

## **Exposure to Babcock University Student's leaked Sex Video on Social Media and its Influence on Campus Relationships**

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### **Abstract**

Exposure to Babcock University student's leaked sex video on social media and its Influence on campus relationship is an exploratory research into the disciplinary composure of female students living in Nnamdi Azikwe University, Awka. This study sets out to ascertain if female students living in Nnamdi Azikwe University hostels are exposed to the 'Babcock Sex video', whether the video influence their perception of their campus relationship as well as their relationship with male students in the university. The research adopted the Survey Method while Focus Group Discussion was employed as the tool for eliciting information from the hostel students. The study was based on the Catharsis Theory. Findings show that female students in Nnamdi Azikwe University, Awka hostel were exposed to the video but this exposure did not discourage them from relationship with the opposite sex on campus; but they agreed that there was need for caution when it has to do with sexual relationship with the opposite sex. The researcher therefore, recommends that universities should have functional social networking sites in their students' affairs departments with a view to regularly counseling their students on dangers of sexual relationship on campus, especially as it has to do with recording of videos.

**Keywords:** Exposure, Babcock sex video, YouTube, YouTube Posting, Female Students

### **Introduction**

The media play essential roles in the activities and shaping of institutions including the church, family, schools and government. Advancements in communication technologies have broadened the horizon of communication through Information and Communication Technologies (ICTs). In today's digital world the media help people to be better informed, enlightened, and to keep abreast with world developments. With all these, media become instrumental in the integral growth of all people and provide one of the basic needs of the people which is information (Balanza & Tindowen, 2019).

Social media are basically internet based media such as facebook, YouTube, Twitter, Wikis, Badoo, Whatsapp and MySpace among others. These media, YouTube in particular, with more than one billion viewers, create a YouTube community that allows content creators to be born, talent to be discovered and voices to be heard like never before (Nwabueze, Odishika, & Ejikeme, 2018). YouTube encourages transparency, relatability and engagement unlike any other social media outlet, shaping public opinion, attitude and sentiment through popular user-generated videos (Borghol, 2008; Kiss, 2006). YouTube's slogan, "Broadcast Yourself", turns traditional media on its head, reaching more adults from ages 18 to 34 than any cable network (Nielson, 2014).

Social media is a web-based form of data communication. Social media platforms allow users to have conversations, share information and create web content (Nwabueze, Odishika, & Ejikeme, 2018). Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections (Akram & Kumar, 2017).

There is a viral sex video of Babcock University Student that went viral on Social Media uploaded to social platforms by boyfriend of the girl in the video. The young man in the video was a former student of Babcock University expelled due to his involvement in drugs and the young lady was a third year student of accountancy in the University (Ogundipe, 2019). The video was later uploaded to

social media in 2019, where millions of Nigerians and students had access to watch and comment on the video. Female students living in the Nnamdi Azikwe University, Awka Hostel have access to social media and watched the video which many referred to 'Revenge Porn'. Revenge porn also known as non-consensual pornography is the distribution of one or more sexually explicit photos of someone else, without the subject's permission and women and girls are most victims of this crime. The leaking of such videos online has unimaginable consequences on the young lady now and in the future (Adekanye, 2019).

Living in the university Hostel has its advantages and disadvantages to students. A hostel is a place where students stay for pursuing formal education away from their homes. But the concept of hostel is not only limited to place of residence, hostel is a human practical laboratory (Iftikhar & Ajmal, 2015). Therefore hostel is not simply a place for living; it is a center of education. Students living in the hostel enrich the understanding of the curriculum through analytical discussion among the students living in the hostels, and may contribute to character building as well. Students in hostel not only learn the theoretical materials they also learn how to enhance their personal abilities and learn to live independently (Mishra, 1994; Iftikhar & Ajmal, 2015).

The proportion of young people exposed to pornographic materials through the Internet in Nigeria is increasing (Arulogun, Ogbu & Dipeolu, 2016). There is still paucity of studies exploring the influence of the exposure to sex videos on sexual behaviour of university students in Nigeria. This study therefore explored the influence of internet exposure to sex videos on perception of campus relationship by female students of Nnamdi Azikiwe University (UNIZIK), Awka, and Anambra State. The study focused on their exposure to the viral sex video on social media involving a female student of Babcock University and her boyfriend, to ascertain what UNIZIK female students feel about relationship with the opposite sex on campus.

