and cybering where both parties masturbate while exchanging sexual chat online. Schneider (2004) defines cybersex as engaging in sexual self-stimulation while online with another person. The Social media is becoming an increasingly popular way of accessing erotic sexual material and participating in online sexual fantasies.

According to Cooper (2004) cybersex involves using the internet to engage in sexually gratifying activities. Cybersex is commonly performed in Internet chat rooms and on instant messaging systems. Cybersex, also called computer sex, Internet sex, net-sex and, colloquially, cyber or cybering, is a virtual sex encounter in which two or more people connected remotely via computer network send each other sexually explicit messages describing a sexual experience. This kind of sexual behavior is common among YouTube users, WhatsApp users including Instagram users. Social media platforms are becoming an increasingly popular way of accessing erotic sexual material and a venue for participating in online sexual activities.

2.9 POSITIVE INFLUENCE OF SOCIAL MEDIA ON YOUTH SEXUAL BEHAVIOR

Although the social media is known for its widespread possession and delivery of sexually explicit items to the public. It however has positive influence on youth's sexual behavior. The social media through its different platforms is beginning to fight against unscrupulous activities taking place in its stead. Anti-pornography campaigns have been launched such as; 'Fight the New Drug movement which was first launched in America in response to the growing porn-demic and is getting teens all over the world fighting back against the porn industry. Fight the New Drug South Africa was also launched in Cape Town in 2014 through various social media platforms (Facebook, WhatsApp, YouTube, and Instagram). All these have been carried out so as to prevent the negative effects that come with engaging in such acts such as; suicide, addiction, sexually transmitted infections etc. Social media is beginning to help youths develop positive sexual behaviors through its various campaigns like; Think before you post, "If you have to think about hitting send, don't hit send". The social media have also encouraged youths to stop the watching of pornographic contents, sexting and engaging in cybersex as it spells out the severe repercussion that comes with it.

2.10 SOCIAL LEARNING THEORY

Social learning theory focuses on the learning that occurs within a social context. It considers that people learn from one another, including such concepts as observational learning, imitation, and modelling. Among others, Albert Bandura is a leading proponent of this theory.

Social learning theory is also referred to as social cognitive theory, modelling or observational learning. It (Social learning theory) was propounded by Albert Bandura in the 1960s. He posited that human learn/imitate behaviors from those who performs such behaviors. The global world in which we are today, the social media plays a vital role as its message becomes the source of

observational learning. To learn adequately from the media, an individual must be exposed to the media, then be able to retain and recall the event, and lastly be able to translate their perception of the media into an appropriate response. This theory has to do solely with the social media and how it influences individual sexual behavior, more so, this theory is applicable in any situation. Social Learning Theory is one of the most widely used theories in mass communication. According to this theory the media are active but subtle educators in teaching readers, viewers, listeners about the world. Modelling can happen as a positive or negative process. Cybersex, sexting and pornography are negative modelling and any activity that is of rewarding manner like social service is a positive modelling. For Example Movies, videos, soap operas, and Television Advertisements play a major role in the modelling process of an individual. The celebrity endorsements, products used by actors through movies/soap operas, the character of actors in movies/soap operas may shape the attitudes and values of people who are exposed to them. A person observes/watches them and tends to copy them. Whatever they see through media, they imbibe those and reflects in their behavior and lifestyle. Nowadays social media plays a major role in behavior modelling. If people are exposed to negative sexual explicit content, then they will inculcate negative sexual behavior in their day to day life too. Modelling theory is about learning through imitation and identification. Media dictates how we live our lives. What we possess, what we are, how we are perceived tells our social status and we modify it according to the media content and other external factors that we are exposed to.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter describes the method used in collection and Analysis of data. It discusses the research design, Study area, population of study, sample size, sampling technique, method of analysis and data presentation.

3.1 RESEARCH DESIGN

Research Design is the plan, structure, and strategy of investigation conceived so as to attain answers to research questions and to control Variable (Ogunbameru 2010). There are three purposes of research design;

- (i) To provide answers to questions
- (ii) To control variance
- (iii) To outline conclusions (Ogunbameru 2010).

The type of research design that was used in this study is the survey method; this method is one which involves collection of data to investigate existing phenomena. Psychologists and sociologists use surveys to analyze human behavior, survey is also used to meet the more pragmatic needs of the media.

3.2 STUDY AREA

HISTORICAL PROFILE OF EKITI STATE

Occupying an area of 700sq km, undulating gently in the south and west generally, flat in the central and northern parts, Ekiti is bounded in the south by Iju/itaogbolu, Ifedore and Owo local governments of Ondo state; in the east by Akoko also of Ondo state; in the west by Osun state

and in the north by Kwara and Kogi state. Popularly known as the Land of honour, Ekiti state was created on October 1st 1996 by the late Former Head of state General Sani Abacha. The people of Ekiti are predominantly agrarian although, cash and food crops are grown extensively in old style land-holdings with little or no input or modernization equipment. In addition to the above, Ekiti indigenes attend in their thousands universities and other tertiary schools in all parts of Nigeria. Indeed it is almost unknown for a polytechnic, university, college of technology or of education located anywhere in Nigeria not to have a large number of Ekiti indigenes as students and in many cases also academics and administrative staff. This is the reason why people refer to Ekiti as a land of 'book-crammers'. In terms of religious affiliations, Christianity and Islam are the two religions prevalent in the state while the traditional religion is practiced by a few. Peter Ayodele Fayose (born 15 November 1960) serves as the current governor of Ekiti State in Nigeria.

HISTORICAL PROFILE OF OYE EKITI

Oye is a Local Government capital and town situated in Ekiti state. Its boundary in the north lies in Ilemeje while it is bounded on the south by Ifelodun, Ikole to the east and Ido to the west. Oye Ekiti boasts of a growing student community hosted by the Federal University Oye and Crawford University. Oye Local Government Area was established from the former Ekiti North Local Government on May 17 1989. Majority of its inhabitants speak Yoruba with only few dialectical variations.

HISTORICAL PROFILE OF ADO EKITI

Ado Ekiti is a city located in southwest Nigeria, the state capital and headquarters of the Ekiti State. Research shows that some people of unknown historical origin occupied this particular

region about eleven thousand (11,000) years ago. These people were supposedly ancestors of Igbon near Ogotun, Erijiyan, Ijero, Ulesun and Asin (near Ikole). These ancient people were the ancestors of Ekiti. After many generations, a new wave of immigrant groups penetrated this homeland; their leader as Ewi, second successor of Prince Biritiokun, Son of Oduduwa, on account of his wanderings all the way from the Benin forests came to this homeland. Ulesun people welcomed them warmly and neighboring committees came together to assist the Ewi's in their settlement. Eventually, Ewi and his people overthrew the existing political structure, conquered Ulesun community, displaced its ruler Elesun and established a new town, Awamaro named Ado, meaning 'here we encamp'. Ado-Ekiti is one of the towns of the north-eastern territory of Yoruba land and passed through a succession of military, political and cultural changes from the time of Ewi Awamaro (circa 1310 A.D) who migrated there to form what became Ado-Ekiti.

