

Influence of Digital Media Access and Use on Illicit Sexual behaviour among Undergraduates of University of Ibadan

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Certification

This is to certify that this study was conducted under my supervision by Idowu, Sunday. (LCU/PG/001881) for the award of Master of Science Degree (M.Sc.) in Mass Communication and Media Technology, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, Nigeria

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Dedication

This work is dedicated to God Almighty, the giver of life, and to my late parents

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Acknowledgement

I am grateful to God Almighty for seeing me through in attaining another important milestone in my search for knowledge.

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“Even though the above institutions and persons have assisted in the process of this research work, i alone stand responsible for the errors, if any found in the work”.

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Abstract

Sexual behaviour is an emotional action triggered by various factors, This behaviour is natural among human beings. Illicit sexual behaviour is a form of sexual violence which is common among undergraduates and does not conform with basic human rights globally. Digital media platforms are a means of communication that gave privilege for social networking, intellectual, emotional and social lives among youngster. It has been observed that some digital media platforms are presently occupied with nude post and other sexual contents. The recent report of illicit sexual behaviour such as rape, harassment, sexual assault, masturbation, sexually transmitted diseases and gender based violence among youth has prompted the researcher to determine the linkage between digital media sexual contents and prohibited sexual act among students. The study adopted quantitative research design. The instruments used for data collection was questionnaire. The results were analysed using descriptive and SPSS Percentage table. 401 questionnaires were distributed among undergraduates of the University of Ibadan. The study finds out that, Sexual websites are the prevalent digital media platforms through which undergraduates of University of Ibadan gain access to sexual contents, the students prevalent medium of exposure to sexual content is through website pop ups, which is unintentionally accessed, study also revealed that students got motivated through pop up of sexual material to further engage in deliberate exposure to sexual content which triggers illicit sexual behaviour such as rape, sexually Transmitted Diseases and Gender Base Violent. The study recommended that, Students need be aware that the digital media platforms portray more of sexual related contents that trigger to their emotion, Sex education should be introduced at all levels in the university Nigeria, Digital media operators should provide more restriction measures to curb exposure to unusual popup of sexual materials

Keywords: Digital Media, Digital Technology, Social Media, Sexual Behaviour, Sexual Drive Illicit Sexual Behaviour

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Chapter One

Introduction

1.1 Background to the Study

Sexual behaviour is an emotional action triggered by certain factors, which are natural among human beings¹. Before any sexual action, there is always a predominant influence known as sexual drive, this habitually motivate human beings to engage in various form of sexual acts. Sexual drive is described as the sum of forces that lead individuals towards any form of sexual behaviour. It is also known as sexual desire, which has to do with the psychological state of mind personally experienced by individuals as awareness to satisfy the earlier developed sexual feelings¹.

Behaviour is the way by which an individual conducts himself or herself, this simply means that behaviour can either be good or bad, desirable or undesirable². This shows that human beings develop certain sexual behaviour through an emotional drive that causes the sexual desire or urge to please the sexual drive. Sexual urge is an indicator, prompter or action to please sexual desire, this reaction presided the behaviour of the undergraduate who is about to carry out the dishonest sexual behaviour³. This , it is a reaction that is developed when the sexual drive gets to a certain climax as a result of factors like exposure to sexual images and movies on digital media.

Study in Ohio State University explained that, young men think about sex every seven seconds and 19 times per day on an average, while young women usually have sexual thoughts 10 times per day¹. A related study in Alan Guttmacher Institute discovered that, 75% of male and 60% of young female have had sex before they leave high school, while the majority of them who do not, usually have their first sexual experience when they get to the university⁴.

Nigeria is one of the developing countries with high population of youth who needed more information on sexual education so as to protect one another from sexual assaults³. Attempts to ensure their protection however remain unproductive due to ineffective restriction measures in the usage of digital media platforms⁴. Unusual sexual contents on digital media have lured many students to several illicit activities, resulting to some cases of premarital sexual intercourse, prostitution, abortion and sexually transmitted diseases including HIV and AIDS⁵.

Sexual behaviour among undergraduates is a multifaceted action that involves physical action, self-imagination that has to do with how an adolescent perceived himself or herself and their feelings towards each other in an environment⁶. Sexual behaviour has become a risk among young adults which call for major health concern all over the world². Awkward digital media behaviours started from distribution performance and posting uncensored photos and prohibited sexual actions on digital media by so called media influencers, while many engaged in subscribing, buying and selling of live or recorded nude videos and images, which have extended to online bullying prank exploitation, and other destructive or addictive behaviours⁷.

Illicit sexual acts and misuse of media platforms in Nigeria was traced to Poverty and corrupt practices among individual⁶. A related study stated that nearly 800,000 young women between ages 15-19 years had pregnant annually, with most of them happening unintentionally, over 10 million new Sexually Transmitted Infections (STIs) are discovered yearly among youth within the ages of 15 and 24 years⁸.

Sexual behaviour involves several sensual practices that can result to different manner of sexual actions carried out by human being as a way of expressing their sexuality³. Likewise, sexual behaviour refers to any activity involving two persons or groups of people that induces sexual arousal and subsequent indulgence in sexual activities which might not necessarily

imply sexual intercourse³. A related study stated that, the transitions of humans from childhood to adolescence mostly take place in the higher institution⁸. This is a critical stage of life where students experience both physical and psychological change and development which can be noticed through their behaviour⁸. Undergraduates tend to get exposed to negative portrayal of sexual activities if not checked⁹.

Undergraduates are more in an exploratory period when passionate relationships are first introduced to them by their colleagues, this practise lured them to various sexual behaviours which can lead to developing certain risk of abuse by a partners⁸. The transition from college to the higher institution leads to rapid change in behaviour and strong emotions, such as having an intimate or sexual partner¹⁰

Improper monitoring of students after gaining admission into the university environment has been observed as a driving factor for numerous expressions of sexual behaviour, while the undergraduates are exposed to the new environment, they want to have new experiences, such as the use of digital media gadgets, drinking of alcohol and other drugs, they also influences by other factors due to exposure to new situations previously prohibited or hindered by their parents¹¹.

Fresh male undergraduates are perceived as vulnerable to the choice sex practices as a result of not being given the privilege to have contact with another gender during the second year of education¹¹.

Illicit sexual behaviour can be described as risky exposure to unprepared sexual act that can lead to unwanted pregnancy and sexually transmitted diseases, including HIV/AIDS¹². The study further explained World Health Organization find out that 70% of premature deaths among adults are largely due to unlawful sexual activities involved during their youthful age. Age of sexual first sexual knowledge is generally low, but the young ones will still want to have experience of sexuality if not well guided. Adolescents practice of harmful sexual

behaviours are characterized by early age sexual initiation, unsafe sex and multiple sex partners due to various motivating reasons such as curiosity, peer influence, pleasure and financial benefit, amongst others

Illicit sexual behaviour has recently been linked to the causes of sexual violence that has become a major public health problem that does not conform to basic human rights globally¹². The mass media broadcast reports have shown an increased rate of sexual violence in higher institutions of learning, therefore exploring the knowledge of causes and strategies in the prevention of sexual violence among undergraduate students. Studies have opined that there is a need for movement to stop this act and provide preventive measures to an end to diverse sexual violence among undergraduates in Nigeria¹³.

Digital gadgets, such as the smartphone, chrome book, tablet, and other electronic devices are inventions that serve as housing for the new media with its numerous digital applications that are used to surf the internet¹. The innovative development of digital technology in the last the decades with the productions of electronic digital mobile gadgets have given an edge to science and information technology which have brought rapid growth and development to the national economy, media organization, information science and human civilization¹⁴. Technology advancement made it possible for various innovative ideas to complement the existing one, digital media has made it easy for a fast and low cost of spreading information and content to heterogeneous audiences¹.

Content producers on various platforms such as the social media influencers frequently use digital media platforms to gain followers and became famous brand ambassadors¹⁵. Social media platforms are digital interactive medium that provides opportunity for fast communication among users and followers who are active on the internet¹³. Social media also consist of group of internet-based digital applications that permits creative graphics and exchange of user-generated content¹⁶. Digital technology is aimed at producing and

developing an interconnected global environment that could enable easy and affordable means of communication, as digital media now became one of the most essential medium to share information¹⁷.

Digital media platforms is a means of communication that gave privilege for social networking which is an integral aspect of the intellectual, emotional and social lives of the youngster¹⁵. Usage of digital media and what they are used for needs to be examined as many students now engaged in the use of digital media platforms and its component to solve many problems¹⁶.

Digital media is technology innovation powered by Information and Communication Technology (ICT) which is fast accepted by young people due to entertaining visual features that can be transferred and shared in mass¹⁷. The invention of digital commentary medium has made communication faster and effective means to send and receive information as well as downloading and uploading contents through free access and unrestricted sites¹⁸. Digital media has provided a shift in mobile communication unlike when only people who are privileged to browse and pay for browsing time in the café do have access and use the internet, provision of digital gadget and mobile network has made information access, processing and dissemination easy and convenient¹⁶.

Mass media is a means of communication designed to provide information services to heterogeneous audiences through the agencies of technology which include radio, television, movies, and newspapers¹⁸.

Access and use of digital media is one of the factors that keep undergraduates attached to their smart gadgets to view images, take multiple pictures and surf the internet through digital media platforms such as social media, sites, and blogs¹⁷.

The Internet is one of the most astonishing technological innovations discovered from the twentieth century, this tool has dramatically changed individual life style due to frequent use

in the exchange of information²⁰. 91.6 million Users are connected to the Internet in Nigeria as confirmed by National Communication Commission (NCC) ¹⁶. Young people between the ages of 18 to 45 in various institutions form the substantial majority of digital media users in Nigeria with high level of access to the Internet through their mobile digital gadgets such as phones, laptops, and majority of them use the Internet more for social interaction²⁰.

It was revealed that undergraduates now use their digital media platforms for secret interactions among themselves, in malls, the event place and even in the classrooms¹². The recent actions indicated that undergraduates could engage in sexual interactions on their smart gadgets while it is assumed they are busy doing things that are of benefit to them. In this case, it is assumed that digital media use could serve as an influencing factor to certain behaviour due to content viewed on the internet¹.

A study revealed that Young men are open to casual sex than young women and this could lead the male gender to engage in an unusual sexual action without consent²¹. This indicates that, male genders are most prone to develop sexual urge which if the opposite gender resists, it might lead to certain gender-based violence.

The acceptance of new media and activities of individual on the platforms has brought about more development in digital applications and sites which are accessed by internet users on various smart gadgets and mobile phones¹⁹. Many Nigerian undergraduates gained access and use their smart gadgets for various gratifications²¹. Contents that are uploaded on daily basis by users and sites managers are used in diverse ways by youths, nude images, erotic videos and numerous uncensored content which may trigger sexual behaviour are posted, studies have shown that may lead to various sexual behaviour among students¹⁸. Youngsters in Nigeria recent are addicted to digital media with constant use of digital media for social interactions ¹⁷.

Undergraduates had recognised and accepted digital media technology as the world moves towards intelligent innovations which allow them to access and use the medium for activities such as text messaging, tweeting to chatting, online gaming, and posting through different means and applications on the Internet. The use of digital media has also been found to reduce unemployment as many youths make use of the facility to start mini businesses and advertise on the internet⁷.

The invention of new media and the internet now made teenagers spend more hours surfing for various information and contents, some got exposed to sexual images while looking out for other entertainment contents⁸. The use of digital media applications such as Facebook, Instagram, YouTube, opera etc. to view pornographic related content that produced in different formats such as images, videos and animations in now common among youth, this act are influenced either through friend's status, group page and other sites and social media handles⁷.

Exposure to erotic contents on the internet has been proven as a factor that influences young adolescents to engage in strange emotional urge²². This simply connotes that constant access to nude internet content may be a stimulant of sexual drive and promoted the mass production and distribution of the content among youth, these could allow the young adults to use the digital media in their suitable preference.

The recent sexual activity reports on digital media and unusual sexual behaviour among students has prompted the researcher to evaluate how access and use of digital media could influences illicit sexual behaviour. It is now a new trend, phenomenon and habitually a competition amongst young folks to flaunt various models of smart digital gadgets which they are seen used and addicted to anywhere they go⁸.

A related study revealed that up to half of the teenage and undergraduate profiles on digital media contain nude image of the user, but little is known on why adolescents choose to

showcase their nudity and erotic life on their online profiles⁹. This unwholesome development may not be unconnected to the decline in traditional values in Nigeria where youngsters no longer make use of sexual pride like virginity, abstinence and religion to keep decency among themselves³.

This research investigates the influence of digital media access and use on illicit sexual behaviour among undergraduates.

1.2 Statement of the Problem

Digital media is a medium of communication that functions through the internet otherwise known as new media which is fast acceptable among youth since inception. The platforms are used by students for several activities such as research findings, interaction and relaxation. Observation by the researcher revealed that, digital media platforms are presently occupied with nude post and other sexual contents which are seen on various digital status, page or shared while interacting with one another, for instance, some youth presently reveal some private parts of their body in order to attract followers on their page and when blocked by host of their sites, they proceed by opening another page, while many make sales, interact and advertise products with nude images and videos as the internet now represents a global village in everyone's hand, though many researchers have worked on various areas of sexual behaviour among youth.

The recent report of illicit sexual behaviour such as rape, Harassment, sexual assault, masturbation, Sexually Transmitted Diseases (STD) and Gender Based Violence (GBV) among youths has prompted the researcher to find out the linkage between digital media use, sexual contents and prohibited sexual acts among students, therefore this research seeks to examine the influence of digital media access and use on illicit sexual behaviour among undergraduates.

1.3 Aim and Objectives of the Study

This study aims to investigate the influence of digital media access and use on illicit sexual behaviour among undergraduates at the University of Ibadan, Oyo State, Nigeria.

The objectives are to;

- i. identify the digital media platforms through which undergraduates of the University of Ibadan access sexual contents.
- ii. ascertain the medium of exposure to sexual contents on digital media platforms among undergraduates of the University of Ibadan.
- iii. examine out the predisposing factors for accessing sexual contents on digital media platforms among undergraduates of the University of Ibadan.
- iv. ascertain out the predisposing factors to the use of sexual content on digital media platforms among undergraduates of the University of Ibadan.
- v. examine the prevalent illicit sexual behaviour among undergraduates of the University of Ibadan.
- vi. determine the influence of digital media access on illicit sexual behaviour among undergraduates of the University of Ibadan.
- vii. ascertain the influence of digital media use on illicit sexual behaviour among undergraduates of the University of Ibadan.
- viii. discuss the combined influence of digital media access and use on illicit sexual behaviour among undergraduates of the University of Ibadan.

1.4 Research Questions

1. What are digital media platforms through which undergraduates of the University of Ibadan access sexual contents?
2. What is the medium of exposure to sexual contents on digital media platforms among undergraduates of the University of Ibadan?
3. What are the predisposing factors for accessing sexual contents on digital media platforms among undergraduates of the University of Ibadan?
4. What are the predisposing factors to use of sexual content on digital media platforms among undergraduates of the University of Ibadan?
5. What is the prevalent illicit sexual behaviour among undergraduates of the University of Ibadan?

1.5 Hypotheses

The following null hypotheses in this study will be tested at 0.05 level of significance

Ho1: Digital media access is not significantly relative to illicit sexual behaviour among undergraduate of University of Ibadan.

Ho2: Digital media use is not significantly relative to illicit sexual behaviour among undergraduate of University of Ibadan

Ho3: Combined access and use of digital media will not significantly influence illicit sexual behaviour

1.6 Scope of the Study

The study focuses on digital media access and use, on illicit sexual behaviour among undergraduates. The study was carried out among Hundred to four hundred level students of the University of Ibadan, Oyo State who also serve as respondents for the study. The

set of students deemed suitable because it is assumed that they are familiar with the each other and the school environment and would have shared information and experience among themselves through digital media.

1.7 Significance of the Study

The study evaluates the effect of constant exposure to various uncensored sexual content paraded on various digital media platforms and how it has influenced various sexual acts among students. This research work would be of great benefit to undergraduates so as to be aware of the dangers involved in exposure to sexual content through digital media. The work will also expose students to the effect of sexual drive resulting from unconsent sex and gender-based violence. The research will also assist parents, quality control agents, school administrators and other stakeholders to place advisory/monitoring boards on how students could make productive use of their media gadgets. It will allow web developers to come up with better verification applications and proper restriction measures before gaining access and use the platforms.

1.8 Limitation to the Study

The major limitation to this study was the freight of the new outbreak of coronavirus (COVID-19). The pandemic might restrict the researcher in gathering more materials and information's in the course of findings, also the attitude of not wanting to talk about the sexual experience is a limitation in the findings

1.9 Operational Definitions of Terms

Digital Media In this context digital media is regarded as any information platforms that are encoded in electronic gadgets that help in passing information, entertainment and educating the consumers. Examples are digital applications, websites, blogs and social media platforms Twitter, Facebook, Instagram, YouTube and, WhatsApp etc. that can be used on any digital gadgets

Digital Technology: This is an encoded electronic device that is used to access the digital media and various internet platforms examples are smartphones, tablets, chrome books and other electronics encoded gadgets use to access the internet and view sexual contents

Digital Media Access: Digital media access in this context is gaining access to sexual content intentionally or accidentally (buy pop-up) on digital platforms while using their gadgets. It was observed that some access to see the uncensored content by breaking through securities, verification and codes before downloading for various uses.

Digital Media Use: In this context various elements are identified as factors that led to undergraduate's use of sexual content for illicit behaviours which are determined by various factors ranging from, media exposure, socioeconomic, peer pressure gender norms and values, nature (uncontrolled urge), alcohol, drug abuse, coercive factor, unrestrained curiosity. These factors will be discourse extensively in the review

Sexual Content: In this contest refer to nude, pornographic or sexual related videos, images, audio and text that influences the sexual drive

Sexual Drive: It is a psychological and emotional feeling which drive human into sexual activity, it can be triggered or stimulated by watching nude content on digital media and result to certain behaviour

Illicit Sexual Behaviour: In this context illicit sexual behaviour are violent actions that may lead to harassment, rape, assault, bully and other forms of sexual behaviour after the emotional feeling (sexual drive)

Undergraduates: The undergraduates are set of students, adolescents, youngsters and youth who make use of digital media with mobile gadgets, posting porn related content, viewing, downloading and uploading it on various digital platforms. The undergraduates examine in this study are the students of the University of Ibadan, Oyo state

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Chapter Two

Literature Review

To provide empirical background to this study and also make this work comprehensive, the literature will be reviewed under the following sub-headings:

2.1 Conceptual Review

2.2 Theoretical Review

2.3 Empirical Review

2.4 Summary of Reviewed Literature

2.1 Conceptual Review

2.1.1 Concept of Digital Media Platforms

Digital media is a form of technology advancement that has to do with the use of software components to communicate, interact, and pass information to the subscribers, this medium is widely accepted among undergraduates¹. Digital media technology has provided a unique medium for human communication and expanded opportunities for individual expression and interaction. Despite the numerous opportunities, this digital media comes with hosts of limitations, but it was observed that many users now have the tendency to abused and/or misuse the media platforms, which is now a practice among undergraduates and young adult². Digital media covers the entire field of computing, computer technologies and the associated data contents, it applies to computers, digital technology communication tools and gadgets. At the same time, the technological nature of new media comprises both the software and hardware specified by the fact that these communications technologies are based on digital numerical encoding and data processing. To record information character, image, sound, action description, is, therefore, a process of transforming information into a numerical code used to transfer information, the contents transmitted and processed by new media are thus numerically coded that consist of separate, quantified samples represented by a binary code¹.

Digital media platforms such as social media have brought about a transformation from the traditional unidirectional medium of communication to a multidirectional, real-time and interactive medium³. A related study stated that digital media offers both growth and loyalty opportunities for image brands and the development of a company's ideas and productivity⁴. Apart from other functions of digital media, it has also been a source where sexual content is communicated to the students in various universities through the internet. This has been an issue affecting the undergraduates psychologically and has developed into the mind and emotional imbalance resulting to unsound devastating behaviour and harm future of individual youth². Digital media provides online information that can be accessed from websites, electronic email, blogs, and social media networking sites⁵.

Digital media are social network sites which many findings have proven that Nigerian youth are addicted to through internet accessibility, frequency and extent of social networking sites used⁶. Easy accessibility and high-frequency use of social media sites have made digital media prominent and effective in the dissemination of information among undergraduates with previous research showing the high level of digital media use. Digital media provides instant feedback, enhances image quality, and promote creative ideas among undergraduates and community formation beyond borders³. These features may give privilege to many undergraduates to post and share nude content with their partner, which may lead to various forms of sexual drive and later result in certain sexual behaviours

The advent of digital media and rapid expansion has provided positive and negative impacts on undergraduate behaviour¹. Digital media have revolutionized the means of communication, interaction and socialization. The recent system of digital media consumption and sharing of information is accepted and attractive to youths as a platform and space for distance activities that are not necessarily interpersonal context with Social media that plays vital roles in sharing information that can be used to convey different types of information ⁷.

Undoubtedly it is a fact that digital applications are changing virtually everything in recent times, Unlike when making friends and starting a relationship were purely through the physical means before any social interaction in specific places such as school, churches, parties and clubs. But now, people also interact and make friends with distant individuals physical, the negativity surrounding this development is that people may not know the true nature of the individuals or groups they are interacting with.

Social media is also serving as a tool particularly for teen sexual predators with a component of the internet the social media sites are fast turning into a danger zone especially for teenagers whose online profiles often attract aggressive sexual predators⁸

The advent of the internet in the early 1990s has led to the increase in the world's networked population through digital media platforms. The users have greater access to information, with more opportunities to engage in public speech and a better ability to interact in the digital world. Social media has become a fact and part of life for individuals, involving many actors and regular citizens, activists, non-governmental organizations, telecommunications firms, software providers, and government agencies and governments at large.