### **Research Problem**

Despite increasing level of Internet usage particularly among young people in Nigeria, few studies have examined the effects that sex videos uploaded on social media may have especially on the sexual inclination and behaviour of young persons. Research evidence has established that young adults spend time on the social media more than any other group (Kuss & Griffiths, 2011a; Kuss & Griffiths, 2011b; Nwabueze, 2013). Studies have also shown that social media could influence users in various ways (Kuss & Griffiths, 2011; Kuss & Griffiths, 2011b; Nwabueze, 2013).

According to Nwabueze, Odishika and Ejikeme (2018), living away from family for a specific period of time leaves some enduring experiences in the life of the students. In this new life style students learn to live independently, and learn how to compromise with the other students and roommates. In this study, it will ascertain if the leaked Babcock University sex video influence the relationship on campus of female students who stay in hostels. Though there are female students who still exhibit attitudes /traits of arrogance and indiscipline in the hostel.

### **Objectives of the Study**

The main objective of this study is to examine the influence of the leaked Babcock University sex video on female students of Nnamdi Azikwe University female students who live in University hostels.

The specific objectives are to;

1. Find out if female students living in Nnamdi Azikiwe University, Awka hostels are exposed to the "Babcock University leaked sex video."
2. Find out the extent the video influenced female students' perception of campus relationship.
3. Find out the influence of the video on their sexual relationship with male students of the University.

### **Research Questions**

1. Are the female students living in Nnamdi Azikiwe University hostel exposed to 'Babcock University leaked sex video'?
2. Does the video influence students' perception about campus relationship?
3. Does exposure to the video influence their sexual relationship with male students of the university?

### **Operational Definition of Terms**

**Exposure:** Watching the leaked video of Babcock University sex video by female students of Nnamdi Azikiwe University, Awka living in the school hostel.

**Social Media:** An interactive platform like Facebook, Twitter, Whatsapp, blogs where leaked sex video of Babcock University Student was watched by students of Nnamdi Azikiwe University.

**Leaked:** This refers to allowing secret information to become public and subsequently watched by female students of Nnamdi Azikiwe University female students living in the hostel.

**Hostel:** A place of residence for female students of Nnamdi Azikiwe University, Awka, owned by the school, supervised by a hostel warden/porter.

**Female Hostel:** Where female students of Nnamdi Azikiwe University, Awka, live while studying in the institution. It is owned by the school, supervised by a hostel warden/porter.

**Relationship:** In this work, this refers to close relationship between people of opposite sex that is male and female students of Nnamdi Azikiwe University, Awka.

### **Theoretical Framework**

This study is anchored on the Catharsis Theory of Mass Communication otherwise called Media Effect Theory as propounded by Defleur and Ball-Rocheach in 1975, which explain how the mass media influence people's attitudes and behaviours including how media audience members are likely to react, to media messages. This theory is believed to be realm of boundless purview considering the ever growing visual materials as per mass media communication are concerned (Communicationtheory.org).

The Catharsis theory according to Nwabueze (2014) basically explains the impact of media violence on the audience. It says that the more people are exposed to violence on television, the more they are likely to purge themselves of violence. The more one watches violence, the more likely it is for you to hate violence and wants to stop it. According to Dominick (2009) in Nwabueze (2014), the theory holds that viewing scenes of aggression can actually purge the viewers' own aggressive feelings. Thus, a person who sees violent television programmes or films might end up less likely committing violence.

In relating this theory to the study, female students living in Nnamdi Azikiwe University hostel when exposed to the "Babcock University Sex Video" video will definitely want to desist from such act, for fear of being labeled prostitute by millions of Nigerians and probably family members, on social media platforms.