3.3 POPULATION OF THE STUDY

This refers to the unit or universe from which samples will be selected for the study. The population for this study consists of undergraduate students in higher institutions In Ekiti state particularly undergraduate students of Ekiti State University, federal university Oye Ekiti and Afe Babalola University out of the host of universities in Ekiti state.

3.4 SAMPLE SIZE

For the quantitative method, the researcher used a sample size of three hundred respondents. Having an equal representation of one hundred (100) undergraduate respondents in each of the three institutions (Ekiti state university undergraduate students, Federal university Oye Ekiti undergraduate students and Afe Babalola university undergraduate students). While for the interview, the researcher used six respondents (3 males and 3 females)

3.5 SAMPLING TECHNIQUE

For the quantitative collection of data, the researcher adopted the multi stage sampling technique. Multi stage sampling is an extension of cluster sampling. It involves. Selecting the sample in stages. I.e. selecting samples from samples. E.g. using the Nigerian universities as example, what you need to do is to select a number of universities at random, from these universities, select a faculty or faculties, and from these faculties, you select a department or number of departments. Three higher institutions was selected for the purpose of this research (Federal university Oye Ekiti, Afe Babalola University and Ekiti state university) from a host of higher institutions in Ekiti state. Out of the seven faculties in federal university Oye Ekiti the faculty of science was selected for the research (Department of Computer science and Micro biology) (50 questionnaires distributed in both departments). In Afe Babalola University, out of five faculties (colleges) the faculty of social and management sciences was selected, specifically department of public administration (100 questionnaires were shared). In Ekiti state university, out of Ten faculties, the department of social science selected, specifically the department of Economics (100 questionnaires was distributed). For the qualitative aspect which is the interview, six (6) interviews were carried out in federal university Oye Ekiti in the department of Sociology.

3.6 METHOD OF DATA COLLECTION

A mixed method of data collection was employed in this research as both quantitative and qualitative method was used in the collection of data. For the quantitative method, the questionnaire was used, while a recorder was used for conducting the interview.

3.7 METHOD OF DATA ANALYSIS AND DATA PRESENTATION

In this study, the data generated was analyzed using the statistical package for social science (SPSS). The researcher adopted both quantitative and qualitative methods of analysis. The

Quantitative analysis employed the use of tables where data are quantified in frequencies and simple percentages. On the other hand, each result was qualitatively analyzed in relation to the research questions formulated for the study.

3.8 VALIDITY AND RELIABILITY OF INSTRUMENT

The commonest definition of Validity is epitomized by the question "are we measuring what we think we are measuring". Reliability refers to the accuracy or precision of a measuring instrument. In testing for the validity and reliability of the research instrument a pilot study was conducted, the project supervisor also scrutinized the entire instruments to ensure that the major issues raised were covered and to also verify the authenticity of the instrument. All this gave the instruments face validity or credibility.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

In this chapter, the researcher presented the results of the analysis of primary data gathered through questionnaire administration to various respondents in tables showing frequencies and percentages. The result and interpretation of the research hypothesis earlier stated in chapter one of the research work were also presented.

Out of a total of 300 copies of questionnaire distributed, all were dully filled and returned. This give a return rate of 100% for the study. Therefore, the study used the data collected for the purpose of the analysis and test of stated hypothesis.

4.1 Data Presentation

Table 4.1: Distribution showing the demographic data of the respondents

VARIABLES		FREQUENCY	PERCENTAGE
GENDER	Male	168	56.0
	Female	132	44.0
	Total	300	100.0
AGE GROUP	18-22	175	58.3
	23-26	91	30.3
	27-29	25	8.3
	30 and above	9	3.0
	Total	300	100.0
ETHNIC GROUP	Yoruba	191	63.7
	Igbo	89	29.7
	Hausa	2	.7
	Others	18	6.0
	Total	300	100.0
Other tribes	Ebira	2	.7
	Edo	7	2.3
	Igede	2	.7
	Tiv	6	1.7
	Ukuani	1	.3
	Total	18	100.0

Source: Researcher's survey, 2017

Table 4.1 presents the demographic distribution of the respondents. The table shows the gender distribution of the respondents. It depicts that 168 which is 56.0% of the respondents are males while 132 (44%) are females. The table also shows the age group. The result depicts that 175 (58.3%) of the respondents are within age group 18-22 years, 91(30.3%) are 23-26 years, 25(8.3%) are within 27-29 years while the remaining 9(3.0%) are 30 years and above.

The ethnicity distribution of the respondents is also presented in the table 4.1. The result shows that 191(63.7%) of the respondents are Yoruba, 89(29.7%) are Igbo, 2 respondents are Hausa while the remaining 18 belong to other ethnic group. Out of the 18, 2 are Epira, 7 are Edo, 2 are Igede, 6 Tiv and finally 1 is Ukani.

Table 4.2: Distribution showing the marital status and religion affiliation of the respondent

VARIABLES		FREQUENCY	PERCENTAGE
MARITAL STATUS	Married	40	13.3
	Single	255	85.0
	Divorced	5	1.7
	Total	300	100.0
RELIGION	Christianity	251	83.7
	Islam	49	16.3
	Total	300	100.0

Source: Researchers survey, 2017

The marital status of the respondents is presented in the table 4.2. It depicts that 40 which account for 13.3% of the total respondents are married, 225(85.0%) are single while 5(1.7%) are Divorced. Also, the respondents religion distribution is depicted in table, 251(83.7%) are Christians while the remaining 49(16.3%) practice Islam.

Table 4.3: Distribution showing how frequent the respondents use social media

VARIABLES		FREQUENCY	PERCENTAGE
How frequent do you use the social media	Very frequent	185	61.7
	Frequent	92	30.7
	Seldom	15	5.0
	Not at all	8	2.7
	Total	300	100.0

Source: Researchers survey, 2017

The table 4.3 shows how often/frequent the respondents use social media. The result shows that 185(61.7%) are very frequent on the social media platforms, 92(30.7%) are frequent, 15(5.0%) rarely use social media while 8(2.7%) not at all frequent on it.

Table 4.4: Distribution showing the social media used by the respondents

VARIABLES		FREQUENCY	PERCENTAGE
Which social media platforms do you use most	Facebook	102	34.0
	WhatsApp	133	44.3
	Instagram	14	4.7
	Youtube	48	16.0
	Others	3	1.0
	Total	300	100.0
Others, Specify	2go	2	66.7
	All	1	33.3
	Total	300	100.0

Source: Researchers survey, 2017

Table 4.4 shows the media platforms mostly used by the respondents. The result depicts that 102(34.0%) respondents use mostly Facebook, 133(44.3%) are always on WhatsApp, 14(4.7%) use Instagram mostly, 48(16%) use Youtube while 3(1.0%) respondents use other social media platform mostly. Out of the 3 other respondents, 2 use 2go often while 1 use all. The implication of this result is that majority of the respondents use WhatsApp mostly.