Social media has emerged as a major tool where citizens can talk about the issues of the day to day life and also of national importance. In the 21st century, Facebook, Twitter and YouTube are not just innovations in the internet world but are fast emerging as influencers and content creators though, it has been observed that many of these platforms are now used to create, act and post erotic content for various purposes.

Digital media are Internet-based applications that are accessible through smart devices. They include Facebook, Twitter, LinkedIn, Instagram, blogs, YouTube, Snapchat, and MySpace and other platforms. It is an indisputable fact that these applications are changing almost everything nowadays, it helps in business, transactions and sales of market products, interact and make friends with both close and distance people have all changed drastically in the

recent time. The same way access to information for personal and social development is also changing very quickly⁹. The world is now connected than ever before, previous issues of international businesses, governance, interactions and transportation are being reviewed globalization.

The revolution in the telecommunication system has therefore increased Internet access and use among the general population, particularly youth and undergraduate.

Studies over the past decades have identified digital media as having the potential to serve both functional and dysfunctional roles. Meanwhile, digital media networking is moving at a faster pace, the greater diversity of sexual content and other information on digital media platforms is now fast delivered across remote distances. Internet is recently accepted all over the universe, the advent of newer and more interactive platforms has broadened the horizon of media access, consumption, and consequences¹⁰.

2.1.2 Digital Technology and Products

Digital technology has made communication easy and fast with various smart digital products use to send and receive information at any time from the comfort of one's digital device. More specifically, smartphones are the main source of mobile communication with the subscription of Internet data, Young adults, in particular, are estimated to spend eleven to twelve hours a day using social media¹¹ a related study also stated that, there is a relatively significant influence of digital technology, school, sex and age on cybercrime, aggression, truancy, sex crimes and other illicit behaviour among undergraduates.

However, while digital technology remained constant and significant¹². The gadgets display digital media visual features and Social media platforms such as Facebook, WhatsApp, Twitter, Instagram, YouTube and Snapchat have become so popular that it is approximately used by youth in urban areas, it has also been discovered that the majority in the rural area are now making use of digital technology for relaxation and communication⁸.

Digital media is a technology that contains part of the advanced software component. Establishing secure online communication requires high costs for personal online security. So, it is necessary to conduct research that can prevent young internet users to be irresponsible users and ensure their safety when they are communicating in the digital world¹.

Digital gadgets are the latest electronic communication technology such as tablets, smartphones, laptops chrome book, and other fast information processing gadgets that are used to browse the internet through digital media applications such as, Facebook, Instagram, blog and sites⁶.this implies that digital gadgets serve as housing to operate digital media applications (digital media) to function for effectively while communicating. Digital gadgets are smart media electronics systems used for disseminating information through the teamwork of network providers as well as smart gadget producers to provide the public with multimedia friendly digital software versions that will be compatible with the produced model of smart gadget for worldwide tourism, mall and exchange of information⁵.

Undergraduates recently access and use mobile phones at home and in school to access digital media sites without been cautioned by anyone, thus increasing chances for exposure to sexual illicit materials (content). It was also obvious that social networking sites' materials (messages, videos, pictures, adverts that are sexually suggestive and peer influence) played a major role in changing the sexual behaviour of undergraduates¹³.

Digital technologies and gadgets are one of the technologies that have transformed the world into a global village on everybody's palm, due to the increase in production and consumption in the complex environment with the use of smart mobile phones, tablets and laptops with multitasking functions¹⁴. A related study in Nigeria also indicates that 82% of mobile gadget users access the Internet with their mobile devices daily and that 97% of mobile smartphone users engage in instant messaging activities through video, images, audio and Gif¹⁵.

Smartphone is one of the common and handy gadgets used among undergraduates for various activities. It was noticed that the majority in the developing countries either own or share a mobile phone, and in every country, it is much more common to own one's phone than to share it with someone else. Smartphones are now used and common among younger folks and undergraduates¹⁶. Mobile phones are known as tools that use platforms for modifying digital media which has divided and increased economic growth in Nigeria, the largest economy in Africa. Since 2012, demand and penetration of mobile phones have shown rapid growth that reached 83% in 2016¹⁷. Smart mobile phone technology has brought everyone in the world closer and the world has become a global village. The recent technologies have provided great convenience for an individual to sending e-mails, games, access to social networking sites like Facebook, listening to music, playing radio, reading books, dictionaries and so on¹⁸.

Smartphones play a significant role in communication, usage of technological gadgets and digital devices of new generation offers other functions beyond calling, with internet availability, computer games, music player, and camera functions serve additional value to smart gadget functions. This makes the impact of technology more important in everyday experience and also made use of smartphones widely accepted among young people, a study revealed that it has increases poor mental health due to addiction and problematic smartphone usage.

The addiction of use has caused common mental disorders in the same age group, including reported depressive symptoms, poor sleep and suicide ideation¹⁹. A related study explained that there has been widespread usage of smartphones and their accessories among college students, they make use of smartphones for various digital applications and social activities than academic activities²⁰.

Students commonly use smartphones to access various social media platforms which permits the undergraduates to access and use the platform anytime and anywhere. Smartphones and social media have been used for a variety of purposes including communication, exchanging media, and entertainment because they are easy, cheap, convenient, reliable, entertaining, and they can be accessed anywhere²¹.

Laptop usage has been on an increased level due to low prices, increase convenience and access to wireless internet facilities in colleges and universities, this innovation has increased the learning skill of undergraduates and had made it easy and convenient for students and lecturers to communicate with their gadgets²². The computer is a new instructional tool used by students in schools and colleges and universities in Nigeria, this made technological development enhanced literacy through the acquisition of scientific knowledge²³.

The use of digital technology by various professionals and students has made mobile computer an obvious and seemingly necessary choice, price of laptops are cheaper compare to other digital mobile gadgets where almost any higher education student can afford to purchase a laptop or notebook, many universities provide internet facilities for student which made it easy for research and other information²⁴.

Laptop usage is so significant to information and science students, undergraduates use it to make research and also for assignments, it helps in easy access to e-learning which makes academic work easier and faster, though power supply can be a disadvantage on the other hand²⁵. A study revealed that frequent use and placement of laptops in certain places could be hazardous to individual health, meaning laptops are not expect to be placed on the lap or other sensitive parts of the body²⁶.

2.1.3 Digital Media Accessibility

Over 1.2 billion adolescents across various countries now are free to access and digital media for different purposes³. This indicates that undergraduates gained freedom by attending higher institutions and access digital media at any time, parents no longer checkmate their worlds and what they do on media sites, this has given many undergraduates privilege to use nude pictures as digital pictures (DP) and also upload several sexual contents while interacting on various platforms. Digital media has made it easy for its users to have unlimited and anonymous access to sexual erotic content, at any time, as long as there is a platform to access the materials. Therefore, the massive amount of sexually content permits individuals unlimited chances to increase their pornography consumption²⁷.

Digital media are applications that functions using network facilities such as internet browsers to create and send information - opinion, Video, audio, and multimedia are used to share and discuss. The communication sites have some electronic communication futures through which user information, ideas, can create online communities to share personal messages and other content, these components process contents and other information²⁸.

Access to digital media platforms and the internet has further complicated and promoted constant viewing of sexually related content which has dominated a greater part of student time instead of creating more time for studies. The increase in the rate of digital media access to nude content has resulted in negative use and influence on the sexual behaviour of young undergraduates²⁹.

A related study explained that access to Digital Media platforms has provided undergraduates with a unique cheap and conducive opportunity for expression, discussion and interaction of all forms of sexuality, without been noticed by parents, guardians, family members and others in the society⁸.

Undergraduates access digital media due to the high quality of visual content which are appealing, attractive, beautiful and full of aesthetics for users to relate well to the interfaces.

Numerous studies have shown the influence of aesthetics on digital media accessibility³⁰. Advances in technology allow faster downloads of video, audio and other relevant materials to intended search on digital media, this gave undergraduates and individuals a chance for more creative use of digital media content, enhancing the use of emotional appeals in creating videos, animations and images on the Internet³¹.

2.1.3.1 Access to Website

Websites are an internet environment designed for different activities with features that are user friendly, these include clear sections that are easy to use, the creative transition between each section with good combinations of colours³². The study further explained that Most Females who exhibited sexual behaviours online expressed it through various digital media platforms and chat rooms rather than pornography or real-life sexual encounters. One of the most remarkable differences between both genders is the ability to engage in real sexual acts, women are more likely to move and interpret their online sexual behaviours to a real interaction. It should also be noted that women are more likely to play different characters to express themselves.

Websites are well prepared to use another program in other to have more materials that can be used for various gratifications, learning and research. Websites in recent times have been used to attain accelerated development of companies with richer and interactive content as well as related tools such as image chat rooms, email newsletters and magazines use in interactive sessions and update information, the study further explained that websites are owned by companies to promotes their product and brands these websites include, image website, corporate website, e-commerce website while experiencing rapid growth of the internet offers as compelling advantages²⁴.

Website is well designed to give the first impression to a vital moment in other to capture the interest of the users, this makes people develop an interest in continues surfing of the internet

to check relevant contents of their needs which some undergraduates use to serve aimed sexual pleasure³⁰. In this case, students get attached to digital media content due to the creatively packaged design of the site which lured them to further usage of various sexual images when they browse on digital gadgets.

Websites are designed for various advertisements especially by an organisation that provides leisure and hospitality services, it also helps in the fast growth of industries for its beautiful display of facilities easily accessible to the public, this implies that websites serve as a promotion tool for advertising, which arouses some degree of emotion must be aroused for the information to be effective³¹.

The platform is an interactive medium with minimal level to which participants in various communication processes have control over it and can exchange ideas, roles and build a relationship in their mutual activities. Web 2.0 is the new generation of platforms that have substantially created a more interactive medium. Its novelty lies in the fact that it is no longer merely a storage space for information that may later be retrieved but, instead, has become a global system for the processing of data³⁴.

2.1.3.2 Access to Blogs

Blogs are internet technology platforms used for notable communication, marketing, tourism activities and intense information processing²⁷. The platform has helped various entrepreneurs to develop their businesses and became an effective employer of labour. The blog is an important communication medium that is appropriate and effective for the products they are to promote, is now essential to incorporate advertising³⁶. Blogs contain detailed information on specific topics and discussions which are used to create and facilitate an in-depth discussion on any issue through comments from the user. With increased popularity, bloggers do organise competitions that are worldwide accessible by the youth. Though recently now has some sexual materials to attract more subscribers²⁸.

Blog practice came into existence in the 1990s as spare time activity before it became a profession by many bloggers who source for news content and other necessary information for its audience³⁷.

There are search engines use for sending information, adverts and online journalism with multiple followers who source information from the platforms. Bloggers make use of web 2.0 which allows users to also become content creators by composing, editing, modifying, and exchanging data³⁶. The blogging phenomenon is a medium for the publication of simple, online personal diaries, to the latest disorderly technology, blogs are applications that can engage people in collaborative activity, knowledge sharing, reflection and debate with various images used to compel and make the platform interesting,

Many blogs have large and dedicated users, many blog users have formed groups by linking fellow bloggers with their common interests. Undergraduates use blogs to make more pronounced decisions and interactions that can also involve stories with illicit images.

The blog is a type of website/platform consisting of word-based information designed in the form of a diary, coupled with images that can be viewed in reverse chronological order. Blogs are websites that do not require any code information or ability and that everybody, whether amateur or professional, can set up just with an Internet³⁷. A related study shows the increases in blogs usage in the workplace and can be related to employees self-efficacy, perceived enjoyment, outcome expectations and attitudes towards information sharing in general which has proven to be effective in potential transformational technology for teaching and learning in higher institutions³⁶.

Blogs are targeted at young millennial lifestyles and existence with high competitive influence well-designed content and service it provides to its target audience, this multiplies the media audience fragmentation which must be taken into consideration while managing the account¹⁴.

2.1.3.3 Access to YouTube

YouTube is a visual content sharing platform that is occupied and updated every day with videos to give everyone the privilege to interact and share visual content through the platform, the medium is created with four values as Freedom of expression, Freedom of information, Freedom of opportunity, and Freedom of belonging. Users can document their views, upload and watch the videos as there is provision for sharing and commenting on videos with additional facilities for the subscription of other users²⁸.

2.1.3.4 Access to Social Media

Social media platforms are digital interactive computer programmed technologies that enable the creation and sharing of information, ideas, careers, interest and other forms of expression via virtual communities and networks. Social media plays a significant role and have improved interactive communication at personal, group and organizational levels in modern society. With the rapid growth of communication technologies and innovations using the Internet and smart gadgets, it has become a general tool in personal lifestyles and organizational activities³⁸.

Social media technology has provided platforms for enhanced human interactions, communication and expanded means for self-expression. Aside from these numerous advantages, it also comes with lots of limitations and various disadvantages which will be investigated during this study².

Social media sites are online platforms that allow users to create a personal profile with pictures and shared information. The services have commercial futures that allow someone to create a personal identity, choose a connection network provider and keep a close relationship with their loved ones, also the platforms allow users to view others that may be included in their friend's network this implies that these sites use the information provided by their users

to proceed in their interaction and advertisement of products or ideas to many people in a short period of time¹¹.

The advent of the internet and social media platforms has systematically improved the communication landscape with the patronage of youth that made various applications and platforms known to others, the undergraduates became avid users, this had given room for the digital revolution with unique opportunities to enhance health and sexual literacy: also made social media sites are very popularly used among university students³.

The use of different types of these interactive platforms is common among undergraduates in different parts of the world. A study found that 92.6% of 282 university students who participated in a study in a university in Jordan reported using Facebook. Another study explained that 89% of 300 students are using Twitter²¹. Social media is aligned on improving the process of communication in the society through sharing of ideas, thoughts, and opinions among people. It is an important tool among varieties of online media tools which are available for communication, social networking sites have become modern and attractive tools for connecting people around the universe⁷.

Daily use of social media has rising great concerns, many undergraduates are innocent and have limited capacity for self-control, they may not understand fully the repercussions of internet users to learn sex act and many get addicted and be at risk some form of illicit sexual assault¹³.

Social media are interactive internet-based applications that are accessible through smartphones and other digital media devices and used for several informational, educational, instructional tools and also for a share of thought⁸. Social media has transformed the traditional unidirectional model of communication to a multidirectional, real-time, interactive access to a wide range of contents on mobile or fixed-digital devices. A related study affirms that digital media has individual citizens anew experience of fast-changing lifestyle through

information and communication technology (ICT) utility with the provision of gadget and internet³⁹.

Social media refers to interactive platforms occupied with subscribers who create, share, consume, and exchange information and ideas in virtual communities and networks. The study further explained that this set of Internet-based applications is created on the conceptual and technological foundations of Web 2.0 and allow the creation and exchange of user's content. The medium is web-based tools of electronic communication that allow users to send and receive, messages in texts, audio and visual, these messages are sent to an individual or in groups who share ideas and opinions, make decisions and create, store, retrieve and exchange information²⁸. The Internet has improved the use of a new form of socialized communication as a form of mass self-communication. The advent of social media offers an extraordinary medium for unruly individuals and social media to build relationships and react to the content accessed¹¹.

Social media platforms are used mainly for socialisation, information, and academic purposes, beyond these functions, a form of addiction among undergraduates is noticed⁴⁰. The social network services are web-based and these provide means for users to interact over the Internet. Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network. Thus, social media is a two-way avenue that doesn't just give you information, but interacts with you while giving you that information and enables interaction with subscribers.

Social media are a group of Internet-based applications are designed based on the ideological and technological foundations of Web 2.0, it allows individuals to create and exchange various content with other users. These platforms are also regarded as social networking mediums that build social society⁴¹. Social media are internet applications that are accessible through smartphones and computer technology devices.

Social media creates a participatory culture of communication, this form of culture allows people to actively engage with one another and express their opinion creatively. People who take part in social media platforms communication believed that they are positively influencing a greater cause while also maintaining and improving social connections¹¹.

2.1.3.4.1 Access to Facebook

Facebook has become so inevitable that it is hard to find teens, undergraduates and youth in the urban centres that do not possess one or more of these applications the platform is useful as it makes it easy to make friends unlike before when friends and starting a relationship can only be face-to-face interaction in specific places such as school, churches, parties and clubs. But now, people also interact and make friends with people in far distance⁸. A related study also stated that Facebook is the most used social media platform in the world, with more than 1.87 billion monthly users who subscribe and actively use the on its site, the platform gave huge privilege to potential users for extension professional activities such as marketing products, advertising and other confidential interactions²⁸.

Facebook is one of the social media platforms that have received a high rate of attention due to high usage across the world. Facebook helped to improved social gathering and meeting of old friends, it has also enhanced the exchange of ideas, collaboration, interaction and mobilisation possibility and has supported educational activities⁴².

Facebook platforms are highly recognized among adolescents, the adolescents use the platform to check news feeds and post updates of daily incidents, events and information. it was recently revealed that adolescents also use social media to distribute sexually suggestive images among themselves, research has shown that one in every five adolescents shared sexual revealing images on his or her online profile.

Facebook is one of the very popular social media sites explore by young folk due to the platform's imagery futures with active users worldwide is approximately 1.79 billion in

2016⁴³. Facebook usage has gained more recognition in recent times and is significant in people's lives and well-being. Facebook has made communication easy and faster as many can easily connect to long-time friends via the platform which is designed with various functions, it allows users to do multiple activities such as presenting themselves to others, maintaining individual and group relationships, and building new group and relationships³³.

2.1.3.4.2 Access to WhatsApp

WhatsApp is a digital media application used on smart gadgets for users to share information directly via their phones, the interface was introduced in 2009, with rapid growth has steadily increased active users to over a billion monthly as of April 2016, WhatsApp is currently one of the most popular interactive application with the largest name recognition⁴⁴.

WhatsApp is a messenger application used on smartphones and presently on other electronic media gadgets, it is an internet-based interactive platform that supports text, audio, video, pdf, and various other forms of files. Real-time video chatting has also been integrated recently, making it more popular among users. The application currently has more than one billion users of the app in 180 countries. Though it was formally used for personal messaging before gaining more popularity among internet users both professionals and practitioners to share information, the medium is aided by the group messaging feature that is updated when outdated²⁸.

WhatsApp is among the popular and interesting instant messengers used among Nigerian youths, particularly among undergraduates. WhatsApp application is used by different classifications of people across both genders as means to achieve different aims. The majority of their erotic experiences occur on WhatsApp, involving, largely, chat partners with the use of its virtual features. It was revealed that the majority of users received more nude, sexually explicit pictures of a chat buddy at some point in their erotic chat experiences in addition to sexual films and sexually charged voice notes¹¹.

WhatsApp is used in higher institutions in numerous ways to achieve different educational goals, it can be used to create instant connections, encourage reflection, and facilitate coordination in informal and formal learning due to useful electronic tool that facilitates information sharing among university students on a range of subjects related to the courses that they were studying, while it can also serve as a tool for bridging access to learning resources, rendering peer-based social behaviour²¹.

Students use WhatsApp to record their sounds and share their recordings with their course mates and college. The students enjoyed using WhatsApp as a learning tool. They perceived the use of WhatsApp as a game rather than a formal class requirement. WhatsApp can be used to facilitate mobile learning as a communication tool outside the classroom to exchange information about meetings and projects. The use of WhatsApp to facilitate blended learning can have a positive and significant impact on students' learning performance and their attitudes toward blended learning other than using it for sexual activities

2.1.3.4.3 Access to Instagram

Instagram is a social media mobile photos and video application used for sharing visual content and engaging in social interaction, the platform provides services that enable users to snap a picture, capture short videos and share them either privately or publicly with friends or followers⁴⁶. Instagram is generally known as a novel photo, video-sharing social networking platform, it is also used for messaging and interactive live video conversation.

Instagram is essentially a mobile-based application that enables users to take videos, photos or pictures including a display of products and services to followers who liked comments on the content different manipulation tools to transform the appearance of images and share them instantly with friends on different social³⁸. The platform mainly focuses on sharing and uploading pictures and videos use of filters and has recently grown to provide various services. The digital mobile application gained relevant momentum in terms of users, the

platform aims to make the user experience better and use it for the advertisement of products of any kind⁴⁷.

Instagram can be used all by itself and is more than enough. However, the ideal concept of the social interactive site is to connect as far and wide as possible. It also allowed interacting and connecting one's Instagram account to other social media such as Facebook, Twitter, and many more, these features will allow users to share any Instagram post from the profile to the linked social media platforms as well⁴⁸. The platform gave others who are followers to comment on users posts and send secret messages to one another. This privilege has given many young adults send and share nude content secretly but later get exposed by their friends which have turned to a new normal and became a trigger to various sexual acts.

A study has revealed that Male Instagram users, however, follow more people than females and had more comments on posts and updates than female users⁴⁶. WhatsApp is a social media site that has been accepted by, undergraduates, Teenagers and young adults as a way of connecting with peer groups, sharing information, reinventing their personalities, and showcasing their social lives which also includes taking shots of nude content which has been on an increasing rate in the use of social media by an online adult.

2.1.3.4.4 Access to Twitter

Twitter is a micro blogging platform that came into existence in 2006 with minimal users, the platform allows users to follow each other and post or 'tweet' a message with a strict 140 character limit. Twitter slightly differs from other social media sites due to followership's strategy, one user can follow another user without obligation for the latter to follow the original⁴⁹. Twitter is a micro blogging site and one of the most popular social media platforms globally with 320 million users. The platform has been one of the major mediums used for creating widespread awareness, public opinions and for organizing people into groups. In other to perform various tasks it is one of the most used platforms²⁸.

Twitter is particularly and ethically challenging due to the partial freedom of the platform. The medium provides users with the prospect for posting different materials that immediately calls the attention of users and the public to the content, studies have shown that users are now making use of the platform to coarse online⁵⁰.

Nigeria is regarded as the third most active African country on Twitter with a large number of users and influencers who use the platform for news information, games, images, messages and video materials²².