### **Literature Review**

#### **Negative Effects of Social Media on the Youth**

Social media have become integral part of the youths as technology keeps evolving rapidly. Brown (2017: p.2) listed 16 negative effects of social media on the youth. Among the are: Addiction, Increased Violence, Distraction, Reduced Productivity, Increased Threats, Spend More Money, Less Sensitive and Increased Comparison. In a similar research conducted by Professor Tatiana Pino of Cindy Casper in 2017, she found that the negative consequences of social media are more common than positive ones and she concluded saying thus; "I am sure that social media advances the impact of isolation, obesity, depression, and sleep deprivation. It takes away the interaction with family connections, and even worse, health, leaving our youth isolated." (Tatiana 2017, p.1) In actual sense, as suggested by Valkenburg and Piotrowski (2017), who has anything to do with the youths will know that they are users of media,

particularly the social media. The duo asserted further that that youth spends about six hours a day interacting with the Page 58 social media on the youth. are; Addiction, Increased Violence, Distraction, Reduced Productivity, Increased Threats, Spend More Money, Less Sensitive and In a similar research conducted by Professor Tatiana 2017, she found that the negative consequences of more common than positive ones and she concluded by ;“I am sure that social media advances the impact of isolation, obesity, depression, and sleep deprivation. It takes away face-to-face interaction with family connections, and even worse, health (Valkenburg and Piotrowski 2017). The researchers concluded that the time youth spend using social media is more than three hours a day, which has surpassed the amount of time they spend on television and gaming, which is estimated at 97 minutes and 75 minutes concurrently, whereas they spend the least amount of time, 35 minutes, reading books. (Valkenburg and Piotrowski, 2017, pp.79-81).

In a 2013 BBC news research, as discussed by Shabir, Mahmood, Hameed and Safdar (2014), it was discovered that 67% of Facebook users and well known social media portals, comprise of the youth and students. It was further discussed that youths and students have more focus and relation to social media. The researchers added further that the negative use of social media occur when students involve themselves in unethical activities on social media portal, sharing of useless information, and posting such as images that are injurious national dignity and foreign relationship of country (Shabir, Mahmood, Hameed and Safdar, 2014, p.3). Although the estimation of social media usage among the youths varies from country to country, depending on government policies, all over the world, social media has become an irresistible tool for youth because of its interactive and quick feedback mechanism.

According to Deragon (2011), social media maladies (which result from spending long hours on the internet) are conditions affecting productivity of human networks. Deragon further writes that social media maladies constitute a social condition which could be caused by external factors (such as influence of technology/social media or, simply using technology/social media in the wrong way and for wrong purposes) or internal factors (such as lack of knowledge and/or wisdom by individuals or groups in the use of social media). The pandemic is all about the production and consumption of meaningless and insignificant things that do not enhance progressive continuation of human network (Alabi, 2013).

Social media and psychological problems: Facebook Addiction Disorder is a term used to describe one of the psychological effects of spending long hours on facebook. Larkshimi (2011) writes that the term was introduced by a U.S psychologist to describe people who are addicted to facebook and whose lives are really affected by their uncontrolled use of facebook. Larkshmi provides the checklist for facebook addiction disorder as follows:

- Your day starts by checking your facebook account.
- You day-dream of comments and status updates when you ain't online.
- You spend hours or waste a lot of precious time on facebook
- Your day ends only after a last check of your facebook account

### **Social Media Impact on Students Social Behaviour**

Globally, social media is an aspect of any human activity as people get connected to each other closely and daily with the help of internet and social media. In a survey conducted by Bagget and Williams (2012), students agree that social media is a means to connect between individuals and is used as a means to share common interests. Social media represents useful tools for communication and education and provides an opportunity for networking in any profession. With time constraints and demanding class schedules, social media helps students to multitask because they do not want to spend time creating multiple individual messages. They commonly use facebook, watch television or a video, talk, email friends and family, and write papers or conduct research all at the same time. Many students who do not take interest consistently in class might feel that they can express their thoughts easily on social media (Siddiqui & Singh, 2016)

A study by Velenzuela, Park and Kee (2008) supports the notion that both the medium technological capabilities as well as the actual content it transmits influence people's attitude and behaviours. In this study, two major general observations were made;

- a. Online social networks are effective structures for connecting people, allowing them to create content and participate in public affairs in a meaningful way; and
- b. Social networks are not just a place to spend time in but are useful tools for collective action.

In a study exploring how students use social media, Wang, Cheng and Liang (2011) report that most students spent vast number of hours accessing social media sites. Ninety percent of students surveyed spent their time on entertainment, while eighty percent of the sample admitted that they posted or responded while completing home work, not too many students preferred using social media to do their assignment. Considering the overall results of collected data analysis, there was a negative attitude towards social media when students used them.