Table 4.5: Distribution showing activities engaged by undergraduates on social media

VARIABLES		FREQUENCY	PERCENTAGE
I use social media platforms majorly to chat and connect with friends	Yes	280	93.3
	No	20	6.7
	Total	300	100.0
I use social media platforms to stream and watch videos	Yes	206	68.7
	No	94	31.3
	Total	300	100.0
Equipping myself academically is what I use social media platforms for	Yes	238	79.3
	No	62	20.7
	Total	300	100.0
News, information and updates are basically the activities I engage myself with on social media platforms	Yes	251	83.7
	No	49	16.3
	Total	300	100.0
Social media platforms like Facebook, Instagram, Youtube and WhatsApp are used by me for business purposes only	Yes	75	25.0
	No	225	75.0
	Total	300	100.0
I use social media platforms to create awareness about social issues	Yes	213	71.0
	No	87	29.0
	Total	300	100.0

Source: Researchers survey, 2017

Table 4.5 presents the distribution showing activities engaged by undergraduates on social media. The table shows the result on whether social media platforms are majorly use to chat and connect with friends. It is revealed that 280(93.3%) of the respondents affirm that they use social media to connect friends while 20(6.7%) reject this. This result implies that majority of the respondents use social media to make friends.

Also the table reveal the result on the use of social media for watching videos, the result depicts that 206(68.7%) accept that they use social media platforms to stream and watch videos while 94(31.3%) reject this. Furthermore, the table presents the result of the use of social media platforms. Majority of the respondents which stand at 238(79.8%) agree that they use social media to equip themselves academically while 62(20.7%) reject this.

The result of the use of social media platforms for news and information update is also presented in the table 4.5. 251(83.7%) respondents affirm that they basically use social media to get news, information and updates while 49(16.3%) reject this. The table also presents the result on if social media platforms are used by respondents for business purposes only, 75(25%) of the respondents agree to have been using social media for business activities while majority of the respondents 225(75%) reject this.

Finally, the table also shows the result of using social media platforms to create awareness about social issues by the respondents. It shows that 213(71%) of the total respondents use these platforms to broadcast social activities while 87(29%) reject this.

Table 4.6: Distribution showing other activities the respondents use social media platform for

For other activities you use I use social media platforms for not listed above, kindly specify	Frequency	Percentage
academic purpose	2	2.3
Business	1	1.1
business advert	6	6.8
business transaction	1	1.1
chat with friends	2	2.3
Chatting	5	5.7
Downloading	4	4.5
entertainment gossips	2	2.3
Entertainment sport	4	4.5
games and fraud	6	6.8
get user's data programmatically	1	1.1
information search	5	5.7
Investigation	1	1.1
Latest gist	2	2.3
local news, educational updates	2	2.3
making business transaction and money	1	1.1
meeting people	9	10.2
Pornography	1	1.1
read novels and get information	5	5.7
read books	1	1.1
snap chat	5	5.7
To meet new friends and to get some information	1	1.1
To watch football match	5	5.7

updated news on fashion, music and football	5	5.7
uploading and downloading pictures	6	6.8
Yahoo	4	4.5
Yahoo-mail	1	1.1
TOTAL	88	100

Source: Researcher's survey, 2017

Table 4.6 presents other activities not mention in the list that the respondents use social media platforms for. The respondents give series of activities to include downloading and uploading of movies, pictures, music and the like; business advertisement; meeting friends; entertainment gossips and so on. Some of the IDI responses are captured below to corroborate this analysis

In the IDI session respondents has this to say:

“About the activities I use the social media for I cannot pin point just one because the social media is like a home after home for me I do almost everything with the social media, I download files for school use, I download movies and music, I share photos, I chat with friends and many more if a social media platform comes tomorrow where I can be getting food I will be part of it”. (IDI, FEMALE FUOYE)

Another respondent:

“I use the social media for academics and connecting with friends and also for entertainment”. (IDI, FEMALE FUOYE)

Another respondent:

There are numerous things I use social media for, and if I start mentioning it, we won't leave here, so let me tell you a few which are; chatting with friends, online dating where I meet fine girls, online business, watch videos, download videos, and I use it to update myself. (IDI, MALE FUOYE)

Another respondent:

Activities I use social media for are quite many, but I majorly use it to connect with my friends, to equip myself academically and what else oooo I use it to watch varieties of videos such as; comedy and my favorite which is football. (IDI, MALE FUOYE)

Another respondent:

The activity I use social media for, is to just chat with friends, and to watch videos, and funny as it may seem, am also a photo freak that's why am called photo bomber as I love uploading pictures on Instagram, Facebook and WhatsApp because am a fresh guy na.. You know what I mean. (IDI, MALE FUOYE).

Table 4.7: Distribution showing the respondent most preferred social medial

VARIABLE		FREQUENCY	PERCENTAGE
Which of the social media outlet do you prefer most?	Facebook	106	35.3
	YouTube	45	15.0
	WhatsApp	108	36.0
	Instagram	39	13.0
	Others	2	.7
	Total	300	100.0
Others, specify	2go	1	50.0
	Hangout	1	50.0
	Total	2	100.0

Source: Researcher's survey, 2017

Table 4.7 shows the Respondents preference for social media outlet. It is revealed that 106 (35.5%) mostly prefer Facebook, 45(15.0%) prefer YouTube, 108(36.0%) prefer using WhatsApp, 39 prefer Instagram while 2 others prefer 2go and hangout.

Table 4.8: Distribution showing the use of social media for sex purpose

VARIABLES		FREQUENCY	PERCENTAGE
People use social medial for sexual reasons	Yes	244	81.3
	No	56	18.7
	Total	300	100.0
I can satisfy my sexual urge through the social media	Yes	75	25.0
	No	225	75.0
	Total	300	100.0
I use social media to satisfy my sexual fantasy	Yes	81	27.0
	No	219	73.0
	Total	300	100.0

Source: Researcher's survey, 2017

Table 4.8 presents the respondents usage of social media platform for sexual reasons. The table reveals that 244(81.3%) of the respondents agree that people use social media platform for sexual activities while 56(18.7%) reject. The table also shows the result on whether the respondents can satisfy their sexual urge through the social media. The results depicts that 75(25%) satisfy their sexual urge through social media while the majority 225 (75%) respondents reject this.

Finally the table presents the result of respondents satisfying their sexual fantasy through the use of social media. 81(27%) agree that they satisfy their sexual fantasy while 219(73%) reject.

Table 4.9: Distributions showing other activities the respondents use social media for

What other things do you use social media for?	Frequency	Percentage
Advert	1	0.5
advert placement	4	2.1
Advertisement	2	1.0
Advertisement	2	1.0
Ball & Betting	4	2.1
Business	8	4.3
business advert	6	3.2
business purpose	6	3.2
business purpose and advertising	8	4.3

chat with friends	1	0.5
Chatting	3	1.6
creating awareness	8 ^e	4.3
Dating	2	1.0
download pornography	8	4.3
films and information	3	1.6
for advertising	8	4.3
for announcement	7	3.7
for business advert	8	4.3
for finding spouse	7	3.7
for getting spouse	7	3.7
stay in contact with friends	2	1.0
to connect lost friends	7	3.7
To get some Information	3	1.6
for networking purposes	4	2.1
fraud activities	8	4.3
games and criminal ads	8	4.3
get information	1	0.5
latest gist	2	1.0
look for husband/wife	4	2.1
Lying	1	0.5
meet new people	1 ^e	0.5
online business transaction	3	1.6
Online dating	1	0.5
Online seaming	1	0.5
Online seminars	4	2.1
Preaching	2	1.0
Research	7	3.7
Search for employment	3	1.6
Sexual harassment	1	0.5
social networking eg FLP	1	0.5
spread news around	2	1.0
spread rumor	5	2.7
stay connect with friends	2	1.0
To learn	4	2.1
To store pictures and videos	5	2.7
Yahoo	7	3.7
Total	185	100.0

Source: Researcher's survey, 2017

Table 4.9 presents other things the respondents use social media platforms for. The respondents give series of activities that they use social media for; these include; placement of advert,

preaching, research, seminars, spread rumors, connect with friend, searching for spouse, yahoo, search for employment downloading and uploading of movies, pictures, music and so on.