Studies have established that undergraduates spend more time twitting, which usually influences them to engage in various sexual behaviours. This act presumes unprepared sex that is associated with social media sites like Twitter and YouTube. most adolescents who access and use digital media or social media platforms though parents and guardians do not pay attention to what they use the bundles of data recharged for, the media sites intentionally entice adolescents with sex contents to increase traffic on the sites which eventually allow them to make more money and recognition and also increased sexual behaviour of the viewers⁸.

Twitter is one of the digital media applications that users freely share information through the Internet and is commonly used among young individuals to express their feelings through videos, audio, image and another form of message³⁴.

2.1.4 Digital Media Use

Digital media use among undergraduates has drastically increased due to cheap and easy Internet access and the availability of innovative technology that has also increased the usage of sexual content. It was estimated in 2012 that 37 million Google users have access to and used and transferred "porn movies" and 506 million users have searched for materials involving sex²⁷.

The expansion of the Internet has made pornography accessible and cheap to anyone interested to watch and use the content, the majority of erotic material is distributed through various sites and individuals. It is observed that many undergraduates might have access to sexual content which might either pop up or send to their phone but might not be used, which means the student can decide to ignore them, but there is a need for this study to reveal the use of digital media and sexual contents seen on it. Increases in digital media use are likely to increase the experiment of premarital sex, multiple partners and low use of protections among undergraduate²³. A related study stated that digital media users are being exposed to voluntary and involuntary viewing of sexual content in the cyber environment.

Consequently, some categories of digital media users, particularly undergraduates may have been negatively impacted. Undergraduates in Nigerian universities have been included among the most vulnerable audience to sexually explicit contents³³. Digital media use has been observed to promote unusual sexual behaviour due to explore of unsolicited photos, videos are from the various source without been regulated by the school or parent. Therefore, it's important to investigate the influence of sexual material on undergraduates 'sexual drive to proffer a solution²².

Digital media platforms are used by undergraduates as tools for various discussions and different purposes such as access to information, group discussion, content sharing and entertainment, the user can have both positive and negative implications³². Digital media platforms need to research restriction measures that can prevent undergraduate internet users from being irresponsible users and ensure safety when they are communicating using digital media²⁸.

The interconnectivity of the world innovative technology is now connected has given a rise in the revolution rapid increase in establishment and development of telecommunications sector which has therefore increased internet access and use among the general population,

particularly young people and undergraduates²¹. Access to news reports, academics programmes and viewing sex movies and pornography content are the main reasons for use of digital media and other social media platforms social media⁵².

Nigerian youth and undergraduates use digital media than any other communication services and sex-related activities are major attractions, which include uploading porn videos from various sites and modelling the content they are exposed to²⁸. The affection of been admired, touched, loved and cared for by course mate, colleagues and other people are natural and is expected to be in young people especially undergraduates as they explore their social life. Digital media platforms create various opportunities for young adults in a discussion that may lead to the satisfaction of this needs³⁰.Media platforms provide a unique atmosphere conducive for expression and discussion of all forms of sexuality without the traditional oversight of parents, family members and others. Nevertheless, the associated risks with using social media such as exposing young adults to sex, having multiple sexual partners and sexting have been found to likely lead to depression and risk of HIV/AIDS and other sexually transmitted diseases.

Most users of digital media platforms see them as tools, they access and use them mainly through computers and mobile devices such as phones, tablets and personal computers. Both undergraduates and the public in Nigeria are joining the digital experience to communicate with individuals through different content that shape and influence perception. Digital media communication is now encouraged toward the individual to many, rather than the usual personal conversation⁵².

The active involvement of youngsters in global online communication has become a source in many findings and scholarly writings, as more undergraduates now spend more time online than other engagements. They use the Internet more often and make friends easily than

physical Due to the global trend. It was reported in the United States that, adolescents spend more time engaging with social media than other the family and academics⁹.

2.1.5 Concept of Sexual Content

Sexual content is also referred to as pornographic materials which have caused social issues and problems in various people. The content is said to influence sexual desire, sexuality, sexual arousal, masturbation and other mental behaviours that are deeply personal experiences, though diverse political and ethical viewpoints influence understandings about the effects of pornography on children and young people and how this is best addressed⁵⁴.

Sexual content is highly predominant in traditional media, and portrayals with rarely precautionary methods, Exposure to sexual content has brought about a shift in sex and gender behaviour, earlier advancement to sexual act, pregnancy, and sexually transmitted infection among undergraduates⁵³.

Contemporary sexual content is categorized as professionally produced erotic materials or individual user displayed material that is uploaded on various digital platforms through the Internet which depicts sexual activities that aroused a form of sexual behaviour in unconcealed ways, this contents increasingly noticed in the male gender, in this manner led to male uses a female as a sole means of his satisfaction¹⁹.

Exchange of sexual content via smart gadgets or digital media is also referred to as Sexting. the level of sexting among youth differ across research, Sexting may be an initial part of natural undergraduate's sexual practice. both existing or developing romantic relationships, but this activity is associated with some sexual risks which are correlated with a collection of adolescent risk behaviours, including sexual activity, sexual risk-taking, and substance use²².

Sexual content was on the contrary perceived to be of great benefit to viewers, a related review explained that pornography consumption reduces sexual anxiety and urge but encourages sexual expression and satisfaction⁴¹. The further review explained that sexual

content has been linked with more open views towards sex and has more positive effects than negative effects this effect includes, having a better sex drive, being more comfortable and open-minded about sex and taking cognisance of both gender sexual pleasures.

The content can be viewed with the willingness of a partner to learn new sexual behaviour which is seen as a source of empowerment and confidence among both genders. A related study stated that exposure to and consumption of online pornography has different impacts on young people. The increasing availability of uncensored content online has raised concerns about the change in behaviour of children and young individuals, and get them involved in early involvement in unusual acts related to sexual behaviours and practices which can be a threat to their future⁵⁴.

Many undergraduates develop the act of having multiple sexual partners, this act is connected to the fact that undergraduates often engage in sexual practice and the behaviour has been associated with negative consequences. Lack of accurate information on illicit sexual behaviour has increasingly influenced the connection of digital media use, illicit sexual behaviour and sexual health problem²⁴.

A high level of sexually transmitted diseases in Nigeria can be connected to the high level of pornography consumption which is common among young undergraduates and youth who frequently practice the act seen on the digital media, this has been one of the frequently reported problems in Nigeria⁵².

Sexual talk and displays are increasingly frequent and explicit in recent times. A study revealed that sexual content that ranging from seducing to sexual intercourse is achieved through various means including aggressive ways. It was discovered that many of the Internet resources content is sexually related materials. Some studies have also found that youth now made sexual media content a diet. The study further revealed that. There is a higher likelihood that students who are exposed to sexual content on the media will engage in

sexual behaviours, they also have higher levels of intending to have sex earlier than expected⁵⁵.

2.1.6 Concept of Sexual Drive

Sexual drive is developed as a response to various stimuli like film, masturbation and other actions common in both genders, an experiment carried out revealed that sexual reaction can take place for 60 minutes before arousal⁵⁶. Sexual drive is an emotional act that arises from a mental status that causes a form of affection, anger, grief or surprise ecstasy, it is also a bodily urge for someone who has been maddeningly in love and driven to the edge of despair by an unstoppable desire for another ⁵⁷.

This statement revealed that watching erotic content for several minutes by both genders makes them develop emotional feelings which can lead to sexual acts. The recent free flow of both genders on the internet can be connected to this review as it is very easy for an undergraduate to use several minutes downloading, watching and sending nude content to each other on digital media which might result in casual sex or masturbating. In this scene, it can be said that digital media content can be sexual arousal to sexual behaviour. The sexual drive has to do with experience and expression of feelings and related attributes like fantasies, desires, beliefs, attitudes, behaviour, practice and relationships, this made sexual drive widely define as the construction of natural drive³⁹.

Sexual drive is a preparatory motivation of sexual activities which prompts the emotional, psychological, functional and ideological drivers behind the preparatory stimulant⁵⁹. The cases of sexual drive among students have taken diverse dimensions which made it a matter of concern ranging from parents, guidance and social workers must try to educate and guide the young ones in order not to be a victim of unwanted sex⁶⁰.

Undergraduate sexual drive occurs as casual experience through casual hook-ups and long term talks where they experience emotional intimacy⁶¹. This indicates that some young adults experience casual sex without planning or having a former knowledge of it which as a result of closeness they found themselves in the emotional realm of the act. Sexual drive is known to be a desire for erotic activities, it is also known as the desire for sexual intimacy and also a feeling of getting down with an attractive partner. This desire is also referred to have been horny⁶².

2.1.7 Sexual Behaviour

Sexual activities have been discovered to be on a high level among undergraduates which has also call for public concern. Differences in the growth of individual youth usually affect their sexual behaviour which is, as a result, developing hormonal secretion, emotional, cognitive and psychosocial development result in sexual curiosity and unusual sexual act, this led many undergraduates into practising sexual act¹². Undergraduates mostly experience rapid changes in their physical, emotional, social maturity and sexual feelings, During this stage, it was revealed that the development influences change of behaviour which affects their sexual life's if not checked⁵⁸.

Sexual behaviour has to do with actions made by the person performing the act with the use of different approaches which includes stalking, defamation, bullying, sexual harassment, exploitation and hate speech⁵⁹. Sexual arousal is regarded as a motivational erection that prioritizes mating and minimizes the supposed risks associated with sexual behaviour. Studies have shown that sexually arousal makes individuals more likely to engage in risky sexual behaviours⁶³. Sexual urge is constituted by diverse influences and factors which determines how human sexual desire is expressed. Issues in sexual urge are sometimes related to the indigenous background, which makes many young ones experience a certain

sexual drive that is unexplainable to anyone. Although naturally these desires are experienced differently and also take different forms, some of them can be freely expressed in society while others are still seen by a large part of the population as deviation or disease⁶⁴. The increase in sexual drive and illicit behaviour reports needs to be reviewed as causative factors need to be monitored, it was discovered that Increased in sexual urge was the major effect that sexual content on digital media has been attributed as many undergraduates cannot hold watching the content without practising the act and this has led to various sexual behaviour among undergraduates²⁴.

Sexual behaviour is an act that is usually intended to display distinct sexuality and often wanting to gain access to the sexual attention of others. The Strategies to find or attract partners include, display of nude images and videos, messages are regarded as factors that influence sexual activities among students. Sexual arousal is a manner that involves human's experience which leads them to express their sexual behaviour. It also means any activity between two persons in both privates or in a group that induces sexual arousal. The sexual behaviour of an individual is seen differently which could be a consequence of the natural sexual response pattern of an individual or society which is a great influence on human character¹⁵.

2.1.8 Illicit Sexual Behaviour

Behaviour is known as a way in which an individual act, reacts or conducts one's personality in society. It also includes the way an individual interacts with one another and how humans comport themselves in public as each society has acceptable norms attributed to each clan which is expected to conform and when such ethics is bridged, it becomes problematic⁵⁴. Illicit Sexual behaviour is any sexual act or attempt to have any form of sexual relationship

by force, violence or coercion, unwanted sexual comments or advances, or acts to traffic, or otherwise, directed against the victim⁵⁴.

A related study explained that, the reaction due to physiological and psychological changes that cause many students to have sexual intercourse and take risks, leading to unplanned sex and causes unintended pregnancies, unsafe abortions, early childbearing, sexually transmitted diseases, and Acquired Immune Deficiency Syndrome (AIDS) ⁹.

Illicit sexual behaviours is a form of risky sexual acts that involves force, violent and unscented manners to lour undergraduates or one another to sexual pleasure, the act usually results in infectious diseases such as HIV and other sexually transmitted infections (STIs). Sexual behaviours are attributed to unprotected sex, early sexual debut, using alcohol or drugs before sexual intercourse, multiple sexual partners, sexual intercourse for reward, non-use of sexual protection.

Illicit sexual behaviour has more damaging effects that could spread to the parents, spouse, friends, co-workers or children of the victims and can also cause serious health that can be linked to direct or indirect consequences such as reproductive and mental health problems including, unwanted pregnancy, unsafe abortion, gynaecological complications, STIs including HIV/AIDS infections, suicide, frigidity among others in survivors⁵².

Illicit sexual behaviour includes involvement in numerous partnerships, which increases the risk of sexual health problems, students need sexual orientation to curb risky sexual acts. Other elements of illicit sexual behaviour include early age at first sexual intercourse, unprotected sexual intercourse, masturbation, multiple sexual partners, and untreated sexually transmitted diseases.

The consistency of the act could have a negative on students⁶⁸. In-depth knowledge of risky sexual behaviour needs to be well understood among young people, especially undergraduates who are prematurely independent and the most vulnerable member of society. One of the ways towards addressing this issue is to identify the contributing factors that predisposing factors to undergraduate's people to illicit sexual behaviours and identify preventive measures that can be used to ameliorate them.

2.2 Theoretical Review

The study is anchored on the social cognitive theory and technology determinism theory.

2.2.1 Social Cognitive Theory

The social cognitive theory differs in the conceptions of human nature as the theory-based its assumption on basic causes and devices of human motivation, mental reaction, imitation and behaviour towards an action⁵¹. Since this study examines the use of digital media access, use and sexual drive, it is important to examine psychosocial factors of various sexual drives as the theory is concerned with changes in the psychosocial functioning of undergraduate's sexual drive⁵².

A human capability varies due to natural origins and the experiential conditions needed to enhance and sustain them. Diversity in social practices produces substantial individual differences in the capabilities that are cultivated and those that remain underdeveloped.

The theory that was propounded in 1977 provided the concept of self-efficacy, The Social Cognitive Theory is relevant to health and behavioural communication because it deals with cognitive, emotional and behavioural aspects for understanding behavioural change⁷⁰. Undergraduates need to be informed of attitudinal change among them, especially in determining causative factors of strange emotional behaviour among individuals, which could result sexual illicit behaviour.

Human behaviour has often been explained in terms of one-sided determinism. In such modes of unidirectional causation, behaviour is depicted as being shaped and controlled either by environmental influences or by nature. Social cognitive theory revealed a model of reciprocal causation, behaviour, cognition and other personal factors, and environmental influences as interacting determinants of sexual drive among undergraduates⁶⁸.

2.2.2 Technological Determinism Theory

This study derives theoretical underpinnings from the Technological Determinism theory which maintains that at some point in some societies, digital technology and its aftermath development would drive economic, political, historical and socio-cultural transformation cum change⁶¹.

This study also underpinning technology determinism theory to affirm the relevance and importance of innovative technology, digital inventions and the aftermath of these inventions on moral values, economic, political, historical and socio-cultural transformation in the society⁵³. One of the assumptions of the theory is that diversity in communication technology would certainly determine developmental changes in behaviour and total way of life, digital media use and moral standard in society.

The theory also makes an assumption that technology by nature is non-aligned which means some ethical standard is not put into consideration⁷³. The importance of this theory simply expresses the significance embedded in the way people access or uses various technologies. The theory deems relevant to the study as it shows the level by which acceptance of certain technological inventions could affect the use and behaviour of an individual (undergraduates). The implication is that technology's influence is ultimately determined by how much it is used by the audience (viewers) or people and culture that accept it. This implies that many undergraduates do not have a reasonable objective of visiting the digital media but many are only interested in erotic content to satisfy their sexual needs, and this has resulted in the illicit

use of online contents⁵³. As many undergraduates surf the net, they got attracted to some social networks and consequently participate in viewing content that is mostly miss-informed to them.

Technological determinism simply connotes that technological innovation is the principal initiator of society's revolution. The emergence of this theory is usually attributed to the American sociologist Thorstein Veblen, who gave an account of the connection between technology and society. According to the supporters of technological determinism, any societal changes are controlled by technology, technological development, communications technology and media. The recent dimension in modern information society set in as a result of the development of innovations, new technologies and their social and political implications⁷⁴.

A related review stated that technology determinism theory is tailored to affirm how technological design connecting with desirable for what is technically possible. Technology plays a major role in design processes, it also frames what is possible to achieve in terms of new outcomes since its existence.

This theory implies that technology's influence is ultimately determined by the rate at which people use it and this can be determined by the level of acceptance of the audience and how it has affected the culture. Technological determinism considered technology as part of a larger spectrum of human activity, technological determinism sees technology as the basis for all human activity²⁴.

The major role of technology in innovative design, education and social activities can be traced to the concept of technological determinism and has been one of the most significant points of view in the social sciences in the last decades⁷². Technological determinism can take the form of an idea, theory or a way of explaining technology development in history or the present, but it can also take the form of actual material structures that permeate and influence

society. This simply means that the unusual sexual behaviour of the undergraduates can be linked to the advancement of virtual, image and video featured digital media gadgets that are used to download, view, share and connect each other in various interactive sections

One of the assumptions of this theory is that change in communication technology is inevitable and would lead to rapid development that can change the culture and ways of socialisation of any system. Also, it is assumed that technology by nature is neutral and will naturally reflect in the human emotional state of mind. This is relevant and it is embedded in human ways of life and this affects how they use digital media and also react to each other after the use²⁴.

The implication of this theory to this study is that young individuals such as undergraduates do not have clear-cut reasons for visiting the digital media platforms but are influenced by certain factors such as media exposure, peer pressure and many more. Studies have shown that youths surf the net, they join some social platforms and consequently participate in watching sexual content and other materials that are mostly alien to their culture. This informs the researcher's reason for anchoring this study on the technological determinism theory because technology rapidly influencing illicit sexual behaviour especially among undergraduates in Nigeria⁵².

2.3 Review of Empirical Studies

2.3.1 Understanding the Concept of Sexual Drive among Undergraduates

Several Sexual misconducts among young folks are reported daily in Nigeria due to sexual drive, this is viewed as a social problem that needs a fast intervention of the law to curb the act because there is little legal punishment for young sex offenders and this can make young adult become potential sex criminals⁷⁴. It has shown in the past decades while listening to media news reports that the incidents and cases of illicit sexual behaviour like rape, sexual

harassment, and another form of unconsented casual sex are been report among youth which most time the masses do not have an account of the punishment giving to various offenders.

A related study in Alan Guttmacher Institute discovered that 75% of male young undergraduates have had sex before they graduate while 60% of the female have also had sex before they live the school and the majority of them have their first sexual experience while in the college⁷⁵. A daily report of sexual offence among youth in recent times can be traced to various factors which eventually turn them into offenders while cases and reports of sexual drive and illicit sexual behaviour among undergraduates need rapid intervention as youth are regarded as leaders of tomorrow. Ohio University has revealed that undergraduates are vulnerable to casual sex as young men think about sex 19 times per day on an average, while young women usually have sexual thoughts 10 times per day⁷³.

This physiological act might lead to various sexual acts among undergraduates when they are exposed to an emotional trigger like the sexual content on digital media. Though many scholars have worked on other factors like alcohol, aggressive act and media content but the recent addiction and use of digital media content needed to be traced to various sexual acts among undergraduates as it was proved that young men are seen open to casual sex than young women⁷⁶.

This assumption is interconnected with the fact that digital media has proven to be a platform for social enlightenment and increase in access to information which has given a chance to high rate of various illicit behaviours and sexual acts due to exposure to online content and misuse of social sites which can be linked to unlawful sexual behaviour among undergraduates⁷⁷. Related literature also stresses that undergraduate students can still be reformed than an adult due to the younger age and immaturity if they are nurtured and monitored at the right time because their behaviour is more excusable⁷⁴. This review gives a

clear understanding that young ones can easily be changed in terms of behaviour if they are corrected earlier and while under the control of a disciplined guardian before it gets out of hand and become a serial rapist and sex offender in society. The reason for the act of sexual drive needs to be reviewed to determine the effect of access and use of digital media sexual content on undergraduate's sexual behaviour.

Undergraduates who just gained admission are experiencing the Adolescent stage which is a transition point from childhood to adulthood, they begin to experience physical change and emotional changes. Sexual behaviours in universities were traced to the adolescence stage where individuals begin to pick interest in exploring and experimenting with sexual relations, it was revealed that frequent broadcasting of sexually explicit material could create a more stimulating sex life among male viewers.

The students who came from home have more liberty to access digital media platforms among peer groups and can view different kinds of illicit materials than their colleagues in boarding schools the environment where undergraduate life studying, may influence his/her adoption of risky sexual behaviours⁸. Most students at the undergraduate level are categorised under adolescent age when they started having some features and characteristic that shows rapid growth and changes both physically, cognitive and socio-emotional domains⁷⁸.

Young adults begin to show signs of independence even from their parents and want to do many things on their own and keep many things to themselves, this is also when adults are closer to the opposite gender than anyone else and can be easily manipulated with sexual content to drive the emotional behaviour in them, in the new era of digital media, undergraduate make lots of activities and was addicted to their phone for various activities than before. These include taking pictures, downloading and uploading several contents

among themselves and sharing them for various use and gratification. Nigerian adolescents are initiated into early sex for various reasons and have sexually experienced mostly, while in school⁷⁹. These factors made them some engaged in safe sex while many do not care to protect themselves in the act and had led to several diseases, unwanted pregnancy, abortion and various illicit acts. A related review stated that at the undergraduate level most of the youth are in their adolescent stage characterized by different changes including sexual development⁸⁰. Youth are introduced to various sexual activities at this stage if there is no proper sex education in the college and from the guardian.

Young adults are confirmed to have casual risky sexual activities which involve having many sexual partners even without protection due to adolescent sexual immaturity and newly developing physical and emotional features⁴. This review is duly related to observed interaction of undergraduates moving around campus with friends and opposite gender in hiding places at night which can lead to sexual drive and increase the risk of casual and unprotected sex among them. A review also explains that sexual drive among male and female in Nigeria are influenced by cited pleasure, love, influence and pressure from friends and peers and these made them get involved in early sexual activities⁷⁹. Studies have shown that adolescents cannot control themselves when certain factors have motivated them to go into sexual activities all they say is that it is an act of love which they cannot explain the source.