### **Social Media Use for Invading Privacy, Harassment and Misdemeanor Videos**

The digital world has created an information super highway which makes it possible for people to easily share and upload information including recorded videos online through any social media platforms. As Nwabueze, Odishika and Ejikeme (2018) put it, YouTube is the largest and most popular video sharing website on the internet and this platform makes it possible for users to upload and watch unlimited number of vides for free. It allows users to post textual comments on the video as well as on other user's comments. According to YouTube statistics, every month 1 billion unique users visit YouTube and over 6 billion hours of videos are watched (Sureka, Kumaraguru, Goyal & Chwabra, 2010). Since YouTube has very low publication barriers to upload a video on YouTube, a user only needs to have a valid YouTube account.

Anonymity, low publication barriers and high reachability of video worldwide has led users to upload much offensive and malicious content on the website (Nwabueze, Odishika, & Ejikeme, 2018). For example, harassment and insulting videos, video spam, copyright infringed videos, pornographic content, hate and extremist promoting videos (Sureka, Kumaraguru, Goyal & Chwabra, 2010). YouTube being the largest online platform that can share videos, then pornographic video content has become the biggest threat for video sharing platforms and social networks (Isalm, Ahmed & Zamli 2018).

Among these problems, privacy invading and harassment on web 2.0 is an important issue. Privacy invasion here refers to unauthorized shooting of a person's video and uploading it (disclosure and dissemination) on the video sharing website. If the scenes in the video are negative (such as vulgarity, violence and abuse), then public disclosure of such content can be regarded as harassment for the person in the video (Nwabueze, Odishika & Ejikeme, 2018). Harassment can be of two types – intentional and unintentional. Sometimes users post videos on YouTube in order to threat and disturb one or more people that cause discomfort for the victims (Goyal & Chwabra, 2010). For example, violent, abusive and humiliating behavior that violates the claimant's dignity.

### **Impact of Hostel Life on Students**

Living away from family for a specific period of time leaves some enduring experiences in the life of the students. In this new life style student learns to live independently, and learn how to compromise with the other students and roommates (Thakkar, 2012, Nwabueze, Odishika, & Ejikeme, 2018). Students living in hostels face many difficulties and hurdles such as financial crises, adjustment issues, personal helplessness, distress, changes in eating and sleep habits, and many other issues. Research suggests that Empathy, altruistic behavior, emotional stability will be more in hostel students (Iftikhar & Ajmal, 2015). Hostel environment gives an opportunity for socialization among students (Mimrot, 2012).

While living in hostel students share their personal ideology with other students, and learn many new ideas from their hostel fellows. Hostel life also influences the students' views and perceptions about the religion. Hostel life also makes students more ambitious, those students who have stayed in hostels



are more self-reliant and confident than other students (Iftikhar & Ajmal, 2015). In hostels students learn courage and spirit from other students, and that may help students to face the practical life more confidently (Ahmad, 2006). It is a common perception that, hostel life has a unique impact on the pattern of students' life. Living in the hostel makes students socially and behaviorally different. Boarding or hostel life is a combination of different cultural backgrounds, in the hostel life students learn to live with different cultural background people (Iftikhar & Ajmal, 2015). There is a popular quotation "Times change people changes" it is best applicable for the hostel students. Hostel life goes to change the way a student is, its effect on the personality behavior, thinking, and dressing as well. In hostel students are surrounded by other students of about the same age as they are, all those students have different characteristics. In hostel life all students have to adjust to the other students stayed in the hostel (Thakkar, 2012).

### **Influence of Sex videos on Students**

Accessing pornography or sex materials online is easy and readily available thanks to internet and social media. Students are the active users of social media platform and internet due to the help it renders to them as everything has gone online including teaching and learning materials. Two reports, one by the American Psychological Association on hyper-sexualized girls, and the other by the National Campaign to prevent Teen Pregnancy on the Pornographic content of phone texting among teenagers, make clear that the digital revolution is being used by younger and younger children to dismantle the barriers that channel sexuality into family life (marripedia.org). Pornography contents are easily accessed by students online with less restrictions and the damage is overwhelming. There are seven factors that caused students to access pornography whether via the internet at home or school is: lack of supervision, education and guidance of a teacher or parent, attitude of the closure of the teacher or parent to student about sex education, the teacher or parents are illiterate in technology, the lack of protection efforts by teachers or parents, the orientation of the financial benefits the owners of the café so that anyone could use the internet including students or adolescents even in school hours and less of social control about pornography from society (Apriani, 2015). Social network sites provide an all too attractive outlet for adolescents' during a time in development where self-expression and validation are important, and this expression may translate into risky social and social behavior (Lisa & Ginny, 2015).