Table 4.10: Distribution showing the effect of social media on the respondents sex behavior

VARIABLES		FREQUENCY	PERCENTAGE
Social media platforms exposes young adults to sexually explicit contents and behaviors	Strongly Agree	156	52.0
	Agree	76	25.3
	Undecided	20	6.7
	Disagree	40	13.3
	Strongly Disagree	8	2.7
	Total	300	100.0
Social media platforms encourages casual sex and negative sexual behavior among undergraduate	Strongly Agree	99	33.0
	Agree	110	36.7
	Undecided	24	8.0
	Disagree	57	19.0
	Strongly Disagree	10	3.3
	Total	300	100.0
Social media has a negative influence on sexual behavior among undergraduate	Strongly Agree	131	43.7
	Agree	94	31.3
	Undecided	24	8.0
	Disagree	43	14.3
	Strongly Disagree	8	2.7
	Total	300	100.0

Source: Researcher's survey, 2017

Table 4.10 presents the effect of social media on the sex behavior. The table presents whether social media platforms expose young adult to sexually explicit contents and behavior. The result show that 156(52.0%) of the respondents strongly agree that social media expose youths to sexually explicit behavior, similarly, 76(25.3%) agree, 20 respondents are undecided, 40 (13.3%) disagree with this and on the same note 8 respondents strongly reject.

Also, the table depicts that 99(33.0%) and 110(36.7%) respondents strongly agree and agree respectively that social media platforms encourages casual sex and negative sexual behavior among undergraduates, 24(8.0%) are undecided. Also 57(19.0%) and 10(3.3%) of the respondents disagree and strongly disagree respectively on this.

Finally, the table presents whether social media has a negative influence on sexual behavior among undergraduate, the result shows that 131(43.7%) of the respondents strongly affirm that social media has a negative influence on sexual behavior among undergraduates, 94(31.3%) also agree, 24(8%) are undecided, 43 disagree and 8 strongly disagree. Some of the IDI responses are captured below to corroborate this analysis

In the IDI session some respondents has this to say,

"I think social media has certain negative effect on students sexual behavior, in what ways social media is a means where we get to learn the culture of others far different from our culture and on this platform we get to know such things as masturbation, threesome, ebony, and many more in trying all this act we get exposed to negative influence of social media. (IDI, MALE FUOYE)

Another respondent:

Watching sex videos exposing oneself to sexual explicit videos can make some people rape in the absence of a girlfriend, and this is one of the negative effect of social media on sexuality. (IDI, FEMALE FUOYE)

Another respondent:

For me, I believe it is true that social media exposes undergraduates to negative sexual behavior. But the social media itself is not entirely bad. (IDI, MALE, FUOYE)

Another respondent:

In my humble opinion, first of all, though am a female and am supposed to be shy about what am about to say, but I won't be. Emmm laughs i watch porn on Instagram and YouTube, and I honestly believe that social media has a lot of these sexual stuffs where people can get freely anytime they want. And to me, I believe most undergraduates are

into these things because I have lot of friends both male and female that love watching it and engaging in it. So the negative outweighs the positive for me. (IDI, FEMALE FUYOYE)

Another respondent:

There is no way I would say that social media influences sexual behavior positively as I strongly believe it has negative influence on undergraduates sexual behavior. The world has turned upside down as a result of the large and numerous sex content on social media (IDI, MALE FUYOYE)

Another respondent:

I strongly disagree with any notion that says social media contributes positively to undergraduate sexual behavior due to the presence of millions of sexual items on the internet. (IDI, FEMALE, FUYOYE)

Table 4.11: Distribution showing the negative effect of social media on undergraduates

VARIABLES		FREQUENCY	PERCENTAGE
Social media promotes pornography, cybersex and sex chatting among undergraduates	Strongly Agree	161	53.7
	Agree	63	21.0
	Undecided	32	10.7
	Disagree	30	10.0
	Strongly Disagree	14	4.7
	Total	300	100.0
Social media portrayal of pornography on its platforms contribute to sexual behaviors among undergraduates	Strongly Agree	110	36.7
	Agree	121	40.3
	Undecided	23	7.7
	Disagree	39	13.0
	Strongly Disagree	7	2.3
	Total	300	100.0
Social media has caused me to engage in negative sexual activities like sex chatting, pornography and cyber sex	Strongly Agree	38	12.7
	Agree	53	17.7
	Undecided	38	12.7
	Disagree	68	22.7
	Strongly Disagree	103	34.3
	Total	300	100.0
People could become rapist through social	Strongly Agree	36	12.0
	Agree	64	21.3

media	Undecided	39	13.0
	Disagree	100	33.3
	Strongly Disagree	61	20.3
	Total	300	100.0
A lot of people have become sex perverts through the social media	Strongly Agree	60	20.0
	Agree	92	30.7
	Undecided	59	19.7
	Disagree	64	21.3
	Strongly Disagree	25	8.3
	Total	300	100.0

Source: Researcher's survey, 2017

Table 4.11 presents the negative effects of social media on undergraduates. The table shows that 161(53.7%) of the respondents strongly agree that social media platforms promotes pornography, cybersex and sex chatting among undergraduates, 63(21.0%) agree, 32 are undecided, 30 disagree and 14 strongly disagree.

The table also presents the contribution of social media portrayal of pornography on sexual behavior among undergraduates. The result depicts that 110(36.7%) of the total respondents strongly agree that social media portrayal of pornography on its platforms contribute to sexual behaviors among undergraduates, likewise 121(40.3%) agree, 23 are undecided, 39 disagree while 7 strongly disagree.

The result in the table also reveals that 38(12.7%) respondents strongly agree that social media has caused them to engage in negative sexual activities like sex chat, pornography and cybersex, similarly 53(17.7%) agree, 38 are undecided, 68(22.7%) disagree while 103(34.4%) strongly disagree. This implies that majority of the respondents do not use social media for negative sex activities. Furthermore, the table 4.11 depicts that 36 respondents strongly agree that people could become rapist through social media, 64 also agree, 39 are undecided, 100 respondents disagree with people become rapist through social media while 62 strongly disagree.

Finally table shows that 60 respondents strongly agree that a lot of people have become sex perverts through social media, 92 also agree, 59 are undecided, 64 disagree while 25 strongly disagree.