Sexual drive among youth in the last decades occur as a result of the build-up of identity by a mix of feelings and desires that lead to sexual activities which often begins in the adolescent period, this had made young folks have multiple sex partners and have caused series of early pregnancy, abortion and sexually transmitted disease among youth⁸². The consequences of sexual drive among youngsters are distressing because it could lead to various physical,

psychological and social effects which could also affect the educational performance of students in school and society⁸³. Another review augured that, many youths had their first sexual experience in the early stage when they are still living with their parents and health care providers also the closeness of undergraduates usually give an avenue for early or feature relationship⁸⁰. Adolescent sexual behaviour is on the higher level where the consequence of this recent sexual exposure needs public intervention⁶⁵.

2.3.2 Prevalent Digital Media Platforms Where Undergraduates Gain Access Sexual Contents.

The new media has provided digital media applications that are fast acceptable and accessible through smartphones and digital devices which promote effective interaction through the website and social media platforms such as, Facebook, Twitter, LinkedIn, Instagram, blogs, YouTube, Snapchat, and MySpace⁵³.

Social media technologies make use of different forms to disseminate information through materials including magazines, internet forums, weblogs, social blogs, podcasts, pictures, and videos. Considering the diversity of the media communication system, social media is classified into six distinct categories:

- Collaborative projects (Wikipedia)
- Blogs and Microblogs (Twitter)
- Content communities (YouTube)
- Social networking sites (Facebook)
- Virtual game worlds (World of Warcraft)
- Virtual social worlds (Second Life)

These six categories of social media tools, three categories (blogs and microblogs, content communities, and social networking sites) are most relevant to the application of social media

in the interactive information process. In the process of political communication, there has been strong intermediation between the traditional media and the three categories of social media mentioned above. Traditional media channels, particularly television and newspapers, embrace innovative technology using social media platforms for a news broadcast. Print media and television companies such as Guardian, Vanguard, Daily Trust, and This Day, Channels, have Facebook and Twitter accounts⁵⁵.

Studies has proven that such applications have changed virtually everything in the society including human behaviour, business transactions, and communication, as everyone now interacts and make friends with close and distance individual. However various technology and approach to different issues have changed drastically in recent times and has affected access to information for personal and social development is also changing very quickly. The revolution in the telecommunication sector has therefore increased Internet access and use among the general population, particularly young people¹².

2.3.3 Prevalent Medium of Exposure of Sexual Contents on Digital Media Platforms

Undergraduates are prone to sexually related acts when they constantly spread content involving sexuality, the effects of video content shared on digital media sites are attribute to their behaviour³². Study shows that female artists tend to post more sexual content on digital media compared to male artists, as well as music groups containing both male and female artists, many of the artist post controversial images to either gain followers, promotes their brand or bully their colleagues⁵³.

Further study revealed that adolescents who are sharing pornographic videos will experience a change in sexual behaviours compared to does ones who did not. The rate at which individual undergraduates watch sexual movies increases the level of exposure to adult issues at a sensitive age.

The increasing availability and exposure to digital media pornography related materials could cause unsafe behaviour such as,

- Early knowledge of, and attitude to sex
- Illicit sexual behaviours and practices
- Attitudes and behaviours regarding gender equality
- Behaviours and practices within their own intimate, sexual or romantic relationships
- Risk of experiencing or perpetrating sexual violence⁵⁴.

The use of pornographic materials as well as knowledge and use of contraceptives, especially the condom that has been excessively advertised, has contributed immensely to the involvement of youth in sexual practices³². Studies have revealed that Nigeria undergraduates are the major consumer of sexual content on the internet due to fast-growing exposure, access and use of various digital media applications which they used to capture and showcase their sexual postures which they always share online, they also venture into posting sexual content downloaded from pornography sites all over the digital media²⁴.

Sexual discussions and content displays are increasingly frequent and explicit in all forms of mass media. The use of digital media for this sexual display is growing more rapidly than any other technology, which has dramatically increased the availability of sexually explicit content. Content analysis revealed that the inclusion of sexual content ranging from seducing to sexual intercourse had increased drastically on most media pages depicting sexual intercourse⁵⁵.

Undergraduates in Nigerian universities are mostly exposed to an extensive amount of sexual content on various social media networks through various digital media platforms and several media sources which always keep them busy than other important activities that relate to their academics⁶⁹.

The challenges associated with the use of digital media platforms can also be related to risks associated with student internet usage. The new inventions have exposed students to inappropriate use of material, unwanted adult interactions and bullying from peer groups as a result of exposure through various platforms⁷.

Consumption of pornography content has been related to regular sex life among students which mostly result in having sexual intercourse with different friends. Therefore, exposure to sexually explicit material was responsible for the increase in the likelihood of adolescents accepting and engaging in sexually permissive behaviours. watching pornographic videos and thinking it was normal/casual is consistent among student who uses the digital media and this exposed to erotic material, were more likely to accept the notion of casual sex⁸.

The study added that Adolescents use social media to monitor the social and sexual status of their friend's. Consumption of pornographic materials refers to the viewing of content that creates sexual feelings or thoughts with explicit images of sexual acts involving some sensitive parts of the body, intercourse, oral sex and masturbation. Sexual contents materials are known for displaying behaviours that many adults consider unacceptable and highly risky which most times involve force. Research evidence has revealed that sexual content has become a common part of life in many parts of the world as nude and uncensored material are promoted or used to promote other products on daily basis, this includes Nigeria as sex-related content is the most frequently searched on digital media⁵⁴.

2.3.3.1 Intentional Exposure to Sexual Contents

Studies have shown that intentional exposure to digital media sexual content and sexual activities are both causes and effects of each other, however, the relationship between unintentional exposure to online sexual content and sexual behaviour are not the same, since consumption of sexual content are influenced by different factors that make individual operate through different mode of assumptions⁸². A related study stated that deliberate access

and use of digital media sexual content has increased sexual activities and exposure to pornography among undergraduates.

Several studies have shown that digital media networking platforms have a great influence on students' sexual behaviours. A related Study revealed that digital media use with the initiation of sexual activities and the spread of sexual messages are linked to developing sexual attitudes and behaviours that could result in a sexual act without considering health consequences.

Further conducted study shows that an average Nigerian youth had watched or has been exposed to thousands of sexual content and countless other acts of deviant behaviours. A countless number of experiments have found out that viewing media content influences increased aggression or increased sexual risk behaviours among youth and undergraduates⁸³.

Deliberate Pornography use is associated with more permissive sexual attitudes among undergraduates and tended to be linked with stronger gender replication and sexual behaviours seen around the society. The consequence of these nude materials seemed to be related to the occurrence of sexual intercourse, greater experience with casual sex behaviour, sexual aggression, both in terms of perpetration and victimization.

2.3.3.2 Unintentional

Unintentional exposure to sexual content and other information on digital media usually occurs during a routine search for other information, the content usually appears as recalled with a minimal prompt. Unlike intentional exposure, unintentional exposure is not driven by a specific motivation to get the personal pleasure that could lead to accessing or using online sexual content⁸⁴.

Studies have shown that unwanted sexual materials on digital media mostly shape the good intension of students who reader want to use the platforms for either academic purposes or

good moral gratification, nearly half of children between the ages of 9-16 years experience unintentional exposure to sexual content on digital media, the study urged for a preventive measure and supporting sexual safety among young folks⁸⁵. Young computer users may receive unsolicited emails containing sexually explicit material or links to such material ignorantly while updating the smart gadgets, new platforms or products pop to the screen, some got exposed to this due to improper guess or mistyped website addresses or requests for information, in this case, various unwanted materials stumble in including sexually explicit material⁸⁶.

2.3.4 Influence of Digital Media Access and Use on Illicit Sexual Behaviour

Cybersex is a subcategory of digital media sexual activities that involve two or more people engaging in sexual discussion by chatting, video calls, or sharing sexual content while online for sexual pleasure¹⁹. Digital media content is used to compliment an already existing sexual drive which is an alternative way for sexually marginalized desire. A study has found out that 30% of men and 34% of women had experienced and engaged in cybersex, a large number of respondents stated that digital media interactions had taken place in various chat rooms and media sites.

The expansion of recent digital media and innovative technology has contributed to an increase in digital platform use and availability of sexual material. An increase in illicit materials has created a means to engage in several sexual acts considering the availability of the media content which influences individuals, undergraduates and family members consuming pornography²⁰. Frequent increase in nude content consumption has influenced the undergraduates in an extraordinary level with the use of digital technology which its advancement has increased the rate at which youngsters access and use the available content, the availability of personal digital gadgets, smartphones and unlimited internet access, have

made it easy to access and consume sexual content by acting as porn models, with various video shoots and captured nude images just to attract viewers and friends²⁰.

The negative side of the advent of interactive digital media platforms is that many people interact with an unknown partner which might be a risk to their lively hood, thus, social media is also serving as a tool particularly for teen sexual predators as undergraduates meet in a different location which can result to gender molestation²¹. A related study revealed that digital media platforms have increased various sexual drives among undergraduates in colleges³².

It was discovered in a study that time spent on digital media platforms are significantly associated with high-risk sexual behaviour among undergraduates and has also made them have multiple sex partner²¹. A related study further opined that digital media platforms have influenced students to the act of sharing erotic messages, watching pornographic films and movies, and also increases risky sexual behaviour such as masturbation, rape and harassment among them³².

Digital media has been used to promote precarious sexual behaviour among undergraduates with access to content inform of unsolicited photos, videos and text from peers and strangers that are not monitored by parents or guardians. In this case, it's important to investigate the influence of digital networking material on undergraduate's sexual behaviour to bridge the knowledge gap⁴⁹. The internet has been discovered to have a great influence on students, though it has an advantage by providing necessary information on sexual health and sexual relationships, many studies have also shown that digital media has negatively influenced teens in their sexual behaviours due to an increase in several portrayals of and the amount of discussion about sex in media and an increase in the explicitness of the portrayals⁵⁵.

Nude content on digital media increases the chances of sexual arousal that leads to mixed behaviour involving certain emotional states and unstable motivation towards sexual deeds and injudicious sexual decisions tend to have a greater effect on female gender⁴⁸.

The relationship between both the media and students' sexual behaviour in Nigeria and other developing countries in general needs urgent attention due to the increase of rape, teenage pregnancies, septic abortions, and sexually transmitted infections, especially human immunodeficiency viruses (HIV), which is now rampant among undergraduates⁵⁵. One of the limitations of digital media and sexual drive is a tendency to be abused when digital media sexual content is misused, especially by young people or undergraduates. This shows a negative influence on the sexual behaviours of university students⁷⁴.

Digital media applications have been an influencing source in all areas of lives and also have an impact on how individual lives, work, play, learn and socialize. Social media make use of various manifestations to present a golden opportunity and rich environment to study information behaviour and response, as much of the information (in text, image and video format) are recorded and stored in publicly accessible repositories and on personal gadgets⁷. The act of using digital media to view sexual content is referred to as cyber pornography, this is used to initiate, design, expose, circulate, introduce or advertise sexual or indecent items, especially material depicting young adults engaged in sexual acts⁶⁷.

Evidence has shown the link between undergraduates exposure to sexual media content and how it influenced their sexual behaviour because many teens have reported various media platforms and their sexual contents, lots of literature have explained that viewing sexual content on various media platforms contributes to increasing of sexual activities among youth while studying the relationship between adolescent sexual behaviour and the type of media used, it was discovered that teens exposed to a substantial sexual content across various

media platforms were more are likely to have had sexual intercourse due to exposure to digital content⁷.

Naturally, considering the moral aspects pornography is a criminal offence and had been classified as amongst the factors causing harm to an individual. Though sexual content on the internet is available on different platforms and forms ranging from pictures and short animated movies, to sound files and stories, users especially undergraduates used digital to create sex, sex life, sex act and arrange sexual activities from or on the digital media platforms.

Findings further review that sexual content on digital media is available globally and focused on undergraduates and teenagers. The influences of social media on students have fascinated researchers to carry out studies on social media impacts academic performance, social and sexual behaviour among others. Most of the studies found that social media harmed students' academic focus, performance and concentration which is the ultimate goal of education³⁵.

2.3.5 Prevalent Predisposing Factors to Access and Use of Sexual Contents

Digital media platforms have been accessed and used for diverse activities related to sexually motivated behaviour through searching of sexually-related content for educational use, buying or selling of sexually related materials making descriptions of online virtual sex shops³⁵.

African youth and undergraduates are likely to engage in certain rebellious activities that are harmful to their personal, academic and societal development as there is an obvious correlation between an increase in media expositions of antisocial behaviour such as sex, erotic dances and an increase in imitation of those acts²⁵. African adolescents are learning and reproducing erotic dances through Digital Media. Pole dancing is also trending in urban centres at clubhouses where young people dominate. In Nigeria urban cities like Lagos and

Port Harcourt, there is strong evidence that many of the undergraduates abandon schools to become full-time erotic dancers. Other factors have been detected as drivers to undergraduate's sexual initiation and reasons for sexual behaviour. Among the top reasons given by adolescents who participated in a national survey across 12 states in Nigeria for their sexual activity was, the pretence to show love, deriving pleasure, have fun, satisfy curiosity, forced into sex, or had sex for the financial and material gain ⁵⁴.

2.3.5.1 Media Exposure

Accessibility, availability of uncontrolled exposure to internet facilities and sexual content has constituted a gateway to sexual behaviour which has led many students to diver's sexual expression or sexual masochism ²⁴. Digital media virtual interaction has increased the level of illicit activities which has with interactive activities such as online sexting, online sexual harassment which has increased the rate of emerging issues that may lead to risky sexual behaviours and higher probability of unsafe sex, mental health conditions, and drug dependence, especially among youths and adolescents⁸⁷.

Media exposure has been confirmed as one influence factor of the recent change in behaviours among undergraduates, digital media is known to be a medium of communication that can be surf through the Internet but by observing unusual behaviour on these platforms, students learn lots act through information provided about the dynamics of human behaviour. Most people use digital media to learn about sexual behaviours that may be too uncomfortable to talk about in today's society by paying attention to their digital screen⁵⁶.

Exposure to Sexual content on new media at early adolescence age has been traced to unusual sexual behaviour, the study shows that about 50% of adolescents had been exposed to sexual media content which has predicted their early sexual debut, unsafe sex and multiple sexual partners. Studies have also shown that undergraduate students seem to be scarce seeing some

unusual content on digital media, but haven't been encouraged by different factors, digital media use has affected sexual behaviour in other developed places, there seems to be little study examining the same issue in Nigeria especially among undergraduate students⁸². Thus, given the different levels of exposure to social media by undergraduate students in Nigeria, there is a need to also investigate how social media use influences the sexual behaviour of undergraduate students in a Nigerian⁸³.

The rapid advancement of digital communication technology led to two gaps between positive benefits and negative impacts. Digital media malpractice of internet usage by teenagers has led many undergraduates to online prostitution through online dating using social media. Many undergraduates have also been posting an awful status on their social media pages, expressing both sexual affections and anger, they also spend much time on games and betting online¹.

“A teenager died after taking part in an online suicide game called the ‘Blue Whale Challenge,’ his family have said. The Blue Whale Challenge is an unsubstantiated phenomenon, whereby participants are said to be guided through a series of tasks over 50 days, such as self-harming and watching horror films all night, culminating in a suicide.”

The above incidents happened as a result of media exposure within the peer group, which might be as a result of pressure from other members who were playing the game together.

2.3.5.2 Family

Family restrictions and liberalities on the sexual drive have increased some undergraduates sexual drive and behaviour as many of the children learn from their homes right from childhood either from their parents, brothers, sisters and other family members has become a source of inspiration and model. Sexual norms are reproducing due to parents' explicit

prohibition and sexual behaviours⁶⁸. A related study explained the link between young people's sexual behaviour and levels of proper parental monitoring to check what the children are doing at the particular time, parent and child communication, and parental discipline among youth and undergraduates people living in high poverty settings such as urban areas⁶⁹ many of the parents could not cater for the needs of their child and has made much youth to learn different activities while moving around, they became exposed to several illicit acts which include illicit sexual activities⁸².

Studies have shown that the influence of family support on protective sexual behaviours among adolescents and young adults is less silent in Nigeria. While many parents performed their duty in paying school fees and other expenses, guardians and family members failed to checkmate students' sexual behaviour this made university students misuse the opportunity of their freedom during their stay on campus. A clear understanding of the role of family support and living with both parents on protective sexual behaviour is vital which must be done appropriate time.

2.3.5.3 Peer Pressure

Peer pressure was commonly identified as a reason for various sexual engagements. Many have proven that they were influenced by their friends and initiated sex to show the maturity level of an individual and catching up with what friends were doing⁵⁸. Studies have revealed that peer pressure is one of the predominant factors to access and use of digital media, the study further explained that are influenced through peer sharing and update of unsafe information among each other which causes early exposure to risky acts⁸².

Peer group is one of the factors that were discovered among undergraduates to have increased their use of digital media, related literature stated that many joined digital media due to the involvement of their friends and peers and they did not want to be left out in the practice. Peers have significant influences on their friends on their sexual behaviour and digital media

use. Undergraduates usually do want to practice what they have noticed among them, they do not want to be left out and this increases the level of influence change in their sexual behaviour⁵⁷.

“When you don’t have sex your friends will say you are not mature” (Female in school) “You can have sex with another man when you want to get back at your boyfriend and he will be jealous and come back” (Female in school) “When you take drugs or alcohol you will have sex and we put drugs inside drinks like substance and have sex with the females” (Males out of school)

2.3.5.4 Socio-economic

The accessibility, affordability, and anonymity of the internet has made digital media more relevant amongst undergraduates, low and affordable cost of internet subscription, maintenance and sim has made content readily available on individual students digital media handle or page¹⁹. The overwhelming effect of sexual violence is much on the victim and could cause loss of trust and feeling of unsecured irrespective of age, gender or socioeconomic status of the victim⁵⁴.

The study further stressed that affordability of the digital media platforms has caused public shame, embarrassment and harassment, this anonymity has led to an increase in consumption of pornographic materials which has become a part of many adults and adolescents' daily routine and social context. The accessibility to the Internet via Smart Phone, Internet, and free websites surrounding pornography make content quick, easy, and discoverable. A related study stated that the easiness and affordability of digital media internet facilities have made half of the Indonesian citizen’s total have and use the media. This is due to the affordable price of the internet package offered by many communication providers which have helped to increase, Indonesian internet users both young children and the elderly. People can now access the internet freely as it is called freedom of expression. Youth of this generation can

have their voices through digital media platforms¹. A related study examined socio-economic factors that made it possible for an individual to own a mobile phone and use digital media platforms due to the reduction in the price of both smart gadgets and easy access to cheap internet facilities. The study also identified age, gender and income as significant determinants among youngsters⁸⁹. Where evidence of differences in the sexual behaviours between the literate and the illiterate adolescents have been described economic status, a proxy for poverty as an important influence to adolescent sexual behaviours mainly among adolescents who are out of school ⁶⁹.

2.3.5.5 Alcohol Consumption

Intake of alcohol is regarded as one major determinant of usage and sexual behaviour, Students use digital media more when they are intoxicated and this led them into various sexual acts, engaging non-judicious sex partners and having sex immediately after watching pornography ²⁰.The male gender has explained that they desire and have sex or even forcefully have sex when they take alcohol and other drugs⁷⁶.

Excessive intake of ethanol production is now common among undergraduates and the youth as a whole, Students is recently seen with different mixtures of alcoholic drinks which when coupled with exposure to sexual content could lead them into committing unusual acts which could affect others with the vicinity, undergraduates form groups to organise parties and other get together sometimes without the knowledge of the school authority and behave strangely while in their comfort zones⁵⁴.

2.3.5.6 Drug abuse

Studies have revealed that diversity of sexual behaviour sometimes determines undergraduates first sexual experience through several factors including drugs abuse and the implications of excessive use are stigma associated with the drive. A related study stated that

a recent common factor of illicit sexual behaviour among undergraduates can be related to excessive use or misuse of drugs such as the use of newly emerging synthetic drugs like synthetic cathinone, synthetic cannabinoids, ecstasy, ketamine, or methamphetamine, students got addicted to using such drugs and this causes mental health conditions and drug dependence which made many to engage in illicit sexual act⁸⁴.

2.3.5.7 Unrestrained Curiosity/ Nature

Sexuality is a healthy and normal part of everybody's life the biology relate to nature due to emotional drive which has to do with human sexual behaviour among genders. Nature produces certain percentage of sexual drive which in many cases is safer sex practices and pleasure that relates alongside masturbation, love, lust and relationships through interpersonal communication⁹¹.

Unrestrained curiosity becomes norms as more undergraduates explore sexual emotional content in video, audio, image and graphic format through the digital media platforms, this is a result of some forms of addiction as the materials become part of the person¹⁹. A related study stated that Traditional norms in most Nigerian cultures demand premarital sexual abstinence until entry into marital unions, this practice has been cut off since the inception of recent innovations, nevertheless, this is decreasing the value of culture and worsen the level of sexual abstinence undergraduates, Studies from several parts of the country have reported a high level of sexual activity among single, adolescents, and undergraduates of both sexes with progressively react to a certain form of sexual drive or the other.

There is an increase in risky sexual practices, including unprotected sexual intercourse with multiple partners. The female gender mostly became prey that often bears the consequences of early sexual activity in unwanted pregnancies, teenage births and abortions that is performed by unprofessional health practitioners⁵⁵.

As many special children and teenagers enjoy various types of play or film and the actions stick to the brain sometimes practice the act, so are the undergraduates who watch sexual materials and sexual contents freely got derived by various sexual displays on digital media. The study further explained that, Clinicians, therapists, physicians and other health workers characterize the chemical reactions as drive form and key components in classifying addiction. Studies have shown that the use of sexual content can influence complications among spouses, genders and families. The usage of digital media to watch sexual content influences various behaviours which involves divorce, job loss, and loss of trustworthiness¹⁹. The Study further explained that, related to the hypersexual disorder, which is defined as the inability to regulate impulsivity with sexual desire through the deposited nature of the person. This factor has affected many digital media users especially undergraduates who take different advantage to lure people into illicit sexual activities.

2.3.6 Prevalent Illicit Sexual Behaviour among Undergraduates

Several illicit behaviours are reportedly associated with digital media and sexual drive, undergraduates are disposed to risk by using social media which has exposed young adults to early sex, having multiple sexual partners, the act has been found to likely lead to depression and risk of HIV/AIDS and other sexually transmitted diseases²¹. Lots of young ladies across the continent are recently been deceived by online fraudsters who create fake identities to lure them into deceitful relationships that can lead to untimely and early death⁸³.

The emotional feelings caused by sexual arousal usually leads to shifts in motivations towards having sex and simultaneously making a decision for other related behaviour. While tracing the relationship between sexual arousal and decision-making (behaviour) a study revealed that men are to either a control condition where they simply show a willingness to engage in varieties of sexual activities, due to arousal condition where they masturbated to a level of arousal, this will lead to engagement in sexual behaviours. The arousal conditions are

likely to end a higher willingness to engage in date-rape like behaviours and indicate interest in unsafe sex⁷⁶.

There is no doubt that traditional and digital media have exposed youngsters to violence and other illicit content had influenced various acts, however, it is of great concern to everyone to identify the rate at which Nigerian youths especially undergraduate students are addicted to new social media platforms despite their damning consequences⁶⁶.

Facts have proven that online social platforms activities positively relates to sexual risk behaviours, such as the formation of intimate sex, relationship and indulgence in risky sexual practices, such as unsafe sex and multiple sex partnerships⁸. A related study also demonstrated that sequel to the increase in the use of digital media, male gender reported to a greater extent of illicit sexual behaviour orientation than their female. the study further stated that the more undergraduate get exposed to sexuality-related content on the internet and involved in online sexual activities, it will increase their sexual drive because they have been shaped by the information to which they have been exposed to, this mostly led the Beyond the relationship between the electronic media and sexual behaviour but illicit sexual behaviour⁷¹.

Young people have been discovered as the most populated portion of people that are most exposed to Sexually Transmitted Infections due to exposure to sexual content, sexual discovery and initiation and their eventual engagement in unsafe sex, these makes them vulnerable to contracting diseases⁴⁹.

Sexual behaviour can be influenced by many factors ranging from gender, sexual orientation, culture and physical changes among undergraduates. Sexual behaviour is related to stages of development among Adolescents and young adults; they beg to have a sense of their sexuality and sexual identity known as puberty in both genders, which will lead to the display of

certain sexual behaviour¹⁷. Frequent exposure to digital media sexual content can increase the rate at which undergraduates get infected with sexually transmitted diseases and the usage of unreliable methods of contraception. Sexually transmitted diseases can easily be contracted due to uncertain sexual desire, sexual behaviours increase the chance of transmitting disease or unwanted pregnancy which can lead to early death⁵⁰.

2.3.6.1 Rape

Rape is a behaviour that involves forceful carnal knowledge of the same or opposite gender though it is mostly referred to as unusual intercourse with girls or adult women without their consent. Rape is defined according to the law as sexual intercourse, or other forms of sexual penetration, committed by a perpetrator against a victim without their permission⁷⁸.

The relationship between the viewing of violent nude and men's attitudes towards rape and aggressive behaviour while or after viewing sexual content which has also been linked with body dissatisfaction and negative body appreciation in men, the study also explained that the behaviour after the consumption indicated that constant viewing of sexually explicit material will increase the chances of engaging in illicit sexual behaviours among individual as students this connotes that when undergraduates watch pornography that interests them³³.

Rape is regarded as the extreme version of sexual violence which is not a medical diagnosis. It is a legal terminology reserved for cases of penile penetration of the victim's vagina, mouth, or anus without consent⁷⁸. Study shows that rape cases are an illicit sexual behaviour that exist generally everywhere and widespread across the federation. The study added that rape has to do with forced sexual intercourse which is often associated with immediate and long term harmful physical, reproductive, psychological and mental consequences and causes many of the victims to engage in harmful taught daily⁴⁴.

Undergraduates are likely to engage in similar behaviour when involved in real sexual experiences. And end in risky sexual behaviour, than their counterparts who do not consume it²⁰. Medically it was agreed that several behaviours that are associated with addiction can cause rape due to hypersexual disorders. It should be noted that outside of addiction, individuals who view digital media sexual content might also be in the category of people who has personality, obsessionality or compulsivity disorders¹⁹.

2.3.6.2 Masturbation

Digital media sexual content has exposed undergraduates to play with their private's area while reacting to sexual content seen on digital media. The act of sourcing the internet for masturbatory purposes has contributed to the use of online digital platforms, seeking out sex therapists, sexual partners, transitory relationships, has increased victims of sexually related Internet crime²⁵.

Masturbation is often seen as solitary behaviour that has the power to influence intimacy with oneself, it was discovered that after the stigma it produces intense feelings of shame or guilt, it can cause feelings of alienation from the community and conflicts in relationships as well as problems with self-esteem and sexual identity. Though many also masturbation is a substitute for risky sex acts, which many thought may lead to positive impacts on healthy sexual development⁸⁷. The study revealed lots of digital media show biz are products of related musturbation acts.

The advent and increasing access to the internet digital applications has increased private media exposure, the act has to increase private review of sexually explicit materials and considerably and considerably increases the act of musturbation⁸¹.

2.3.6.3 Sexual Assault

Digital media use and sexual drive have resulted in several forms of assault, kidnapping and domestic violence, this is done by portraying another gender through tricking the undergraduates into an online meeting where they discuss and share sexual content, This behaviour is attributed to institutional, cultural, and social backgrounds¹⁹. This allows media users to create videos, images, captions and also engage in relationships that are categorized as cybersex. This life outside reality allows undergraduates and other users to connect with partners around the world. In some cases, as seen in the film, various users connect via different online sites, many got involved in dangerous meetings with partners for sex, and still experience arousal.

Sexual assault includes forced or coerced sexual behaviour that involves violent penetration by another gender that involves touching sensitive areas of the body of the opposite sex or being forced or coerced to touch another person's genitalia. The behaviour has resulted in a severe traumatic experience that disproportionately affects women, ladies and even little girls. Africa has the highest prevalence rate of child sexual abuse around ⁶⁷.

Students who have been sexually assaulted go through a severe traumatic lifestyle due to previous experience of physical sexual assault. Sexual assault has been described to include attempted or complicated sexual intercourse, Vaginal, touching, rubbing up, kissing or having any type of sexual act committed by an adult or under age⁷⁸.

2.3.6.4 Sexual Transmitted

Sexual content consumption was not only seen as a bad act but also related to sexually transmitted diseases which include HIV risky sexual behaviour. HIV risky sexual behaviour refers to sexual activities that may expose individuals to contract HIV and other sexually transmitted infections (STIs), due to sexual urge and engaging in unprotected sex, early

sexual debut⁴⁹. Youths and adolescents are vulnerable to sexually transmitted diseases due to casual sex which might be as a result of exposure to diverse sexual triggers that leads students into unprotected sex⁸¹.

Illicit behaviour most time results in sexually transmitted diseases like HIV due to unconsented sexual acts when the sexual drive is triggered by nature or other factors including Puberty, menopause, stigma, sexual problems are also a problem associated to illicit sexual behaviour⁹¹.

Adolescent sexual activity in sub-Saharan African countries is presently described by a high level of premarital, frequent short term and multiple sexual relationships combined with inconsistent, incorrect or non-use of contraceptives, especially condoms. Other defining features include their susceptibility to sexual violence, sexual exploitation, sexual coercion and abuse some youth are still faced with prevalent issues, such as proper sex education, inability to negotiate sexual decisions and poor assertiveness skills. These could cause a high risk of contracting Human sexually transmitted diseases⁷⁸.

2.3.6.5 Sexual Harassment

Sexual harassment is an act that brings about sought of unwelcomed, involuntary and unreciprocated sexual advancement from gender to another person who is not pleased with the action, this brings about unwanted sexual relations from another person due to unacceptable notion that involves aggression against another person's body, this behaviour It occurs in places such as home, school and works place⁸⁹.

Sexual violence ranges from forcible rape to non-physical forms of pressure, psychological intimidation, blackmail, harassment or other threats that compel persons to engage in sex, Sexual harassment is a form of sex discrimination that violates rule of law in Nigeria. It is Unwelcome sexual advances, requests for sexual considerations, and other verbal or physical

conduct of a sexual nature constitutes sexual harassment when submission to or rejection of this conduct explicitly or implicitly affects an individual, this behaviour usually interferes with total concentration among undergraduates and can also affect the work performance in an organisation. When this act is successfully carried out, it could cause psychological problems such as Headaches, Gastrointestinal distress, Sleep disturbances, nightmares, panic reaction and Sexual problems⁹⁰.

Sexual harassment has been a global problem that is now common in higher education institutions and other workplaces and professions, though this act is not limited to Africa, it is also practice in some other countries where the perceived factors responsible for this illicit behaviour is indecent dressing pattern among female students, intake of alcohol, drug abuse peer pressure and many other factors speculated as favouring sexual assault in institutions of higher learning⁵⁵.

Many youths engage in and maintain online relationships via E-mail and/or chat rooms exploring gender and identity roles by swapping gender or imitating another person to develop online relationships with digitally manipulated images on the Internet for entertainment and other missions⁸⁹ Undergraduates do contact sexually transmitted diseases and infection due to multiple sexual partners, the behaviours make them vulnerable to early pregnancy, abortion, infections and death.

2.3.6.5.1 How to Confront and Stop Sexual Harassment

- Do the unexpected: Name the behaviour. Whatever the harasser has just done, say it, and be specific.

- Hold the harasser accountable for his/her actions. Don't make excuses for the harasser; don't pretend it didn't happen. Take charge of the encounter and let people know what the harasser did. Privacy protects harassers, but visibility undermines them.
- Make honest, direct statements. Speak the truth (no threats, no insults, no obscenities, no appeasing verbal fluff and padding). Be serious, straightforward, and blunt. • Demand that the harassment stop. Make it clear that all people have the right to be free from sexual harassment. Objecting to harassment is a matter of principle.
- Stick to your agenda. Don't respond to the harasser's excuses or diversionary tactics.
- The harasser's behaviour is the issue. Say what you have to say, and repeat it if the behaviour persists.
- Reinforce your statements with strong, self-respecting body language: eye contact, head up, shoulders back, a strong, serious stance. Don't smile. Timid, submissive body language will undermine your message.
- Respond at the appropriate level. Use a combined verbal and physical response to physical harassment⁸⁴.

2.3.6.6 Gender-Based Violence

Interestingly is the act of vengeance and anger as a reason for sex given by some females who said they agree to have sex with other partners who are not even their boyfriends just to hurt their boyfriend who has offended or cheated on them with another girl⁷⁴. Sex-related violence and other deviant sexual expressions are the main traced to the use of digital media by the undergraduates many of the contents portray acts like rape, bestiality, fetishism, paedophilia, or sexual masochism internet pornography viewing can also result in chaotic

behaviour because it tends to lead to sexual addiction, low self-esteem, and depression in individuals involved in it²⁴.

Sexual gender violence does not only affect humans physically, it also hinders the mental health function of an individual, which violation of human rights, this behaviour is associated with an increased risk of sexual and reproductive health, both immediate and in the future⁵⁴. The difference between genders needs to be studied as it is also associated with the behaviour of an individual, Difference between gender and sex allow individually to explore gender roles and behaviours, understanding perceptions of masculinity and femininity within the university, family and across the life cycle because the society changes norms and values manifestations and consequences of gender bias, stereotypes and inequality including self-stigmatization ⁹²

Studies in Nigeria have proven that socially defined roles and power ascribed to men and women have affected sexual behaviour among undergraduates due to gender inequality faced by Nigerian females⁸³. A related study opined that the Female gender has been confirmed to be the unfortunate gender that suffers sexual violence, the act has caused worrisome feelings in the society as members of the society constantly share their experience with public health practitioners and human rights activists worldwide⁹⁴.

2.3.7 Combined Influence Access and Use of Digital Media on Illicit Sexual Behaviour

The recent trend of illicit sexual behaviour has become a problem among Nigerian youths could be related to the current exposure and involvement of individuals to the modern information and communication technology gadgets which now has any influence on the undergraduates. Digital media gadgets have turned to World Bank for various uncensored content including sexual materials as any product can be stored, retrieved, manipulated, transmitted or received electronically in digital form⁷².

The consequence of digital media access and use for viewing sexual content has also been linked with sexual harm and other illicit sexual behaviour. Viewers of pornography content got addicted which is a form of illicit sexual behaviour between male and female gender who will want to take advance as a result of the sexual drive triggered by the viewed contents. Many sexual content scenes involve physical aggression such as gagging and spanking of female actors which have been discovered as a link between pornography viewing and support of violence against women²⁰. Study shows that students mostly use the Internet to learn about sexual behaviour before putting it to practice. This has made many undergraduates who accessed sexual material in early adolescence were able to perform diverse sexual acts when they get to higher institutions where they have more freedom than when they are with their parents⁴⁵.

It is important to Understanding that digital media influences sexual risk behaviour as programmes need to be designed to reach the overwhelming numbers of youth who do not have online sex education and behaviour change programmes⁷. There is a need for undergraduate trained and teach the act of sexual education especially safe sex practices through comprehensive reproductive health advocacy programs through the media and higher educational institutions in Nigeria. Sex educational Programme needs to be encouraged among youths, to discuss how unjust sex behaviour patterns amongst undergraduates and youth in Nigeria can be reversed⁵⁰.

The study further explained that there is a high level of influence and relationship between high media consumption of digital media contents and more frequent sexual activity in young adults in Nigeria, as young children who are exposed to pornography and sexual music videos were more likely to engage in receiving and sending sexual materials to one another⁷³. However, there is little or no information available about controlling and moderating

exposure to sexual content while little enlightenment is given about digital media, sex-related content posted, and their probable influence on undergraduates⁴⁷.

Orientation can be planned with a special curriculum that can address the educational chain with the allocation of the relevant health information for various levels of the educational chain, starting with the basic information on anatomy and physiology of the reproductive system at the primary level, to issues of safe sex and sexually transmitted infection at the secondary and tertiary educational level. The educational case can be relayed through Advocacy tools with enlightenment lectures at schools and also in the prints and electronic media⁹⁵.

Different content on social media can also be used the social media has become an increasingly popular source of information for youths and undergraduates and should therefore be used to ensure that constant and reliable information on sexuality and digital media use is shared to guide students. A related study also opined that comprehensive sex education programs, seminars and training lead to safer sexual behaviours and cautions between both genders when they experience the sexual drive, however, it was also revealed that many educational sectors fail to implementation of sex education which has caused inadequate awareness of the consequence of sexual behaviours.

Unawareness of the implication, means of prevention and forms of infection had put many undergraduates at risk of sexual behaviour, apart from insufficient information, sexual behaviours are also associated with beliefs, values and myths, for the person with a sexual urge. So in this case it is obvious that an undergraduate with various factors of sexual drive need to limit the exposure to sexual content viewed on social media⁹⁵

The majority of the undergraduates got stocked in one form of sexual behaviour while been urged to learn about sex education, it resulted to increase in exposure to sexually illicit act

and on the contrary, they started making use of sex material in the other way round. Findings have shown a relationship between undergraduate exposure to sexually illicit materials and positive attitudes towards engaging in uncommitted sexual exploration. The study further stressed that sexual text messaging among students, even without pictures were associated with a greater likelihood to engage in sexual activities. It was established that receiving a pornographic video on social media from a distant friend or strange person was found to be significantly associated with adolescent sexual behaviour⁶⁶. Studies have described the essence of self-monitoring either by parents, school or individual to caution various habits, additions and practice which needs serious monitor, observation and control.

Undergraduate's behaviours and presentation among themselves need constant mentoring. With this measure, there will be a High level of self-monitors are sensitivity to others expressions and presentations and can adjust and learn to express themselves for normalcies and impression⁵⁵. Sexual education can be defined as training and skills that are related to human sexuality that includes intimate relationships, human sexual anatomy, sexual reproduction, sexually transmitted infections, sexual activity, sexual orientation, gender identity, abstinence, contraception, and reproductive rights and responsibilities⁷².

The study further explained that sexual education can be carried out for Developmental appropriateness and providing evidence-based educational experiments and experience about human sexual drive, behaviour and sexual reproduction, this must be provided by skilled lecturers, schools, parents and other professionals bodies are important to help inform the undergraduates. Students need to have more knowledge about positive and safe choices of healthy relationships, responsible sexual activity, sexual behaviour and reproductive health.

Sexuality education can be helpful to prevent and reduce the risks of undergraduates and adolescent sexual violence, pregnancy, HIV, and sexually transmitted infections among youth.

Institutions can be best run with the inclusion of Sex education which can be delivered among the student in conducive learning outlets, the student also needs access to youthful health services which will eventually result in positive health and a long life effect on the health and sexual behaviour of the undergraduates.

Students should be given access to both informal and formal sexuality education which must be unopposed because they complement one another. While the universities are key providers of formal sexuality education, non-school based sexuality education must provide adequate orientation to reach the most marginalized and vulnerable young people, but also as a supplement to school-based sexuality education⁹⁶. The study further explained that Universities have the opportunity to reach large numbers of students from diverse backgrounds via trained and skilled adult professionals. School leaders have a responsibility for promoting and protecting students' sexual health and welfare long before they get involved in sexual activities.

Comprehensive Sexuality Education (CSE) is a curriculum-based and suitable process of teaching and learning about all aspects of sexual behaviour, including cognitive, emotional, physical and social. This programme aims to create a form of enlightenment and also equip students especially undergraduates and adolescents with proper information, attitudes, skills and values empowering them to realize and actively take care of their sexual health, well-being and dignity. It was created to develop social and sexual relationships with good moral standard⁹⁷.

Undergraduate students need to be constantly counselled, trained and teach the rudiment of digital media use and sexual drive in order to find a way to curb the behaviour, the students need to be enlightened on the danger and negative consequences associated with the internet sexual content²⁴. Undergraduates need to understand that, there should be a positive approach

to young people's sexual drive, understanding that sex should be an act of pleasure but not to practice violently and also more than just sexual intercourse⁷⁰.

It has been demonstrated that digital media and sexual drive education interventions can prevent or reduce the risk of sexual drive, adolescent pregnancy, HIV, and STIs among undergraduates this has helped to reduce all forms of sexual related issues in some parts of the world⁷².

Sexual risk behaviour among undergraduates has become a major public health concern especially in Nigeria, where poverty has raised to become endemic and corruption, it was revealed that nearly 800,000 teenagers between 15-19 years get pregnant yearly, with most of them happening unintentionally due to various form of sexual drive. Over 19 million new Sexually Transmitted Infections (STIs) are diagnosed yearly among young adults between the ages of 15 and 24 years⁶⁶.

Researchers in the diverse area of specialisation are making finding towards understanding the cause of frequent sexual drive among undergraduates and other risks encountered while making digital media interactions social, economic, and public health consequences¹⁹. It is necessary to have an in-depth understanding of sexual drive and how to address risky sexual behaviours among young people, especially undergraduates who are prematurely independent and the most vulnerable groups in society. The review has stated that one of the routes towards addressing this behaviour is to identify the contributing factors that predispose young people to illicit sexual drive and identify preventive measures that can be used to address various issues⁹².

2.4 Conceptual Model for the Study

The conceptual model (see Fig 2.1) labelled “Digital media access and use and sexual drive among undergraduates” was developed by the researcher for the study to how digital media is accessed and how sexual content are used, the model also shows various factors that are determinants of sexual drive among undergraduates in Ibadan north local government area, Oyo state. These factors have further been categorized into two subdivisions namely; digital media access among undergraduates, of the University of Ibadan, Oyo state, digital media use among undergraduates of the same institution and sexual drive among undergraduates of the university Ibadan North Local Government Area, Oyo State.

The model highlights the relationship that exists between the dependent variables (sexual drive among undergraduates in Ibadan metropolis) and the independent variables (Digital media access and use). The components of the dependent variable are made up of sexual drive, sexual behaviour, urge and arousal, other components include, illicit sexual behaviours such as Rape, Sexual Assault, Sexually transmitted diseases, Sexual Harassment and Gender-based violence.

The independent variable comprises digital media access and uses with a focus on digital media gadgets and media platforms that are utilised by undergraduates to interact, communicate and gratify various needs, Such as Digital Gadgets: Smartphones, Laptops, Digital Media Applications: Sites, Blogs, Social Media, WhatsApp, Facebook, Instagram, Tweeter

2.4.1 Conceptual Model for the Study

Independent Variables

Digital Media Access

- **Digital Technologies**
Smart phones
Laptops
- **Digital Media Applications**
 - Sites
 - Blogs
 - Social Media
 - ✓ WhatsApp
 - ✓ Facebook
 - ✓ Instagram
 - ✓ Twitter
 - ✓ YouTube

- **Digital media use**

- ✓ **Predisposing Factors to digital media use**
 - Media exposure
 - Socioeconomic
 - Peer pressure
 - Gender norms and values
 - Unrestrained curiosity
Nature(uncontrolled urge)
 - Alcohol
 - Drug abuse

Dependent Variable

Illicit Sexual Behaviour

- **Sexual drive**
- **Prevalence Illicit Sexual behaviour**
 - ✓ **Illicit sexual behaviours**
 - Rape
 - Sexual Assault
 - Sexual transmitted diseases
 - Masturbation
 - Sexual Harassment
 - Gender based violence

Figure 2.1 Conceptual Model for Digital Media Access, Use and Sexual Drive among Undergraduates

Source: Developed by Researcher (2021)

2.5 Discussion of Conceptual Model

The conceptual model is divided into independent variables and dependent variables. These variables are the key points through which the study was guided. The independent variables is sub divided into digital media access and digital media use. The concept measured under Digital technology are Smart phones and Laptops while sites, blogs, WhatsApp, Facebook, Instagram, twitter, YouTube were measured under digital media platforms. These variables are put together to form the independent concept upon which the study is reviewed and examined.