Table 4.12: Distribution showing the respondent perception on sex chatting, pornography and cybersex

VARIABLES		FREQUENCY	PERCENTAGE
I don't see sex chatting, pornography and cybersex as negative effect of social media	Strongly Agree	57	19.0
	Agree	28	9.3
	Undecided	32	10.7
	Disagree	101	33.7
	Strongly Disagree	82	27.3
	Total	300	100.0

Source: Researcher's survey, 2017

Table 4.12 shows that 57 respondents strongly agree that they do not see sex chatting, pornography and cybersex as negative effect of social media, 28 also agree, 32 are undecided, 101(33.7%) disagree while 82 strongly disagree. The result indicates that majority of the respondents see sex chat, pornography and cybersex as negative effect of social media.

Table 4.13: Distribution showing the negative effect of social media as perceived by the respondents

What would you see as negative effect of social media on the youths?	Frequency	Percentage
Addiction	1	1.1
addiction to social media	3	3.4
affect academic performance	2	2.3
Corruption	1	1.1
Cyber crime	12	13.9
distract academic life	2	2.3
Distraction	20	23.0
Distraction to studies	2	2.3
exploring things not to be explored	3	3.4
expose youth to online fraud	7	8.1
exposes youth to some social vices	3	3.4
wrong mindset	5	5.8
Idleness	5	5.8
Indecent sex life	1	1.1
inferiority complex	1	1.1
It cause rape, unwanted pregnancy and homosexual	1	1.1
Lack of concentration	3	3.4
Laziness	2	2.3
negative social vices exposal	3	3.4
risky sexual behavior	1	1.1
Sex addict	1	1.1
social misbehavior	2	2.3
Unseriousness	3	3.4
Yahoo	2	2.3
Total	86	100.0

Source: Researcher's survey, 2017

Table 4.13 shows the responses of the respondents on their perceived negative effect of social media on the youths. The respondents itemize series of these negative effects to be; addiction to social media, idleness, laziness, cybercrime, unseriousness, sex addict, risky sexual behavior, indecent lifestyle and so on.

Table 4.14: Distribution showing the perceived positive effect of social media on sex behavior of undergraduates

VARIABLES		FREQUENCY	PERCENTAGE
The social media reduces risk of negative sexual	Strongly Agree	23	7.7
	Agree	40	13.3

behavior among undergraduates	Undecided	45	15.0
	Disagree	119	39.7
	Strongly Disagree	73	24.3
	Total	300	100.0
The Social media helps in creating awareness about risky sexual behaviors among undergraduates	Strongly Agree	61	20.3
	Agree	121	40.3
	Undecided	48	16.0
	Disagree	49	16.3
	Strongly Disagree	21	7.0
	Total	300	100.0
Social media platforms do not expose undergraduates to sexually explicit items	Agree	42	14.0
	Undecided	69	23.0
	Disagree	107	35.7
	Strongly Disagree	82	27.3
	Total	300	100.0
Social media sites like Facebook, Instagram, Youtube and WhatsApp do not encourage casual sex and negative sexual behavior among undergraduates	Strongly Agree	13	4.3
	Agree	70	23.3
	Undecided	36	12.0
	Disagree	112	37.3
	Strongly Disagree	69	23.0
	Total	300	100.0
The Social media does not negatively contribute to and influence undergraduate sexual behavior	Strongly Agree	36	12.0
	Agree	47	15.7
	Undecided	45	15.0
	Disagree	103	34.3
	Strongly Disagree	69	23.0
	Total	300	100.0
Social media exposes one to different sex styles preferences	Strongly Agree	103	34.3
	Agree	86	28.7
	Undecided	9	3.0
	Disagree	60	20.0
	Strongly Disagree	42	14.0
	Total	300	100.0

Source: Researcher's survey, 2017

Table 4.14 presents the perceived positive effect of social media on sex behavior of undergraduates. The table shows that 23(7.7%) of the respondents strongly agree that social media reduces risk of negative sexual behavior among undergraduates, 40(13.3%) also agree, 45 are undecided, 119(39.7%) disagree while 73(24.3%) strongly disagree. This result implies that

majority of the respondents are of the opinion that social media cannot reduce risk of negative sexual behavior among undergraduates.

The table also depicts that 61(20.3%) strongly agree that social media helps in creating awareness about risky sexual behavior, 121(40.3%) also agree, 48 are undecided, 49 disagree while 21 strongly disagree. The result implies that social media have are used to create awareness. Also, the table 4.14 presents that 42(14.0%) respondents agree that social media platforms do not expose undergraduate to sexually explicit behavior, 69 are undecided, 107(35.7%) disagree while 82 respondents strongly disagree. This implies that social media exposes undergraduate to sexually explicit items.

The table also depicts the respondents view on that social media sites like Facebook, Instagram, Youtube and WhatsApp do not encourage casual sex and negative sexual behavior among undergraduates. 13(4.3%) agree that social media do not encourage casual sex behavior, 70(23.3%) also agree, 36(12.0%) undecided, 112(37.3) disagree while the remaining 69(23.0%) strongly disagree with this. The implication of this is that social media encourage casual sex and negative sex behavior.

The table shows that 36(12.0%) respondents strongly agree that social media does not negatively contribute to undergraduate sexual behavior, 47(15.7%) also agree, 45 are undecided, 103(34.3%) disagree while 69(23%) respondents strongly disagree. The implication of this result is that social media negatively affect undergraduate sexual behavior. And finally, the table shows that 103 respondents strongly agree that social media expose someone to different sex styles preference, 86 also agree, 9 are undecided, 60 disagree while 42 strongly disagree. This result implication is that social media exposes one to sex of a different style preference.

Some of the IDI responses are captured below to corroborate this analysis

In the IDI session some respondents has this to say:

Hmm, for me I am indifferent about the positive influence of social media on student sexuality, I think the negative influences are more pronounced. (IDI, MALE FUOYE)

Another respondent:

Haa, a lot as a lady social media has made me know about various bad things that are happening in this our society and has really made me conscious and vigilant I don't just visit any guy and I am even aware of every sexual indecency that even a lady like me can harass me with.(IDI, FEMALE, FUOYE)

Another respondent:

I think social media create awareness about the dangers of engaging in online sexual acts, so it helps positively in my own point of view. (IDI, MALE FUOYE)

Another respondent:

It's an outright no for me, with all that is happening around us (IDI, FEMALE, FUOYE)

Another respondent:

Hmmm I have to be very frank, many bad things dey social media ooo regarding sex and it is mostly evil things. So I don't believe social media is positive at all (IDI, MALE, FUOYE)

Another respondent:

I would say that its 99 ratio 1. 99 percent that it contributes negatively to undergraduates' sexual behavior and 1 percent that social media helps undergraduate sexual behavior positively. This is because you can get anything regarding sex on the social media, and as far as I know, many undergraduates' and young people use it to carry out sexual things. I believe it is negative. (IDI, FEMALE FUOYE)

Table 4.15 Distribution showing the perceived relationships that take place on social media

VARIABLES		FREQUENCY	PERCENTAGE
Boys are able to relate freely about sex through social media	Strongly Agree	107	35.7
	Agree	115	38.3
	Undecided	35	11.7
	Disagree	28	9.3
	Strongly Disagree	15	5.0
	Total	300	100.0
Serious relationships can take place through Social media	Strongly Agree	85	28.3
	Agree	135	45.0
	Undecided	56	18.7
	Disagree	13	4.3
	Strongly Disagree	11	3.7
	Total	300	100.0

Source: Researcher's survey, 2017

Table 4.15 presents the perceived relationships that take place on social media platforms. The table presents that 107(35.7%) strongly agree that boys are able to relate freely about sex through social media, 115(38.3%) agree, 35(11.7%) are undecided, 28(9.3%) disagree while 15(5.0%) of the respondents strongly disagree. The result depicts that boys are able to relate freely about sex through social media.