The dependent variable is illicit sexual behaviour among undergraduates. The study reviewed some basic concept like sexual drive, sexual behaviour and illicit sexual behaviour that could come up as a result of digital media access and use among undergraduates such as rape, sexual assault, sexual transmitted diseases, sexual harassment, masturbation and gender base violent were also reviewed

The independent variables which are digital media access and use establish the relationship with the dependent variable of the subject of the study sexual drive among undergraduates. The independent variables come together to give a result to the inquiry of the dependent variable which forms the basis of the research questions for the study.

2.6 Summary of Literature

Digital media use has been on increase due to easy Internet access and availability of innovative technology that has increased the consumption of sexual content in recent times. It was estimated in 2012 that 37 million Google users have access and used and transferred "porn movies" and 506 million users have searched for materials involving sex¹⁹.

The massive use of digital media is however related to further review which commended that, Digital media users are being exposed to voluntary and involuntary viewing of sexual content on the cyber environment. Consequently, some categories of digital media users, particularly undergraduates may have been negatively impacted. Undergraduates in Nigerian universities have been included among the most vulnerable audience to sexually explicit contents ⁵⁴.

Digital media platforms are used by Students as tools for different purposes such as access to information, group discussion, content sharing and entertainment, the use can have both positive negative implications³². This review is can be liked with the next findings on sexual drive which stated that, Several Sexual misconduct among young folks are reported on daily bases in Nigeria due to sexual drive, this is viewed as a social problem that needs a fast intervention of the law to curb the act, because there is little legal punishment for young sex offenders and this can make young adult become potential sex criminals. A related study in Alan Guttmacher Institute discovered that, 75% of male young undergraduates have had sex before they graduate while 60% of the female have also had sex before the live the school and majority of them have their first sexual experience while in the college⁵⁷.

Physiological act might lead to various sexual acts among undergraduate when they are expose to an emotional trigger like the sexual content on digital media. Though many scholars have worked on other factors like alcohol, aggressive act and media content but the recent addiction and use of digital media content needed to be traced to various sexual act among undergraduates as it was proved that that young men are seen open to casual sex than young women⁵⁸. This review is also relevant to subsequent idea that which study frequent consumption to sexual content and how it influences student's behaviours.

Frequent increase in nude content consumption has influenced the undergraduates in an extraordinary level with the use of digital technological which its advancement has increased the rate at which youngster access and use the available content, the availability of personal digital gadgets, smart phones and the unlimited internet access, have made it easy to access and consume sexual content by acting as porn models, with various video shoots and captured nude images just to attract viewers and friends²⁰.

Negative side of the advent of interactive digital media platforms is that many people interact with unknown partner which might be a risk to their lively hood, thus, social media is also serving as a tool particularly for teen sexual predators as undergraduates meet in different location which can result to gender molestation²¹. Sexual behaviour can be influenced many factors ranging from gender, sexual orientation, culture and physical changes among undergraduates. Sexual behaviour is related to stages of development among Adolescents and young adults, they begging to have a sense of their own sexuality and sexual identity known as puberty in both genders, which will lead to the display of certain sexual behaviour⁷¹.

Looking at the above literatures reviewed, many of the researchers have not looked into how digital media access and use on sexual drive might cause gender base violent and other related issues due to frequent exposure to nude content. There is a need to create youth awareness programme about the importance of using the internet. It is necessary to explore undergraduates understanding of internet utilization for everyday use. Digital literacy on the use of digital media in their own activities and the ethics of using the media when they are interacting in cyberspace also needs to be encouraged

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Chapter Three

Methodology

This chapter focused on the research design that was employed, the population of the study, sampling technique and sample size, instrument, validity and reliability of the instrument, procedure for data collection and the method that was applied for data analysis.

3.1 Research Design

This study adopted descriptive survey design. This design is considered appropriate because it demonstrates how the variable of the research work will be observed to generate both primary and secondary data for the study. The design also shows the relationship between both the dependent and independent variables.

3.2 Population of the Study

The population for this study comprised of all undergraduate students of the University of Ibadan, in Ibadan North Local Government Area, Oyo State, who have access to internet and have been exposed to sexual content on digital media. The population of the study is 12,100 undergraduates of the university in Ibadan from 100 to 400 levels as stated by uniRank

3.3 Sampling Technique and Sample Size

The sampling technique adopted for this study is the convenient sampling technique. This technique was used due to the large population size of the student of the university. The population age grade of 16 and above will be studied based on perception, this is where random sampling technique was used as the population size has been purposively sifted and sample size have been selected.

The essence of a sample is the selection of a part from the whole population in order to make inferences about the whole. For the purpose of the study, 401 students of the University of Ibadan formed the sample for the study. The Taro Yaman 1967 statistical formula will used

to arrive at the number of subjects that will be sampled. The locations from which the sample size was drawn from is Ibadan North local Government Area

$$n = \frac{N}{1 + N(e)^2}$$

Where: n is the required sample size; N is the total population; e is the margin of error i.e. @ 5% confidence level. Therefore the study sample size with the total population of 12100 is calculated as

$$\begin{aligned} n &= \frac{12,100}{1 + 12,100(0.05)^2} \\ &= \frac{12,100}{1 + 12,100(0.0025)} \\ &= \frac{12,100}{1 + 30.25} \\ &= \frac{12,100}{31.25} \\ &= 387.2 \end{aligned}$$

3.4 Research Instrument

The instrument that was employed to source for primary data for the study is structured questionnaire. The items in the questionnaire were drawn from the research questions that were formulated for the study. The questionnaire comprised four sections. Section A describes the general demographic of the respondents. Section B seeks to identify digital media platforms accessed by undergraduates. Sections C ascertain the medium of exposure to sexual contents. Sections D examine the predisposing factors for accessing sexual content. Section E seeks to ascertain predisposing factors for use of digital media sexual content. While section F seeks to determine prevalence illicit sexual behaviour among undergraduates of University of Ibadan?

The questionnaire was administered on the respondents.

3.5 Validity of the Instrument

The instrument was presented to the researcher's supervisor and two other lecturers in the Department of Mass Communication and Media Technology, Lead City University for face validity. After the instrument had been validated, the corrections made, other suggestions in the questionnaire was adjusted and applied after which the instrument was trail tested.

3.6 Reliability of the Instrument

In testing the instrument, the structured questionnaire was administered to a replica of the proposed study population, a pilot study was carried out among fifty Lead City University undergraduates and its consistency in yielding the same results verified its reliability. Which other necessary adjustment was made. The reliability test result of all the variables in this study is 0.816. This according to Nunnally is adjusted to be okay since it is above 0.75. This implies that the construct of each of the variables in this study is constant and overall reliability test is at 0.81. The instrument use to determine this reliability test is the questionnaire on digital media access and use on illicit sexual behaviour, while the score was

determined through inferential statistics, cronbach's alpha reliability facility available on Statistical Package for Social Sciences (SPSS)

3.7 Procedure for Data Collection

The questionnaire was administered across the campus among undergraduate of the University of Ibadan in Ibadan North Local Government with the assistances of ten research assistant who on industrial training at Lead City University 89.1FM radio. The instrument was administered over a period of two days, covering different location of the school. The researcher administered the instrument on the respondents and waited between five minutes to ten minutes for each respondent before collecting the instrument to ensure that the respondents have the privacy need and no opinion is influenced by the researcher.

3.8 Method of Data Analysis

The data collected in this study were analyzed using Statistical Package for Social Sciences (SPSS) descriptive statistics, inferential statistics, ANOVA (correlation coefficient and multiple linear regression) as well as mean and standard deviation. Research question 1–5 was analyzed using mean and standard deviation. The first two null hypotheses in this study were tested using Pearson moment correlation. While the third null hypothesis was analyzed using multiple regression analysis. Each of the hypothesis was tested at 0.05 level of significance.

Endnote

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Chapter Four

Results and Discussions of Findings

This chapter presents the findings and discussion of the findings. The study investigated influence of digital media on illicit sexual behaviour among undergraduate students of University of Ibadan, Data were collected, analysis and presented in tables. The research questions were answered with frequency distribution of mean scores while the hypotheses were tested with linear and multiple regression analysis. The bio data information of the respondents also analysed with use of frequencies. 370 questionnaires were returned valid while 31 questionnaires were invalid. Making it 92.5% valid questionnaires which were used for the analysis.

4.1.1 Demographic Information of the Respondents

Table 4.1.1.1: Respondents According to Gender

Gender	Frequency	Percentage
Male	223	60.38%
Female	147	39.7%
Total	370	100%

Source: Field Study, 2021

The gender of the respondents is presented in table 4.1. The table shows that, out of 370 respondents sampled for the study, 223 (60.38%) respondents are male while 147 (39.78) are female

Table 4.1.1.2: Respondents According to age

Age of Respondents	Frequency	Percentage
16-20 years	117	31.6%
21-25 years	169	45.7%
26-30 years	57	15.4%
31 and above years	27	7.3%
Total	370	100%

Source: Field Study, 2021

Table 4.2 presents the age group of the respondents, it reveals that 117 respondents given as 31.6% were between the ages 16-20 years, 160 respondents given as 45.7% were between ages 21-25, 57 respondents given as 15.4% were 26-30 years, while 27 given 7.3% were between 31 and above

Table 4.1.1.3: Respondents Who Are Exposed to Sexual Contents on Digital Media Platforms

Gender	Frequency	Percentage
Yes	370	100
No	00	00
Total	370	100

Source: Field Study, 2021

Table 4.3 presents the respondents who are exposed to sexual content on digital media, it reveals that 370 respondents given as 100% were exposed to sexual contents on digital media.

This was achieved because the questionnaires were only given to those that have seen sexual content on digital media in order to get more valid response.

Thus, based on thorough scrutiny of the questionnaire returned, in order to find how many of the respondents surveyed in this study were exposed to sexual contents on digital media platform. It was found that all the respondents affirmed that they are exposed to sexual contents on digital media.

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4.1.2 Data Analysis and Presentation Based on Research Questions

4.1.2.1 Research Question 1: What is the prevalent digital media platform through which undergraduate of University of Ibadan gain access to sexual contents?

Table 4.1.2.1: Digital Media Platforms Accessed by Undergraduate

S/No	Item (1)	SA	A	D	SD	Mean	St.D
1.	Gain access to sexual contents on website	187 (50.5%)	120 (32.4%)	25 (6.8%)	38 (10.3%)	3.23	.966
2.	Gain access to sexual contents on Blog	88 (23.8%)	142 (38.4%)	69 (18.6%)	71 (19.2%)	2.67	1.041
3.	Gain access to sexual contents on Facebook	96 (25.9)	130 (35.1)	67 (18.1)	77 (20.8%)	2.66	1.078
4.	Gain access to sexual contents on Instagram	98 (26.5%)	140 (37.8%)	132 (35.7%)	98 (26.5%)	2.91	784
5.	Gain access to sexual contents on WhatsApp	118 (31.9%)	124 (33.5%)	56 (15.1%)	72 (19.5%)	2.78	1.093
6.	Gain access to sexual contents on twitter	95 (25.7%)	116 (31.4%)	71 (19.2%)	88 (23.8%)	2.59	1.111
7.	Gain access to sexual contents on YouTube	102	103	164	11	3.01	

Source: Field Study, 2021

Keys: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree, M= Mean, Std.D = Standard Deviation, WM= Weighted Mean

Table 4.4 revealed that 187 respondent (50.5%) strongly agreed that they gain access to sexual contents on website, 120 respondents (32, 4%) agreed that they gain access to sexual content on website, 25 respondents (6.8%) disagreed and 38 (10.3%) strongly disagreed, with mean score of 3.23. The table also revealed that, 88 respondent (23.8%) strongly agreed that

they gain access to sexual content on blog, 142 (38.4%) agreed, 69 (18.6%) disagreed, 71 (19.2%) strongly disagreed. with mean score of 2.67. The table further revealed that 96 respondents (25.9%) strongly agreed that they gain access sexual content on Facebook, 130 respondents (35.1%) agreed, 67 (18.1%) disagreed while 77(20.8%) strongly disagreed with mean score of 2.66. the study further revealed that 98 respondents (26.5%) strongly agreed that, they gain access to sexual contents on Instagram, 140 respondent (37.8%) agreed, 132 (35.7%) disagreed while 98(26.5%) strongly disagreed with mean score of 2.91. the table also revealed that, 118 respondent strongly agreed that, they gain access to sexual contents on WhatsApp, 124 (33.5%) agreed, 56 15.1%) disagreed while 72 (19.5%) strongly disagreed and the mean is 2.78. The table also shows that, 95 respondents (25.7%) strongly agreed that, they gain access to sexual contents on twitter, 116 (31.4%) agreed, 71 (19.2%) disagreed, while 88 (23.8%) strongly disagreed, the mean is 2.59. finally the table stated that, 102 respondents (27.6%) strongly agreed to gain access to sexual contents on YouTube, 103 (27.8%) agreed, 164 (44.3%) disagreed while 11 (2.3%) strongly disagreed.

Also from table 4.5, it could be deduced that with an average mean of 3.23 on a scale of 4 point, access to sexual content on website had this man scores. This was also the highest mean score in table 4.5 therefore the prevalent digital media platform through which undergraduates of University of Ibadan gain access to sexual contents are websites

4.1.2.2 Research Question 2: What is the prevalent medium of exposure to sexual contents on digital media platforms among undergraduate of University of Ibadan?

Table 4.1.2.2 Medium of Exposure to Sexual Contents

S/No	Intent of exposure my (My)	SA	A	D	SD	Mean	St.D
Unintentional							
1.	Medium of exposure to sexual content on digital media is through web site's pop up	171 (46.2%)	104 (28.1%)	30 (8.1%)	65 (17.6%)	3.03	1.117
2.	Medium of exposure to sexual content on digital media is through WhatsApp friends status	110 29.7%	148 40.0%	56 15.0%	56 15.0%	3.00	.775
3.	Medium of exposure to sexual content on digital media is through Instagram status	104 (28.1%)	122 (33.0%)	72 (19.5%)	72 (19.5%)	2.70	1.080
4.	Medium of exposure to sexual content on digital media is through Facebook stories	98 (26.5%)	130 (37.8%)	122 (35.7%)	98 (26.5%)	2.81	1.070
Intentional							
5.	Medium of exposure to sexual content on digital media is through browsing sexual websites	137 (37.0%)	93 (25.1%)	46 (12.4)	94 (25.4%)	2.74	1.202
6.	Medium of exposure to sexual contents on digital media is through sexual by groups	103 (27.8%)	100 (27.0%)	68 (18.4%)	99 (26.8%)	2.56	1.158
7.	Medium exposure to sexual contents on digital media is through sexual chat rooms.	91 (24.6%)	98 (26.5%)	61 (16.5%)	120 (32.4%)	2.43	1.179
8.	Intent exposure to sexual contents on digital media is through WhatsApp sexual chat group.	94 (25.4%)	90 (24.3%)	58 (15.7%)	128 (34.6%)	2.41	1.202

Source: Field Study, 2021

Keys: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree, M= Mean, Std.D =Standard Deviation, WM= Weighted Mean

Table 4.5 revealed that 171 respondents (46.2%) strongly agreed, 104 (28.1%) agreed, 30 (8.1%) disagreed, 65 (17.6) strongly disagreed that their exposure to sexual content on digital media is unintentional and that the medium is through web site's pop up, the mean is 3.03. the table also shows that 110 (29.7%) strongly agreed that their unintentional medium of exposure is through WhatsApp friend status, 148 (40.0%) agreed, 56 (15.0%) disagreed, while 56 (15.0%) strongly disagreed, the mean is 3.00. The table further stated that 98 (26.5%) strongly agreed that, they got exposure to sexual content on digital media through Facebook stories medium, 130 (37.8%) agreed, 122 (35.7) disagreed while 98 (26%) strongly disagreed, the mean is 2.71

The table also stated that 137 respondents (37.0%) got exposed to sexual content on digital media through browsing sexual websites and the exposure is intentional, 93 (26%) also agreed, 46 (12.4%) disagreed while 94 (25.4%) strongly disagreed with mean of 2.74. the table further shows that, 103 respondents (27.8%) strongly agreed that, they were internationally exposed to sexual contents on digital media sexual chat groups, 100 (27.0%) agreed, 68 (26.8) disagreed, while 99 (26.8%) strongly disagreed, the mean 2.56. The table also revealed that 91 respondents (24.6%) strongly agreed that their medium of exposure to sexual contents on digital media is through sexual chat rooms, 98 (26.5%) agreed, 61 (16.5%) disagree, 120 (32.4%) strongly disagree, and the mean is 2.43. The table also shows that 94 respondents (25.4%) strongly agreed that their medium of exposure to sexual contents on digital media is through sexual WhatsApp chat group, 90 (24.3%) agreed, 58 (15.7%) disagreed, while 128 (34.6%) strongly disagreed.

The prevalent medium of exposure to sexual content on digital platform among undergraduate of university of Ibadan are website pop ups. This is based on the man score of this item which is 3.03 on a 4 point scale. This man score was also the highest mean score in

the table. This implies that the prevalent medium of exposure to sexual content on digital media is through website's pop up.

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4.1.2.3 Research Question 3: What is the prevalent predisposing factor for accessing sexual contents on digital media platforms among undergraduate of University of Ibadan?

Table 4.1.2.3 Predisposing Factors for Accessing Sexual Contents

S/No	Items	SA	A	D	SD	Mean	St.D
1.	Media exposure is the predisposing factors to access of sexual contents on digital media	202 (54.6%)	127 (34.3%)	17 (4.6%)	24 (6.5%)	3.37	.846
2.	Family is the predisposing factors to access of sexual contents on digital media	72 (19.5%)	101 (27.3%)	87 (23.5%)	110 (29.7%)	2.36	1.104
3.	Peer pressure is the predisposing factors to access of sexual contents on digital media	131 (35.4%)	124 (33.5%)	47 (12.7%)	68 (18.4%)	2.86	1.095
4.	Social economic is the predisposing factors to access of sexual content on digital media	99 (26.8%)	120 (32.4%)	80 (21.6%)	71 (19.2%)	2.67	1.129
5.	Alcohol is the predisposing factors to access of sexual contents on digital media	125 (33.8%)	106 (28.6%)	63 (17.0%)	76 (20.5%)	2.76	1.129
6.	Drug abuse is the predisposing factors to access of sexual content on digital media	123 (33.2%)	116 (31.4%)	48 (13.0%)	83 (22.4%)	2.75	1.141
7.	Unrestrained curiosity is the predisposing factors to access of sexual contents on digital media.	171 (46.2%)	123 (33.2%)	34 (9.2%)	42 (11.4%)	3.14	.995
8.	School assignment is the predisposing factors to access of sexual contents on digital media	52 (14.1%)	126 (34.1%)	82 (22.2%)	110 (29.7%)	2.32	1.048
9.	Gender norms and value is the predisposing factors to access sexual contents on digital media	79 (21.4%)	133 (35.9%)	68 (18.4%)	90 (24.3%)	2.54	1.048
10	Email is the predisposing factors to access sexual contents on digital media	66 (17.8%)	89 (24.1%)	92 (24.9%)	123 (33.2%)	2.26	1.104

Source: Field Study, 2021

Keys: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree, M= Mean, Std.D= Standard Deviation, WM= Weighted Mean

Table 4.6 revealed that 202 respondents (54.6%) strongly agreed that media exposure is the predisposing factors to access of sexual contents on digital media, 127 (34.3%) respondents agreed, 17 (4.6%) disagreed, while 24 (6.5%) strongly disagreed, the mean is 3.37. Study also shows that 72 (19.5%) strongly agree that Family is the predisposing factors to access of sexual contents on digital media, 101 (27.3%) agreed, 87 (23.4%) disagreed, while 110 (29.7%) strongly disagreed. The mean is 2.36. Study also revealed that 131 (35.4) strongly agree that Peer pressure is the predisposing factors to access of sexual contents on digital media, 124 (33.4) agreed, 47 (12.7%) disagreed, while 68 (18.4%) strongly disagreed. The mean is 2.86. The table also revealed that 99 respondents (26.8%) strongly agree that social economic is the predisposing factors to access of sexual contents on digital media, 120 (32.4%) agreed, 80 (21.6%) disagreed, while 71 (19.2%) strongly disagreed. The mean is 2.67. The table further revealed that 125 respondents (33.8%) strongly agree that alcohol is the predisposing factors to access of sexual contents on digital media, 106 (28.6%) agreed, 63(17.0%) disagreed, while 76 (20.5%) strongly disagreed. The mean is 2.76. The table also stated that 123 respondents (33.2%) strongly agree that drug abuse is the predisposing factors to access of sexual contents on digital media, 116 (31.4%) agreed, 48(13.0%) disagreed, while 83 (22.4) strongly disagreed. The mean is 2.75. The table further shows that 171 respondents (46.2%) strongly agree that Unrestrained curiosity is the predisposing factors to access of sexual contents on digital media, 123 (33.2%) agreed, 34 (9.2%) disagreed, while 42 (11.4%) strongly disagreed. The mean is 3.14. The table also stated that 52 respondents (14.1%) strongly agree that School assignment is the predisposing factors to access of sexual contents on digital media, 126 (34.1%) agreed, 82(22.2%) disagreed, while 110 (29.7%) strongly disagreed. The mean is 2.32. The table also revealed that, 79 respondents (21.4%) strongly agree that Gender norms and value is the predisposing factors to access of sexual contents on digital media, 133 (35.9%) agreed, 68 (18.4%) disagreed, while 90 (24.3%)

strongly disagreed. The mean is 2.54. The table stated revealed that, 66 respondents (17.8%) strongly agree that Gender norms and value is the predisposing factors to access of sexual contents on digital media, 89 (24.1%) agreed, 92 (24.9) disagreed, while 123 (33.2%) strongly disagreed.

Based on the highest mean score in the table 4.6 which is 3.37 here by deduced that the prevalent predisposing factors for accessing sexual contents is media exposure.

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4.1.2.4 Research Question 4: What are the predisposing factors to use of sexual content on digital media platforms among undergraduate of University of Ibadan?

Table 4.1.2.4 Predisposing Factors to Use of Sexual Content

S/No	Statement	SA	A	D	SD	Mean	St.D
1.	Media exposure is the predisposing factors to use sexual content on digital media	194 (52.4%)	113 (30.5%)	26 (7.0%)	37 (10.0%)	3.25	.966
2.	Family is the predisposing factors to use sexual content on digital media	72 (19.5%)	115 (31.1%)	75 (20.3%)	108 (29.2%)	2.82	1.104
3.	Peer pressure is the predisposing factors to use sexual content on digital media	132 (35.7%)	122 (33.0%)	33 (22.4%)	83 (22.4%)	2.82	1.146
4.	Social economic is the predisposing factors to use sexual content on digital media	103 (27.8%)	112 (30.3%)	71 (19.2%)	84 (22.7%)	2.63	1.117
5.	Alcohol is the predisposing factors to use sexual content on digital media	113 (30.5%)	114 (30.8%)	61 (16.5%)	82 (22.2%)	2.70	1.126
6.	Drug abuse is the predisposing factors to use of sexual content on digital media	132 (35.7%)	112 (33.0%)	43 (11.6%)	83 (22.4%)	2.79	1.153
7.	Unrestrained curiosity is the predisposing factors to use sexual content on digital media.	125 (33.8%)	135 (36.5%)	31 (8.4%)	79 (21.4%)	2.83	1.118
8.	School assignment is the predisposing factors to use sexual content on digital media	77 (20.8%)	83 (22.4%)	98 (26.5%)	112 (30.3%)	2.34	1.117
9.	Gender norms and value is the predisposing factors to use sexual content on digital media	80 (21.6%)	124 (33.5%)	67 (18.1%)	99 (26.8%)	2.50	1.105
10	Email is the predisposing factors to use of sexual content on digital media	76 (20.5%)	82 (22.2%)	88 (23.8%)	124 (33.5%)	2.30	1.137

Source: Field Study, 2021

Keys: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree, M= Mean, Std.D= Standard Deviation, WM= Weighted Mean

Table 4.7 revealed that 194 respondents (52.4%) strongly agreed that media exposure is the predisposing factors to use of sexual contents on digital media, 113 (3.25%) respondents agreed, 26 (7.0%) disagreed, while 37 (10.0%) strongly disagreed, the mean is 3.37. Study also shows that 72 (19.5%) strongly agree that Family is the predisposing factors to use of sexual contents on digital media, 115 (31.1%) agreed, 75 (20.3%) disagreed, while 108 (29.2%) strongly disagreed. The mean is 2.82. Study also revealed that 132 (35.7%) strongly agree that Peer pressure is the predisposing factors to use of sexual contents on digital media, 122 (33.0%) agreed, 33 (9.4%) disagreed, while 83 (22.4%) strongly disagreed. The mean is 2.82. The table also revealed that 103 respondents (27.8%) strongly agree that social economic is the predisposing factors to use of sexual contents on digital media, 112 (30.3%) agreed, 71 (19.2%) disagreed, while 84 (22.7%) strongly disagreed. The mean is 2.63. The table further revealed that 121 respondents (30.5%) strongly agree that alcohol is the predisposing factors to use of sexual contents on digital media, 114 (30.8%) agreed, 61 (16.5%) disagreed, while 82 (22.2%) strongly disagreed. The mean is 2.76. The table also stated that 132 respondents (35.7%) strongly agree that drug abuse is the predisposing factors to use of sexual contents on digital media, 112 (33.0%) agreed, 83 (11.6%) disagreed, while 83 (22.4%) strongly disagreed. The mean is 2.79. The table further shows that 125 respondents (33.8%) strongly agree that Unrestrained curiosity is the predisposing factors to use of sexual contents on digital media, 135 (36.5%) agreed, 31 (8.4%) disagreed, while 79 (21.4%) strongly disagreed. The mean is 2.83. The table also stated that 77 respondents (20.8%) strongly agree that School assignment is the predisposing factors to use of sexual contents on digital media, 86 (22.4%) agreed, 98(26.5) disagreed, while 112 (30.3%) strongly disagreed. The mean is 2.34. The table also revealed that, 80 respondents (21.6%) strongly agree that Gender norms and value is the predisposing factors to access of sexual contents on

digital media, 124 (33.5%) agreed, 67 (18.1%) disagreed, while 99 (26.8%) strongly disagreed. The mean is 2.50. The table stated revealed that, 76 respondents (20.5) strongly agree that Gender norms and value is the predisposing factors to access of sexual contents on digital media, 82 (23.2%) agreed, 88 (23.8%) disagreed, while 124 (33.5%) strongly disagreed.

The prevalent predisposing factor to use of sexual content is media exposure. This is based on the mean score of the item on media exposure which attributed a mean score of 3.25 on a 4 point score

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4.1.2.5 Research Question 5: What is the prevalent illicit sexual behaviour among undergraduates of University of Ibadan?

Table 4.1.2.5 Prevalent Illicit Sexual Behaviour among Undergraduates

S/No	Statement	SA	A	D	SD	Mean	S.D
1.	I commit illicit sexual behaviour through my access to digital media	194 (52.4%)	114 (30.8%)	14 (3.8%)	48 (13.0%)	3.05	1.133
2.	I am always tempted to commit rape through my access to digital media	83 (22.4%)	147 (39.7%)	42 (11.4%)	98 (26.5%)	2.56	1.161
3.	I have a feeling that digital media access among youths can bring about sexual assaults .	126 (34.1%)	125 (33.8%)	37 (10.0%)	82 (22.2%)	2.64	1.177
4.	I feel that Digital media can bring about Sexually Transmitted Diseases among Nigeria students	102 (27.6%)	120 (32.4%)	68 (18.4%)	80 (21.6%)	2.57	1.169
5.	I feel that access to Digital media can culminate to Harassment among Nigeria students.	118 (31.9%)	133 (35.9%)	52 (14.1%)	67 (18.1%)	2.93	.828
6.	I feel that Digital media do contribute influences Gender Base Violent among Nigeria undergraduate's	113 (30.5%)	129 (34.9%)	58 (15.7%)	70 (18.9%)	2.74	.973
7.	I feel that digital media can promote masturbation among Nigeria students.	148 (40.0%)	117 (31.6%)	23 (6.2%)	82 (22.2%)	2.95	1.026

Source: Field Study, 2021

Keys: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree, M= Mean, Std.D= Standard Deviation, WM= Weighted Mean

Table 4.8 revealed that 194 respondents (52.4%) strongly agreed that they commit illicit sexual behaviour through my access to digital media, 114 (30.8%) respondents agreed, 14

(3.8) disagreed, while 48 (13.0%) strongly disagreed, the mean is 3.05. Study also shows that 83 (22.4%) strongly agree students are always tempted to commit rape through access to digital media, 147 (39.7%) agreed, 42 (11.4%) disagreed, while 98 (26.5%) strongly disagreed. The mean is 2.56. Study also revealed that 126 (34.1%) strongly agree that they have feelings digital media access among youths can bring about sexual assaults, 125 (33.8%) agreed, 37 (10.0%) disagreed, while 82 (22.2%) strongly disagreed. The mean is 2.64. The table also revealed that 102 respondents (27.6%) strongly agree that they feel Digital media can bring about Sexually Transmitted Diseases among Nigeria students, 120 (32.4%) agreed, 68 (18.4%) disagreed, while 80 (21.6%) strongly disagreed. The mean is 2.57. Study also revealed that 118 (31.9%) strongly agree that they have feelings digital media access among youths can bring about harassment, 133 (35.9%) agreed, 52 (14.1%) disagreed, while 67 (18.1%) strongly disagreed. The mean is 2.93. Study also shows that 113 (30.5%) strongly agree that students feel that Digital media do contribute influences Gender Base Violent among Nigeria undergraduates, 129 (34.9%) agreed, 58 (15.7%) disagreed, while 70 (18.9%) strongly disagreed. The mean is 2.74. The table also revealed that 148 respondents (40.0%) strongly agree that they feel Digital media can bring about Sexually Transmitted Diseases among Nigeria students, 117 (31.6%) agreed, 23 (6.2%) disagreed, while 82 (22.2) strongly disagreed. The mean is 2.95.

4.1.3 Hypotheses Testing and Interpretation (Presentation of Test of Hypothesis)

4.1.3.1 Ho1: Digital media access is not significantly relative to illicit sexual behaviour among undergraduate of University of Ibadan

Table 4.1.3.1: Showing Digital Media Access and Illicit Sexual Behaviour

		Correlations	
		access_to_digital_ media	illicit_sexual_beha vior
access_to_digital_media	Pearson Correlation	1	.557**
	Sig. (2-tailed)		.000
	N	370	370
illicit_sexual_behavior	Pearson Correlation	.557**	1
	Sig. (2-tailed)	.000	
	N	370	370

** Correlation is significant at the 0.01 level (2-tailed).

The probability value which is at 0.05 level of significance shows that digital media access significantly influences illicit sexual behaviour ($p < 0.05$). The linear relationship between digital media access and illicit sexual behaviour is at $r = .557$ which is 55.75. This means that the relationship is positively averagely strong. Considering the fact that the probability value is below 0.05 level of significance, therefore the null hypothesis is rejected.

H₀₂: Digital media use is not significantly relative to illicit sexual behaviour among undergraduate of University of Ibadan

Table 4.1.3.2: Showing Digital Media Use and Illicit Sexual Behaviour

		Correlations	
		illicit_sexual_behavi or	use_of_digital_medi a
illicit_sexual_behavior	Pearson Correlation	1	.521**
	Sig. (2-tailed)		.000
	N	370	370
use_of_digital_media	Pearson Correlation	.521**	1
	Sig. (2-tailed)	.000	
	N	370	370

** Correlation is significant at the 0.01 level (2-tailed).

The probability value is at 0.05 level of significance shows that digital media use significantly influences illicit behaviour ($p < 0.05$). The linear relationship between digital media use and illicit sexual behaviour is at $r = .521$ which is 55%. This means that the relationship is positively averagely strong. Considering the fact that the probability value is below 0.05 level of significance, therefore null hypothesis is rejected.

H03: Combined access and use of digital media will not significantly influence illicit sexual behaviour

Table 4.1.3.2: Combined Access and Use of Digital Media and Illicit Sexual Behaviour

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577 ^a	.333	.329	.68868

a. Predictors: (Constant), access_to_digital_media, use_of_digital_media

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	86.762	2	43.381	91.466	.000 ^b
	Residual	174.062	367	.474		
	Total	260.824	369			

a. Dependent Variable: illicit_sexual_behavior

b. Predictors: (Constant), access_to_digital_media, use_of_digital_media

The third hypothesis of this study is centred on the combine independent variables (digital media access and digital media use), on the dependent variable (illicit sexual behaviour). The combine variables revealed that both independent variables (Access and use of Digital Media) were significant to illicit sexual behaviour ($p < 0.05$). However the r which represents the linear relationship between the independent variables and independent variables is .577. This means that the combine independent variables are both having a 57.7% relationship with illicit sexual behaviour. This implies a positive average relationship.

4.4 Discussion of Findings

Data gotten shows on the gender of the respondents shows that, out of 370 respondents sampled for the study, 223 (60.38%) respondents are male while 147 (39.78) are female

Data gotten from respondents also revealed that 117 respondents given as 31.6% were between the ages 16-20 years, 160 respondents given as 45.7% were between ages 21-25, 57 respondents given as 15.4% were 26-30 years, while 27 given 7.3% were between 31 and above

From the data gotten it revealed that all the respondents are exposed to sexual content on digital media, it reveals that 370 respondents given as 100% were expose to sexual contents on digital media. This was achieved because the questionnaires were only given to does that have seen sexual content on digital media in other to get more valid response.

Thus, based on thorough scrutiny of the questionnaire returned, in order to find how many of the respondents surveyed in this study were exposed to sexual contents on digital medial platform. It was found that all the respondents affirmed that they are exposed to sexual contents on digital media.

From the data gotten from respondents majority 187(50.5%), of the undergraduates gain access to sexual contents on digital media sexual website, while others 88 (23.8%) gain access to sexual from blogs, 96 (25.9%) Face book, 98 (26.5%) Instagram, 118 from WhatsApp, 95 (25.7%) twitter, 102 (27.6%) YouTube.

Thus, it can be said that majority of the undergraduates of university of Ibadan gain access to sexual contents on digital media websites, the findings can be supported by the studies that stated that, Website are well designed to give first impression to vital moment in other to capture the interest of the users, this makes people develop interest in continues surfing of the internet to check relevant contents of their needs which some undergraduates use to serve aimed sexual plesure¹. A related study also opined that, It was also obvious that social networking sites' materials (messages, videos, pictures, adverts that are sexually suggestive and peer influence) played a major role in changing the sexual behaviour of undergraduates².

Digital technologies and gadgets is one of the technologies that have transformed the world to

a global village on every body's the palm, due to increase in production and consumption in the complex environment with the use of smart mobile phones, tablets and laptops with multitasking functions³. Also the finding in line with the technology determinism theory that stated that, one of the assumptions of the theory is that diversity in communication technology would certainly determine developmental changes in behaviour and total way of life, digital media use and moral standard in the society. The theory also makes assumption that technology by nature is non-aligned which means some ethical standard is not put to consideration⁴. The review shows that, means that sexual content on digital media is not really provided through restriction in this way it has changed the behaviour and moral standard of many students

From the data gotten from respondents majority 171 (46.2%) got exposed to sexual content on digital media unintentional and that the medium is through web site's pop up, 110 (29.7%) friend status on WhatsApp, while some 130 (37.8%) on Facebook stories and it was affirmed that students saw the contents unintentional

The findings further shows that, 137 (37.0%) of the student of university Ibadan got exposed to sexual content on digital media through browsing sexual websites and the exposure is intentional, 103 (27.8%) from digital media sexual chat groups, while some through 94 (25.4%) Sexual Chat rooms and WhatsApp groups chat.

The findings also stated that some got the exposure unintentionally with 137 (37.0%) through browsing sexual websites and the exposure intentional, 103 (27.8%) through digital media sexual chat groups, 137 respondents (37.0%) got exposure to sexual content on digital media through browsing sexual websites and the exposure is intentional and others 94 respondents (25.4%), 91 (24.6%) sexual chat rooms,

Thus, it can be said that majority of the undergraduates of university of Ibadan got exposed to digital media sexual contents unintentionally and intentionally, this is in line with the studies that stated that, prevalence of new media has brought about innovative development of various digital applications, blogs and sites which are accessed on various digital gadgets and mobile phones. Lots of Nigerian undergraduates gained access and use them for various gratifications.

Contents are intentionally and unintentionally uploaded on daily bases by various sites and used in different ways by the youth, among these contents are nude images, videos and numerous uncensored content which can triggers various feeling of sexual drive which could lead to illicit sexual behaviour among students. Youngsters in Nigeria in recent time are addicted to digital media with the constant use of social media for various activities including social interactions⁵. A related study revealed that, up to half of the teenage and undergraduate profiles on digital media contain an erotic image of the user, but little is known on why adolescents choose to showcase their nudity and erotic life on their online profiles⁶.

A related study explained that, adolescents use social media to monitor the social and sexual status of their friends Consumption of pornographic materials refers to viewing of contents that create sexual feelings or thoughts with explicit images of sexual acts involving some sensitive parts of the body, intercourse, oral sex and masturbation. Sexual contents materials are known for displaying behaviours that many adults consider unacceptable and highly risky which most times involve force.

Research evidence has revealed that sexual content has become a common part of life in many parts of the world as nude and uncensored material are promoted or used to promote other products on daily bases, this include Nigeria as sex related content is the most frequently searched on digital media⁷.

This is also in line with technology determinism theory which opined that, The recent dimension in modern information society set in as a result of the development of innovations, new technologies and their social and political implications⁸. This implies that as much as the digital applications keep updating itself so the futures keep changing, which means students can also get update of sexual related content even when do not want to see them

From the data gotten from respondents majority on the predisposing factors for accessing sexual contents on digital media platforms among undergraduate, 202 (54.6%) stated that media exposure is the predisposing factor to access of sexual contents on digital media, 72 (19.5%) stated Family, 131 (35.4) stated that it is Peer pressure, 99 (26.8%) stated that social economic is the predisposing factor, 125 (33.8%) stated that alcohol is the predisposing factors, 123 (33.2%) stated that drug abuse, 171 (46.2%) stated that unrestrained curiosity predisposing factor for accessing sexual contents on digital media platforms, with this findings, media exposure, unrestrained curiosity, Peer pressure are the major predisposing factors for accessing sexual contents on digital media platforms among undergraduate

Thus, it can be said that undergraduates are influenced to access digital media due to media exposure, unrestrained curiosity, Peer pressure are the major predisposing factors for accessing sexual contents on digital media, this is related to further study which stated that, Accessibility, availability of uncontrolled exposure to internet facilities and sexual content has constituted a gateway to sexual behaviour which has led many students to diver's sexual expression or sexual masochism⁹.

Undergraduate are prone to sexual related act when they constantly spread contents involving sexuality, the effects of video contents shared on digital media sites are attribute to their behaviour³². Study shows that, female artists tend to post more sexual content on digital media compared to male artists, as well as music groups containing both male and female

artists, many of the artist post controversial images to either gain followers, promotes their brand or bully their colleagues¹⁰.

Studies revealed that peer pressure is one of the predominant factors access and use of digital media, the study further explained that are influenced through peer sharing and update of unsafe information among each other which causes early exposure to risky acts¹¹.

Study also stated that a recent common factors of illicit sexual behaviour among undergraduates can be related to excessive use or misuse of drugs such as the use of newly emerging synthetic drugs like synthetic cathinone, synthetic cannabinoids, ecstasy, ketamine, or methamphetamine, students got addicted to use such drugs and this causes mental health conditions and drug dependence which made many to engage in illicit sexual act.

Students who came from home have more liberty to access digital media platforms among peer groups and are able to view different kinds of illicit materials than their colleagues in boarding schools the environment where an undergraduate lives studying, may have an influence on his/her adoption of risky sexual behaviours². Technology determinism theory can still be used to buttress the review, as many undergraduates experience change in behaviour as due to frequent digital media use which resulted to a form of addiction either through predisposing factors such as media exposure, unrestrained curiosity and Peer pressure.

The theory deems relevant to the study as it shows the level by which acceptance of certain technological invention could affect use and behaviour of individual (undergraduates). The implication is that technology's influence is ultimately determined by how much it is used by audience (viewers) or people and culture that accept it¹¹.

The findings shows that, 194 (52.4%) opined that media exposure is the predisposing factors to use of sexual contents on digital media, 132 (35.7) stated that Peer pressure is the predisposing factors to use of sexual contents on digital media, 103 (27.8%) social economic, 121 (30.5%) feels alcohol is the predisposing factors to use of sexual contents on digital media, 132 (35.7%) drug abuse, while the findings further shows that 125 (33.8%) stated that unrestrained curiosity is the predisposing factors to use of sexual contents on digital media. Thus, it can be said that, student got influenced to use sexual content on digital media platforms due to media exposure, Peer pressure, social economic, drug abuse and under the influence of drug abuses. Studies has revealed that Digital media use among undergraduates has drastically increased due to cheap and easy Internet access and availability of innovative technological that has also increased usage of sexual contents. It was estimated in 2012 that 37 million Google users have access and used and transferred "porn movies" and 506 million users have searched for materials involving sex¹².

The expansion of Internet has made pornography accessible and cheap to anyone who is interested to watch and use the content, majority of erotic material is distributed through various site and individual. It is observed that many undergraduate might have access to sexual content which might either pop up or send to their phone but might not be use, which means student can decide to ignore them, but there is a need for this study to reveal the use of digital media and sexual contents seen on it. Increases in digital media use are likely to increase the experiment of premarital sex, multiple partners and low use of protections among undergraduate¹³.

Technology determinism theory deemed relevant to this findings as the importance of this theory simply expresses the significance embedded in the way people access or uses various technologies. The theory deems relevant to the study as it shows the level by which

acceptance of certain technological invention could affect use and behaviour of individual (undergraduates).

From the data gotten from respondents majority revealed that 194 (52.4%) admitted that, they commit illicit sexual behaviour through access to digital media, Study also shows that 83 (22.4%) stated that, students are always tempted to commit rape through access to digital media, study also revealed that 148 (40.0%) feel that, digital media can bring about Sexually Transmitted Diseases, (31.9%) stated that they have feelings digital media access among youths can bring about harassment, while 129 (34.9%) feel that Digital media do contribute to Gender Base Violent among Nigeria undergraduates.

Thus it can be said that, students admitted that, the prevalently causes illicit sexual behaviour as they agreed commit illicit sexual behaviour through access to digital media, students are always tempted to commit rape ,digital media can bring about Sexually Transmitted Diseases, and also contribute to Gender Base Violent among Nigeria undergraduates. This is in line with findings of other scholar that, Media platforms provide a unique atmosphere conducive for expression and discussion of all forms of sexuality without the traditional oversight of parents, family members and others. Nevertheless, the associated risks with using social media such as exposing young adults to sex, having multiple sexual partners and sexting have been found to likely lead to depression and risk of HIV/AIDS and other sexually transmitted diseases. A related study also stated that Illicit sexual behaviours is a form of risky sexual acts that involves force, violent and unscented manners to lour undergraduates or one another to sexual pleasure, the act usually result to infectious diseases such as HIV and other sexually transmitted infections (STIs). Sexual behaviours are attributed to unprotected sex, early sexual debut, using alcohol or drugs before sexual intercourse, multiple sexual partners, sexual intercourse for reward, and non-use of condom.