The table also depicts that 85(28.3%) of the respondents strongly agree that serious relationships can take place on social media, 135(45.0%) also agree, 56 are undecided, 13 disagree while the remaining 11 strongly disagree.

Table 4.16: Distribution showing the perceived pleasures derived on social media

VARIABLES		FREQUENCY	PERCENTAGE
Young adults derive sexual pleasure from sexual activities seen or performed on social media platforms	Strongly Agree	78	26.0
	Agree	106	35.3
	Undecided	71	23.7
	Disagree	37	12.3
	Strongly Disagree	8	2.7
	Total	300	100.0
I get sexually aroused whenever I engage in sexual activities on social media platforms	Strongly Agree	46	15.3
	Agree	101	33.7
	Undecided	45	15.0
	Disagree	73	24.3
	Strongly Disagree	35	11.7

	Total	300	100.0
I derive sexual satisfaction from pornography, sex chatting and cyber sex	Strongly Agree	38	12.7
	Agree	65	21.7
	Undecided	53	17.7
	Disagree	85	28.3
	Strongly Disagree	59	19.7
	Total	300	100.0
I watch sexually explicit items on social media to get sexual satisfaction	Strongly Agree	29 ^e	9.7
	Agree	57	19.0
	Undecided	27	9.0
	Disagree	89	29.7
	Strongly Disagree	98	32.7
	Total	300	100.0
Sexual activities on social media platforms like Facebook, Youtube, Instagram, and WhatsApp gives me sexual pleasure	Strongly Agree	33	11.0
	Agree	67	22.3
	Undecided	41	13.7
	Disagree	90	30.0
	Strongly Disagree	69	23.0
	Total	300	100.0
I can express my sexual preference through social media	Strongly Agree	42	14.0
	Agree	65	21.7
	Undecided	47	15.7
	Disagree	93	31.0
	Strongly Disagree	53	17.7
	Total	300	100.0
People on social media are free with one another on sex talks	Strongly Agree	96	32.0
	Agree	103 ^e	34.3
	Undecided	63	21.0
	Disagree	24	8.0
	Strongly Disagree	14	4.7
	Total	300	100.0

Source: Researchers survey, 2017

The table 4.16 presents the perceived pleasures derived on social media by undergraduates. The table shows that 78 respondents strongly agree that young adults derive sexual pleasure from sexual activities seen or performed on social media platforms, 106 also agree, 71 are undecided, 37 disagree while 8 strongly reject this. Some of the IDI responses are captured below to corroborate this analysis

In the IDI session respondents has this to say:

I don't think I personally derive any sexual pleasure on social media but I know some people do. And I can remember when I was in secondary school that was when 2go was really happening some ladies send you nude photos and videos of themselves and you send them recharge cards although I did not partake because I was not interested but many of my friends did and they derived good sexual pleasure even at times it get serious that some people even find sex mate who they get to meet for real sex. (IDI, MALE FUOYE)

Another respondent has this to say:

I will say yes definitely a big yes and that is the reason some guys are into internet fraud to scam some people who derive sexual pleasure from naked women pictures and videos, yahoo boys basically give this people what they want in exchange for money. That means some people derive sexual pleasure from social media and it mostly boys from my own point of view.(IDI, FEMALE FUOYE)

Another respondent has this to say:

I derive sexual pleasure from sexual activities I involve myself in on social media, that's why YouTube is my favorite social media platform as I can download lots of porn videos. I love it so much (IDI, MALE FUOYE)

Finally another respondent says:

I don't know but it is very possible because on Facebook I see some sexually explicit pictures that you are asked to click and watch how some people had sex and aside from Facebook some other site can expose one to sexual nonsense which I am not aware of. (IDI, MALE FUOYE).

Also the table 4.16 presents that 46 of the respondents strongly agree that they get sexually aroused while engaged in sexual activities on social media, 101 also agree, 45 are undecided, 73 disagree while the remaining 35 strongly disagree. On the same note, the table shows that 38(12.7%) respondents strongly agree that they derive sexual satisfaction from pornography, sex chatting and cybersex, 65 also agree, 53 are undecided, 85(28.3%) disagree while 59(19.7%) strongly disagree.

The table also presents the result whether sexually explicit items gives sexual satisfaction. The result depicts that 29(9.7%) of the respondents strongly agree that they watch sexually explicit items on social media to get sexual satisfaction, 57 also agree with this, 27 are undecided, 89(29.7%) respondents disagree while 98(32.7%) strongly disagree. This result implication is that majority of the respondents do not get sex satisfaction through explicit items on social media.

The table 4.16 also shows that 33(11%) of the respondents strongly agree that sexual activities on social media platforms gives them sexual pleasure, 67(22.3%) also agree, 41 are undecided, 90(30%) disagree and 69(23%) strongly disagree. This implies that majority of the respondents do not derive sexual pleasure on social media. The table further shows that 42(14%) of the respondents strongly agree that they can express their sexual preference through the social media, 65(21.7%) also agree, 47 are undecided, 93(31.0%) disagree while 53(17.7%) strongly disagree. The implication of this result is that majority of the respondents cannot express their sexual preference through social media.

Finally, it is depicted in the table 4.15 that 96(32%) of the total respondents strongly agree that people on social media are free with one another on sex talks, likewise, 103(34.3%) also agree,

63 are undecided, 24 disagree and 14 strongly disagree. From this result, it can be said that people freely talk sex on social media.

Table 4.17: Distribution showing whether respondent would like to stay off social media

VARIABLE		FREQUENCY	PERCENTAGE
I don't think I want to stay away from social media because of the sexual pleasure I derive	Strongly Agree	114	38.0
	Agree	78	26.0
	Undecided	37	12.3
	Disagree	39	13.0
	Strongly Disagree	32	10.7
	Total	300	100.0

Source: Researcher's survey, 2017

Table 4.17 depicts that 114(38%) respondents strongly agree that they don't cannot stay away from social media, 78 also agree, 37 are undecided, 39 disagree and 32 strongly disagree. This implies that majority of the respondents don't think they want to stay out of social media.

Table 4.18: Distribution showing the respondents' perception on negative effect of social media and strategies to curb the effect

VARIABLES		FREQUENCY	PERCENTAGE
Do you think social media has any negative effect?	Yes	231	77.0
	No	69	23.0
	Total	300	100.0

Source: Researcher's survey, 2017

Table 4.18 presents the result on whether social media has any negative effect on the users. The result shows that 231(77%) of the respondents affirm that social media has negative effect on it users while the remaining 69(23%) reject this.