Social cognitive theory can be used to support the findings, as theory differs in the conceptions of human nature as the theory based its assumption on basic causes and devices of human motivation, mental reaction, imitation and behaviour towards an action¹⁴. Since this study examine at use of digital media access, use and sexual drive, it is important to examine psychosocial factors of various sexual drives as the theory is concerned with changes in the psychosocial functioning of undergraduate's sexual drive¹⁵.

The probability value which is at 0.05 level of significance shows that digital media access is significantly influence illicit behaviour ($p < 0.05$). The linear relationship between digital media access and illicit sexual behaviour is at $r = .557$ which is 55.75 this means that the relationship is positively and averagely strong. Considering the fact that the probability value is below 0.05 level of significance, therefore null hypothesis is rejected.

Thus it can be said that, access to digital media significantly influence illicit behaviour as the probability is below that 0.05 level of significance and this made null hypothesis rejected, this effect is related to other related reviews which stated that, time spent on digital media platforms are significantly associated with high-risk sexual behaviour among undergraduates and has also made them have multiple sex partner¹⁶. A related study further opined that, digital media platforms has influenced student to the act of sharing erotic messages, watching pornographic films and movies, and also increases risky sexual behaviour such as masturbation, rape and harassment among them¹⁷.

Digital media has been used to promote precarious sexual behaviour among undergraduate with access to content inform of unsolicited photos, videos and text from peers and strangers that is not monitored by parents or guardians. In this case, it's important to investigate the influence of digital networking material on undergraduate's sexual behaviour so as to bridge the knowledge gap¹⁸.

The probability value which is at 0.05 level of significance shows that digital media use is significantly influence illicit behaviour ($p < 0.05$). The linear relationship between digital media use and illicit sexual behaviour is at $r = .521$ which is 55.% this means that the relationship is positively and averagely strong. Considering the fact that the probability value is below 0.05 level of significance, therefore null hypothesis is rejected.

Thus the findings revealed that, Digital media use will significantly influence illicit sexual behaviour among undergraduate of University of Ibadan. A related study opined that, it is important to Understanding that digital media use influences sexual risk behaviour as programmes needs to be designed to reach the overwhelming numbers of youth who do not have online sex education and behaviour change programmes¹⁹.

There is a need for undergraduate trained and teach the act of sexual education especially safe sex practices through comprehensive reproductive health advocacy program through the media and higher educational institutions in Nigeria. Sex educational Programme needs to be encouraged among youths, to discuss how unjust sex behaviour pattern amongst undergraduates and youth in Nigeria can be reversed²⁰.

The social cognitive theory explained the relevance of this study to the findings Since this study examine at use of digital media access, use and sexual drive, it is important to examine psychosocial factors of various sexual drives as the theory is concerned with changes in the psychosocial functioning of undergraduate's sexual drive²¹.

Thus, it can be said that, hypothesis one that, the linear relationship between digital media access and illicit sexual behaviour is averagely relative, this means that the relationship is positively averagely strong. Considering the fact that the probability value is below the stipulated null hypothesis 00.5. A related study further opined that, digital media platforms has influenced student to the act of sharing erotic messages, watching pornographic films and

movies, and also increases risky sexual behaviour such as masturbation, rape and harassment among them¹⁷.

Thus, it can be said that, hypothesis one that, the linear relationship between digital media use and illicit sexual behaviour is at $r = .521$ which is 55%. This means that the relationship is positively averagely strong. Considering the fact that the probability value is below 0.05 level. This statement is relatively significant to the review on digital media, digital media use influences sexual risk behaviour as programmes needs to be designed to reach the overwhelming numbers of youth who do not have online sex education and behaviour change programmes¹⁹.

The combine hypothesis revealed that both independent variables were significant to illicit sexual behaviour ($p < 0.05$). However the r which represents the linear relationship between the independent variables and independent variables is $.577$. This means that the combine independent variables are both having a 57.7% relationship with illicit sexual behaviour. This implies a positive average relationship.

The third hypothesis of this study is centred on the combine independent variables (digital media access and digital media use). On the dependent variable (illicit sexual behaviour). The combine hypothesis revealed that both independent variables were significant to illicit sexual behaviour ($p < 0.05$). However the r which represents the linear relationship between the independent variables and independent variables is $.577$. This means that the combine independent variables are both having a 57.7% relationship with illicit sexual behaviour. This implies a positive average relationship

Thus, it can be said that combined access and use of digital media has significantly influence on illicit sexual behaviour among undergraduates of the University of Ibadan. The findings can be related to the review which stated that, there is a high level of influence and

relationship between high media consumption of digital media contents and more frequent sexual activity in young adults in Nigeria, as young children who are exposed to pornography and sexual music videos were more likely to engage in receiving and sending sexual materials to one another²².

This finding is supported by both social cognitive theory and technology determinism theory that stated that, behaviour is depicted as being shaped and controlled either by environmental influences or by nature. Social cognitive theory revealed model of reciprocal causation, behaviour, cognition and other personal factors, and environmental influences as interacting determinants of sexual drive among undergraduates , while technology determinism theory digital inventions and the aftermath of this inventions on moral values, economic, political, historical and socio-cultural transformation in the society²³. The theory also assume that, technology by nature is non-aligned which means some ethical standard is not put to consideration²⁴.

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Chapter Five

Conclusion

This chapter presents the summary of findings, conclusions drawn from the findings, contribution to knowledge and recommendations, suggestions for further studies as well as the limitation of the study.

5.1 Summary of Findings

The study investigated influence of digital media on illicit sexual behaviour among undergraduate students of University of Ibadan, Data were collected, analysis and presented in tables. The research questions were answered with frequency distribution of mean scores while the hypotheses were tested with linear and multiple regression analysis. Indicators such as digital media access, digital media use and illicit sexual behaviour were examined.

Data revealed that 370 respondents given as 100% were expose to sexual contents on digital media. This affirmed that all the respondents are exposed to sexual contents on digital media.

Data revealed that 187 respondent (50.5%) strongly agreed that they gain access to sexual contents on website, it could be deduced that with an average mean of 3.23 on a scale of 4 point, access to sexual content on website had this mean score, therefore the prevalent digital media platform through which undergraduates of University of Ibadan gain access to sexual contents are websites

Data also revealed that, 171 respondents (46.2%) are exposed to digital media sexual content unintentionally, while it was shown that 137 (37.0%) got exposed to sexual content on digital media through browsing sexual websites and the exposure is intentional. The prevalent medium of exposure to sexual content on digital platform among undergraduate of university of Ibadan are website pop ups. This is based on the mean score of this item which is 3.03 on a

4 point scale. The mean score was also the highest mean score in the table. This implies that the prevalent medium of exposure to sexual content on digital media is through website's pop up. This can further be explained the student don't intentionally access sexual content on digital media but were motivated through pop up of sexual material.

Data revealed that, 202 (54.6%) of the respondent stated that media exposure is the prevalent predisposing factors to access sexual contents on digital media, the data further explained that, Based on the highest mean score in the table 4.6 which is 3.37 here by deduced that the prevalent predisposing factors for accessing sexual contents is media exposure. Due to the free access to digital technologies, students want to be familiar with various features on digital media and are tempted to access sexual content

Data revealed that, 194 respondents (52.4) stated that that, media exposure is the predisposing factors to use of sexual contents on digital media, The prevalent predisposing factor to use of sexual content is media exposure. The submission is based on the mean score of the item on media exposure which attributed a mean score of 3.25 on a 4 point score

Data revealed that, 194 respondents (52.4%) strongly agreed that they commit illicit sexual behaviour through my access to digital media, the study also show that some students 147 (39.7%) are tempted to commit rape through access to digital media, 102 (27.6%) of the students feel Digital media can bring about Sexually Transmitted Diseases among Nigeria students, while 113 (30.5%) of the students feel that Digital media do contribute influences Gender Base Violent among Nigeria undergraduates

Data also shows that, digital media access significantly influence illicit sexual behaviour ($p < 0.05$). The linear relationship between digital media access and illicit sexual behaviour is at $r = .557$ which is 55.75% this means that the relationship is positively and averagely strong. This show that the probability that digital media access influence illicit behaviour is

averagely strong and it can be taken that undergraduate of University of Ibadan who access digital media sexual content are prone to illicit sexual behaviour.

Data revealed that, digital media use will significantly influence illicit behaviour ($p < 0.05$). The linear relationship between digital media use and illicit sexual behaviour is at $r = .521$ which is 52.1% this means that the relationship is positively and averagely strong. Considering the fact that the probability value is below 0.05 level of significance, This shows that the probability that digital media use influence illicit behaviour is averagely strong and it can be taken that undergraduate of University of Ibadan who access digital media sexual content are prone to illicit sexual behaviour.

Data revealed that, the combination of the hypothesis both independent variables were significant to illicit sexual behaviour ($p < 0.05$). However the r which represents the linear relationship between the independent variables and independent variables is $.577$. This means that the combine independent variables are both having a 57.7% relationship with illicit sexual behaviour. Furthermore, the study revealed that, digital media access and use can significantly result to illicit sexual behaviour among undergraduates of the University of Ibadan.

5.2 Conclusion

The study investigated influence of digital media on illicit sexual behaviour among undergraduate students of University of Ibadan. The study revealed that, undergraduates are exposed to sexual contents on digital media, the prevalent digital media platform through which undergraduates of University of Ibadan gain access to sexual contents are websites, while prevalent medium of exposure to sexual content on digital platform is through website pop ups, this can further be explained that student don't intentionally access sexual content on digital media but were motivated through pop up of sexual material. Due to the free access to digital technologies, students want to be familiar with various features on digital media and

are tempted to access sexual content and also tempted to commit rape which could consequently influence Sexually Transmitted Diseases and Gender Base Violent among Nigeria undergraduates. It was discovered that, digital media access and use influence illicit behaviour undergraduate of University of Ibadan

5.3 Recommendations

Based on the findings of this study, the following recommendations are proffered:

1. Undergraduates needs be aware that digital media platforms now portray more of sexual related contents that could trigger to their emotion
2. Students should spend more time on academic related materials while surfing the internet
3. Sex education should be promoted across levels in higher institutions
4. Student needs to be aware that the combined access and use of digital media can influence illicit sexual behaviour
5. Non revealing contents should be used by influencers to promote brands
6. Digital media operators should restrict sexual contents materials and unusual popup on the internet

5.5 Contribution to Knowledge

Data sets on, access to sexual content through digital media website, it also revealed that medium of exposure is unintentional due to pop up sexual contents. Media exposure is a factor of use of sexual content on digital media platforms, while media exposure is a factor for the increases in gender base violent, Data set revealed that combine access and use of sexual contents as influences of illicit sexual behaviours among undergraduates

5.5 Areas of Further Research

It is practically impossible for a study to cover the entire available field in its area or scope.

As such, the following are suggested for further study;

1. Influence of Digital media access and use on illicit sexual behaviour among Postgraduates students
2. Influence of Digital media access and use on illicit sexual behaviour on sexually transmitted diseases among youth
3. Influence of Digital media access and use on illicit sexual behaviour on mental health

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Appendix

Questionnaire

Digitalization and Illicit Behaviour

Dear Respondent,

The questionnaire (TQ) is meant to elicit information on digitalization and illicit behaviour among students. Your utmost co-operation will be greatly appreciated as the response given will be for the purpose of this research only. Please, feel free to express yourself because all information supplied therein shall be treated confidentially

Thanks

Section A: Demographic Information

Instruction: Tick [] the appropriate option

1. Gender: Male [] Female []
2. Age : 16-20 [] 21-25 [] 26-30 [] 30-35 []
3. level: 100[] 200 [] 300 [] 400 []
4. Are you exposed to sexual contents on digital media platforms? Yes [] No []

Section B:

Question One: Digital Media Platforms Accessed by Undergraduate

Please kindly tick [√] appropriately.

SA-Strongly Agree; A-Agree, D-Disagree; SD-Strongly Disagree

S/No	Statement	SA	A	D	SD
1.	I gain access to sexual contents on website				
2.	I gain access to sexual contents on Blog				
3.	I gain access to sexual contents on Facebook				
4.	I gain access to sexual contents on Instagram				
5.	I gain access to sexual contents on WhatsApp				
6	I gain access to sexual contents on twitter				
7.	I gain access to sexual contents on YouTube				

Research Question Two: Medium of Exposure to Sexual Contents

Please kindly tick [√] appropriately.

SA-Strongly Agree; A-Agree, D-Disagree; SD-Strongly Disagree

S/No	Medium of exposure	SA	A	D	SD
	Unintentional				
1.	My medium of exposure to sexual content on digital media is through web site's pop up				
2.	My medium of exposure to sexual content on digital media is through WhatsApp friends status				
3.	My medium of exposure to sexual content on digital media is through Instagram status				
4.	My medium of exposure to sexual content on digital media is through Facebook stories				
	Intentional				
5.	My medium of exposure to sexual content on digital media is through browsing sexual websites				
6.	My medium of exposure to sexual contents on digital media is through sexual by groups				
7.	My medium exposure to sexual contents on digital media is through sexual chat rooms.				
8.	My intent exposure to sexual contents on digital media is through WhatsApp sexual chat group.				

Research Question Three: Predisposing factors for accessing sexual contents

Please kindly tick [√] appropriately.

SA-Strongly Agree; A-Agree, D-Disagree; SD-Strongly Disagree

S/No	Statement	SA	A	D	SD
1.	Media exposure is the predisposing factors to access of sexual contents on digital media				
2.	Family is the predisposing factors to access of sexual contents on digital media				
3.	Peer pressure is the predisposing factors to access of sexual contents on digital media				
4.	Social economic is the predisposing factors to access of sexual content on digital media				
5.	Alcohol is the predisposing factors to access of sexual contents on digital media				
6.	Drug abuse is the predisposing factors to access of sexual content on digital media				
7.	Unrestrained curiosity is the predisposing factors to access of sexual contents on digital media.				
8.	School assignment is the predisposing factors to access of sexual contents on digital media				
9.	Gender norms and value is the predisposing factors to access sexual contents on digital media				
10	Email is the predisposing factors to access sexual contents on digital media				

Section C

Research Question Four: Predisposing factors for use sexual contents on digital media platforms

Please kindly tick [✓] appropriately.

SA-Strongly Agree; A-Agree, D-Disagree; SD-Strongly Disagree

S/No	Statement	SA	A	D	SD
1.	Media exposure is the predisposing factors to use sexual content on digital media				
2.	Family is the predisposing factors to use sexual content on digital media				
3.	Peer pressure is the predisposing factors to use sexual content on digital media				
4.	Social economic is the predisposing factors to use sexual content on digital media				
5.	Alcohol is the predisposing factors to use sexual content on digital media				
6.	Drug abuse is the predisposing factors to use of sexual content on digital media				
7.	Unrestrained curiosity is the predisposing factors to use sexual content on digital media.				
8.	School assignment is the predisposing factors to use sexual content on digital media				
9.	Gender norms and value is the predisposing factors to use sexual content on digital media				
10	Email is the predisposing factors to use of sexual content on digital media				

Section D:

Research Question Four: Prevalent Illicit Sexual Behaviour among Undergraduates

Please kindly tick [√] appropriately.

SA-Strongly Agree; A-Agree, D-Disagree; SD-Strongly Disagree

Prevalent Illicit Sexual Behaviour among Undergraduates

S/No	Statement	SA	A	D	SD
1.	I commit illicit sexual behaviour through my access to digital media				
2.	I am always tempted to commit rape through my access to digital media				
3.	I have a feeling that digital media access among youths can bring about sexual assaults .				
4.	I feel that Digital media can bring about Sexually Transmitted Diseases among Nigeria students				
5.	I feel that access to Digital media can culminate to Harassment among Nigeria students.				
6.	I feel that Digital media do contribute influences Gender Base Violent among Nigeria undergraduate's				
7	I feel that digital media can promote masturbation among Nigeria students.				

Bio-data

A. Personal Data

1. Full Name: Idowu Sunday
1 Corner Stone Estate Idi-Ayure Ibadan, Oyo State
Email: sundayidowu08@gmial.com
Phone no: 08021166464, 08053557232
2. Date and place of birth: 3th September, 1978
3. Nationality: Nigerian
4. Marital Status: Married
5. Name and address of spouse: Idowu Ibukunoluwa V.
1, Corner Stone Estate Idi Ayunre, Ibadan oyo state
6. Name and address of next of kin: Idowu Ibukun V.
1, Corner Stone Estate Idi Ayunre, Ibadan Oyo state
7. Date of Assumption of duty: 1st October 2009
8. Status of First Appointment: A/V Media Technician
9. Present Position: Graduate assistant
10. Date of Last Promotion: 1stSeptember 2019
11. Confirmation of Appointment 16th February 2012
12. Faculty: Communication and information sciences science
13. Department: Mass communication and Media Technology

B. Educational Background

Education Institution Attended With Dates

Government High School (SSCE)	1998
The west African Examination Council	2012

Higher Education

Lead City University

B.A Media and Playwright, 2nd Class upper Division in
Performing Art and culture

Post Graduate Diploma in Mass-communication	2020
Master Degree in Mass communication (in view)	2022

C. Award and Fellowships

Federal College of Education Special Oyo (Outstanding media Practitioner)	2019
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D. Working Experience

Harmony Vision Audio Visual Production	2007
Editor and Studio Technician	
Creemic Audio Studio Molete, Ibadan	2008
Studio Engineer	
Lead City University Ibadan	2009
Guest Studio Production Assistant	
Assistant in the maintenance and installation of studio equipment	

E. Institute Of Personality Development & Customer Relationship Management
(Associate Member)

F. Publications:

1. Thesis/Dissertation

Idowu Sunday, *Western Influence and Its Effect on Nigeria Value System: A Study of Nigerian Music Video*, **Lead City University Undergraduate Thesis 2018**

Idowu Sunday, *Content as Influencing Factors of Student's Radio Listenership (a Study of Lead City 89.1FM Radio)* **Lead City University Undergraduate PGD Thesis 2020**

Idowu Sunday, *Influence of Digital media Access and use on sexual drive among undergraduates in the University of Ibadan* **MSC Lead City University Undergraduate M.Sc. Thesis 2022**

2. Book/Monograph

Idowu Sunday, *Tomorrow Taking" a Stage Play Text Written in Partial Fulfilment of Principle and Practice of Playwriting and Criticism*, Lead City University Ibadan 2017

3. Journals

Journals Publications and Presentation

- Idowu Sunday, *Effect of Television Graphics and Animation on Covid-19 Awareness Campaign*, **NTAtvc Journal of communication** 4(2), 2020, 188-198
- Idowu Sunday & Waheed Bayonle Busari, *Impact of Lead City 89.1FM Radio Contents on Lead City University Student's Academic and Learning Skills*, **Journal of Communication and Media Technology Lead City University Ibadan** 3(1&2), 2020, 195-220
- Idowu Sunday, *Digital Media Platforms as Promoter of Citizen Journalism (A study of End SARS Protest)*, **Idowu Sobowale Confrence School of Communication Lagos State University**
- Idowu Sunday And Waheed Busari Bayonle, *Youth Preference and Response to Yoruba Cognomen (ORIKI)*, The sixth J.A Atanda Lectures and Conference Babcock University, Illisan Remo, Ogun State, Nigeria 2021,
- Idowu Sunday and Babafemi Jacobs, *Health Implication of Media Equipment Usage Among Church Leaders in Nigeria*, **Dominican university International Conference on Humanities, Managements and Social Sciences (DUICHMSS) 2022**
- Idowu Sunday, *Attitudes of Rural Dwellers to Indigenous Radio Broadcast on Covid-19 Vaccine*, Franklin College of Art and Sciences , University of Georgia 2021Confrence

Contribution to a Book:

Idowu Sunday, *Ownership and Effective Use of Digital Camera among Communication Students (scholarship in Communication Studies)* Edited by Lambert A. Ihebuzor, Ph.D 2019

G. Notable Scholarly or Professional Accomplishments

D. Professional Qualification

- Web Design with XHTML & Dreamweaver CS6 (New Horizon) 2018
- Comptia Project Management+ (New Horizon) 2018
- Institute Of Personality Development & Customer Relationship Management IPD-CRM 2018
- Editing and Film Production (Roc World Consultancy) 2018
- Photography and Graphic Design
Harmony Vision Audio/ Visual Studio with Emphasize on Certificate in 2008
 - ✓ Digital Audio Video Editing
 - ✓ Caption, Montage jingle
 - ✓ Dubbing, mixing + effect

- ✓ Film recording
- ✓ Video coverage

- National Institute of Data Processing (Diploma in Computer Engineering) 2007
- Remson Electronic Ibadan (Certificate Electronic maintenance and Repair) 2002

H. Major Conference/ Workshops Attended

- The sixth J.A Atanda lectures and conference 2021, Babcock University, Illisan Remo, Ogun State, Nigeria
- Ist Faculty of Management and Social Sciences International Conference (FFMSSIC)2020 Hallmark University Ijebu Itete, Ogun state, Nigeria
- The Research Writing and Publication Workshop of The Sixth Atanda Lectures and Conference
- Franklin College of Art and Sciences , University of Georgia 2021Confrence
- Dominican University International Conference on Humanities, Managements and Social Sciences (DUICHMSS)

Contribution to Knowledge and Practices

- i. Orientate students in practical participation in all areas of audio/visual production and media technology
- ii. Practical Production assistant to Media Lectures

Referees:

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Date

Signature

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University Compliance Certificate

This is to certify that this thesis by Idowu Sunday with Matric No LCU/PG/ 001881 in the department of mass communication and media technology, Lead City University Ibadan is in full compliance with the approved University format and style

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Date

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Signature

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