4.19 Distribution showing strategies that have been employed by the respondents to curb negative influence of social media

If yes, what strategies should be employed in curbing or eliminating the negative influence of the social media?	Frequency	Percentage
Advice	1	0.6
age factor can be consider before access to internet	1	0.6
Authority should monitor social media	1	0.6
Ban social media	1	0.6
censorship of explicit content	9	4.8
close down site that negatively influence people	1	0.6
close monitoring	2	1.2
Close monitoring	1	0.6
cyber cafe minister over internet	8	4.3
Educating public	4	2.4
educating youths on the use of social media	8	4.3
Enlightenment and restriction on social media use	9	4.8
Explicit contents should be restricted	4	2.4
Fine the culprits	1	0.6
government and parent intervention	2	1.2
government restriction on harmful content	4	2.4
government should monitor social media	1	0.6
Legal restriction of pornography	2	1.2
limit to people posting	2	1.2
monitoring and educating children	1	0.6
parent and school should monitor children	1	0.6
parental guidance	8	4.3
parental monitoring	1	0.6
people should be mindful of what they post online	2	1.2
people should stop uploading nonsense videos	7	3.7
policy making regarding social media	2	1.2
proper awareness of usefulness of social media	6	3.2

proper self-discipline	1	0.6
proper monitoring of people activities	8	4.3
Research the problem and find solution	1	0.6
restriction of some sites for under 18s	8	4.3
restriction of under-aged from social media	4	2.1
Restrictions	6	3.2
Seminar about the negative effect on social medial should be organized	5	2.7
Seminars	5	2.7
Sensitization	4	2.1
setting measures to block porn site	7	3.7
Sex education	1	0.6
Sexual restrictions	5	2.7
site developers should flag out sexual provoking words from their platform	1	0.6
social media should be designed for educative programs	8	4.3
strict measures and sensitization	4	2.1
parental guidance and government restriction	7	3.7
Total	165	100.0

Source: Researcher's survey, 2017

The respondents that agreed that social media has negative effect, mentioned some of the strategies that could be used to control or curb these negative effects. These include parental guidance, censorship of explicit content, public enlightenment and seminars, flagging out sexual provoking words from social platform, and legal and government restriction and so on.

Some of the IDI responses are captured below to corroborate this analysis

"for me, there are lots of sexual contents on social media platforms, so they should be banned"(IDI, MALE FUOYE)

Another respondent:

I believe one of the ways to reduce the negative effect of the social media is to enlighten nindividuals on the dangers of engaging in such acts (IDI, MALE FUOYE)

Another respondent:

I would say seminars should be carried out, to warn people on social media effects (IDI, MALE FUOYE)

Another respondent:

There should be programs, seminars and restrictions concerning the use of social media (IDI, FEMALE FUOYE)

Another respondent:

For me, Sexual items should be banned on social media platforms, as that would reduce its negativity (IDI, FEMALE FUOYE)

4.20 Distribution showing positive support of respondents on why social media should not be eliminated

If No, why not?	Frequency	Percentage
it help to study wide	1	2.9
because it help people to known what is going on round the world	4	11.7
because it help to study wide	4	11.7
depend on individual mentality	1	2.9
easy access to information	1	2.9
global awareness	1	2.9
helps people to known what is going on round the world	1	2.9
helps to study wide	1	2.9
improves study life	1	2.9
It has brought global connection	1	2.9
it help people to known what is going on round the world	1	2.9
it is universally useful	5	14.0
not everyone use it for bad reason	1	2.9
sex education is important	2	5.8
improve community and communication	1	2.9
Total	34	100.0

Source: Researcher's survey, 2017

Table 4.20 depicts the respondents' reasons why social media should not be eliminated. Some of these respondents who disagreed that social media has negative effect on the users mentioned some of the usefulness of social media to include, globalization, improvement in communication, research purposes, awareness about global happenings, social awareness and easy dissemination of information and so on.

4.2 Test of hypothesis

In this section, the hypothesis earlier formulated by the researcher in chapter one is tested to enable an opinion and inference to be drawn. The inferential analysis using statistical tool chi-square was conducted to test the Hypothesis at 5% level of significance. The analysis considered relevant questions as they relate to the hypothesis.

Decision rule:

The decision rule is presented as follows: Reject H_0 if the p-value is $< 5\%$ level of significance;
Accept the H_0 if the p-value is $> 5\%$ level of significance

Table 4.21: test statistics on the relationship between social media and undergraduate sexual behavior

There is no significant relationship between social media and undergraduate sexual behavior	Chi-Square	642.650
	Df	4
	Asymp. Sig.	.000

Source: Researcher's Survey, 2017

Table 4.20 represents the summary of chi-square result. From the table, the result indicates a chi-square value of 642.650, degree of freedom of 4 and p-value of 0.000, that is $X^2(1) = 642.650$, $p = 0.000$. This implies that there is a strong and significant relationship between undergraduate sexual behavior and social media at 5% level of significance. In view of the above result therefore, it is evident to reject the null hypothesis H_0 which state that there is no significant relationship between social media and undergraduate sexual behavior. However, the alternate hypothesis is accepted.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

The main aim of this study is to investigate the influence of social media on sexual behavior of undergraduates in tertiary institutions. This project thesis has however been classified into five (5) chapters. Chapter one of the project thesis talks about the introduction of the research topic. Chapter two of this research deals with the literature review, theoretical and empirical framework. The third chapter deals with the research methodology, sampling technique, method of data collection, and most importantly how the results were analyzed. Chapter four shows the presentation and interpretation of results pertaining the analysis of primary data gathered through the administering of the questionnaire. The result and interpretation of the research hypothesis were also presented. Finally, the fifth chapter presents the summary of the study, conclusions, and recommendation. Also this chapter also deals with the discussion of research findings as they relate to the objectives of the study and providing answers to the research questions formulated in this study.

5.2 DISCUSSION OF THE FINDINGS

This section of this chapter provides the discussion of research findings as they relate to the objectives of the study and answers to the research questions. These results of the above are discussed below;

5.2.1 Undergraduates and social media activities

The result of the analysis above revealed the activities carried out by undergraduates on social media. Section B of the analysis presents that undergraduates use social media for series of

activities which include connect and chat with friends, watch videos, download academic materials, obtain information and social updates, creates awareness and also for sexual purposes.

5.2.2 Positive influence of social media and sexual behavior of undergraduate

The analysis above in table 4.31 and table 4.36 shows the result on the positive influence of social media on undergraduates' sexual behavior. The result shows that social media helps in creating awareness about risky sexual behavior and also social media helps in establishing a serious relationship among undergraduates. Majority of the respondents for this study affirmed these advantages of social media on the undergraduates.

5.2.3 Negative influence of social media and sexual behaviour of undergraduate

The study result of the analysis in the table 4.32 and 4.33 reveal that social media has negative influence on sexual behavior of undergraduates, and also majority of the respondents affirmed that social media does expose undergraduate to sexually explicit items, encourages casual sex and negative sex behavior.

5.2.4 Sexual pleasure and social media platforms

Analysis shows that people derive sexual pleasure of different kind on social media platforms. The result in the table 4.38 shows that young adult derive sexual pleasure from sexual activities performed on social media. Also majority of the respondents disagree that they get aroused from sexual activities on social media neither get sex satisfaction. From this analysis, it can be said that sexual pleasure cannot be derived from social media.

5.2.5 Strategies to curb negative effects of social media on undergraduates

As regards to the strategies to curb or eliminate negative effect of social media on undergraduates, respondents of this study gave serious of strategies can yield effective results if employed. Some of the strategies are; government regulation of social media activities, parental

guidance, legal restriction on abusive use of social media, restriction of under-aged from the use of social media, flagging out sexual provoking words from social platform, enlightenment on the use of social media platforms.

5.3 CONCLUSION

From the result of the empirical findings in chapter four of this study, the researcher concludes therefore that:

- (i) Social media has a negative effect on undergraduates
- (ii) Social media has a negative influence on undergraduates sexual behavior
- (iii) Social media helps in creating awareness about risky sexual behavior
- (iv) Social media exposes undergraduates to sexually explicit items on its platforms
- (v) Social media exposes one to different sex styles and preference
- (vi) Social media effects can be curbed by government intervention, parental guidance, enlightenment programs, banning sexual explicit content on social media sites.

The study however comes to a conclusion that there is a significant relationship between social media and undergraduate sexual behavior.

5.4 RECOMMENDATIONS

Based on the results of the findings, the following recommendations were made:-

- (i) The social media through its various platforms should help in creating awareness about risky sexual behaviors.
- (ii) Sexual explicit items should be outlawed on social media platforms

(iii) Sensitization through social media platforms on the dangers of engaging in sexual activities through social media platforms

(iv) Government intervention by making policies and creating restrictions regarding social media use as seen in Pakistan

5.5 LIMITATIONS OF THE STUDY

Influence of social Media on sexual behavior among undergraduates is a broad research that involves a wide range of media outlets. The researcher would have loved to use a host of social media outlets but for lack of time and the ever enormous number of social media, the researcher limited his work by using four social media, platforms such as ; Facebook, WhatsApp, Youtube and Instagram.

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APPENDIX QUESTIONNAIRE

INTRODUCTION: I am Ilobolutife Oreofe Oladimeji, a final year student of the department of Sociology, Federal university Oye Ekiti, Ekiti state. This is a part of my B.Sc. Research thesis and this is a questionnaire designed to obtain information from you for the prime purpose of conducting a research aimed at investigating the influence of social media on sexual behavior of undergraduates in tertiary institutions.

INSTRUCTION: You are Kindly requested to answer the questions below by selecting the appropriate answer in your own humble opinion. Be rest assured that all the information required are for research purpose only and will be kept absolutely confidential. Thanks for your co-operation.

Yours faithfully,

Ilobolutife Oreofe.

SECTION A

Biographic data

(Q.1) Gender (a) Male () (b) Female ()

(Q.2) Age group (a) 18-22 () (b) 23-26 () (c) 27-29 () (d) 30 and above ()

(Q.3) Ethnic group (a) Yoruba () (b) Igbo () (c) Hausa () (d) others Specify.....

(Q.4) Marital status (a) married () (b) single () (c) divorced ()

(Q.5) Religion (a) Christianity () (b) Islam () (c) traditional () (d) others
Specify.....

SECTION B

ACTIVITIES ENGAGED IN BY UNDERGRADUATES ON SOCIAL MEDIA PLATFORMS

(Q.6) How frequent do you use the social media (a) very frequent () (b) frequent () (c) seldom () (d) Not at all ()

(Q.7) which social media outlet do you use the most (a) Facebook () (b) Whatsapp () (c) Instagram () (d) YouTube () (e) others specify

(Q.8) I use social media platforms majorly to chat and connect with friends (a) yes () (b) no ()

(Q.9) I use social media platforms to stream and watch videos (a) yes () (b) no ()

(Q.10) Equipping myself academically is what I use social media platforms for (a) yes () (b) no ()

(Q.11) News, information and updates are basically the activities I engage myself with on social media platforms (a) yes () (b) no ()

(Q.12) social media platforms like Facebook, Instagram, YouTube and whatsapp are used by me for business purposes only (a) yes () (b) no ()

(Q.13) I use social media platforms to create awareness about social issues (a) yes () (b) no ()

(Q.14) For other activities you use social media platforms for not listed above, kindly specify

.....
(Q.15) People use social media for sexual reasons (a) yes () (b) no ()

(Q.16) which of the social media outlet do you prefer most? (a) Facebook () (b) YouTube ()
(c) WhatsApp () (d) Instagram () (e) others specify.....

(Q.17) I can satisfy my sexual urge through the social media (a) yes () (b) no ()

(Q.18) I use social media to satisfy my sexual fantasy (a) Yes () (b) no ()

(Q.19) what other things do people use social media for? Please state.....

Read the following statements and encircle any number 1, 2, 3, 4, 5 given next to each statement which corresponds to your opinion most appropriately. The numbers indicate: 1-Strongly agree, 2- agree, 3- undecided, 4- disagree, 5- strongly disagree

SECTION C

Q.20	Social media platforms exposes young adults to sexually explicit contents and behaviors	1	2	3	4	5
Q.21	Social media platforms encourages casual sex and negative sexual behavior among undergraduates	1	2	3	4	5
Q.22	The social media has a negative influence on sexual behavior among undergraduates	1	2	3	4	5
Q.23	Social media promotes pornography, cybersex and sex chatting among undergraduates	1	2	3	4	5
Q.24	Social Media portrayal of pornography on its platforms contribute to sexual behaviors among undergraduates	1	2	3	4	5
Q.25	Social Media has caused me to engage in negative sexual activities like sex chatting, pornography and cyber sex	1	2	3	4	5
Q.26	I don't see sex chatting, pornography and cybersex as negative effect of social media	1	2	3	4	5
Q.27	People could become rapist through social media	1	2	3	4	5

Q.28	A lot of people have become sex perverts through the social media	1	2	3	4	5
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(29) What would you see as negative effect of social media on the youths?.....

Read the following statements and encircle any number 1, 2, 3, 4, 5 given next to each statement which corresponds to your opinion most appropriately. The numbers indicate: 1-Strongly agree, 2- agree, 3- undecided, 4- disagree, 5- strongly disagree

SECTION D

Q.30	The social media reduces risk of negative sexual behavior among undergraduates	1	2	3	4	5
Q.31	The social media helps in creating awareness about risky sexual behaviors among undergraduates	1	2	3	4	5
Q.32	Social media platforms do not expose undergraduates to sexually explicit items	1	2	3	4	5
Q.33	Social media sites like Facebook, instagram, YouTube and whatsapp do not encourage casual sex and negative sexual behavior among undergraduates	1	2	3	4	5
Q.34	The social media does not negatively contribute to and influence undergraduate sexual behavior	1	2	3	4	5
Q.35	Boys are able to relate freely about sex through social media	1	2	3	4	5
Q.36	Serious relationships can take place through social media	1	2	3	4	5
Q.37	Social media exposes one to different sex styles preferences	1	2	3	4	5