### **"The Babcock University Sex Video"**

This is a viral YouTube video which was uploaded online showing what transpired between two students (male & female) having sex within the school premises of Babcock University Ilesha Remo Ogun State. The male student in the video according to school management was a former student of the university while the female student was a third year student of accounting of Babcock University. The male student in the viral video was suspended by school management on issues relating to use of hard drugs on campus. The sex video was recorded by the ex-male student while they made love to each other. The girl in the viral video was not forced or raped rather it was a consensual agreement between two adults. After heated exchange of words the brutal fight ensued. The video was later uploaded to YouTube, where millions of youths and students had access to watch and comment on the video. This happened in 2019 and the video which was posted on several blogs and social media platforms has become popular among female students, Nigerian students and Nigerians. Due to exposure of the video online, fear of getting into a relationship among female students on campus due to the fear of getting exposed may be high.

### **Methodology**

In this study, Survey Research method was employed while Focus Group Discussion was used as the data gathering tool, as it involves understanding audience the influence (Nwodu, 2006) and perception of 'Babcock University Sex Video' attitudes. It aims at ascertaining audience disposition towards a given issue. The population of this study was 468. This is because the total number of female students living in the Nnamdi Azikwe University, Awka Anambra State hostel is 468, as given by the Porter of the hostel,

while the sample size was 118. The sample size of 118 was made up of those who had been exposed to the “Babcock University Sex Video” and were willing to participate in the study. The purposive sampling technique was used to select the respondents. This is because the researcher selected the participants that met specific criteria for the purpose of this study. The discussions were conducted during the evening hours of 5pm – 7pm, when students were back from lectures and relaxed to answer the questions that were posed them. Each group was made up of an average of 10 students.

### **Data Presentation**

**Research Question One:** Are the female students living in Nnamdi Azikwe University exposed to the “Babcock University Sex Video”?

All the respondents said they had seen/watched the video online on several occasions while the few that were not exposed to the video, watched it through the laptop of the researcher, for two times. This means that all the respondents studied were exposed to the “Babcock University Sex Video” before participating in the study. The researchers had used purposive sampling technique to select only those who had seen the video for the study. This explains why all the respondents had been exposed to the video that was used for the study.

**Research Question Two:** Does the video influence students’ perception about campus relationship?

Majority of the respondents agreed that their exposure to the online video influenced their perception about campus relationship, as they will not want to be disgraced and ridiculed on social media platforms. In the words of Eunice Joy, a 200 level student of English Department “I will not want may be my siblings to see me on the social media doing things I was not trained to do, so after I watched this video, I began to be conscious of my male friends and mind the things I do and say”.

A few others were of a different opinion as they did not see the video to be a yardstick as regards campus relationship. They were of the opinion that the video actually is bad but should not influence the perception about campus relationship as there are good male students in campus.

**Research Question Three:** Does exposure to the video influence their sexual relationship with male students? Most of the respondents said that the video was an eye opener, and even posed more challenging problems or situations, on remembering the “Babcock Sex Video” they will desist from taking any relationship with opposite sex serious. They said they understood the power of social media and the fact that it was recorded and upload on Youtube or Facebook they wouldn’t want to make mistakes at all. They also said even if they engaged in a sexual relationship they not allow any of their affairs to be recorded by anybody.

However, a few of the participants, especially Cynthia Idamokoro, a 300 level student of Banking and Finance Department, said that such video could damage the reputation of a student and the person’s family perpetually because you can’t erase contents on social media or internet. She advised female students to be careful with the type of male friend they keep in campus and off the campus.

### **Discussion of Findings**

From the group discussions, findings were made. The study found that majority of the respondents had been exposed to the “Babcock Sex Video” through online social media platforms. This finding is supported by Junco (2012) where he observed that many of the users of social media are students of higher institution and are used for purposes such as interacting with friends, sharing videos, studying and status conferral among other purposes.

Furthermore, the study found out that majority of the respondents will not want to engaged in such disgraceful act, hence they comport themselves and want to be seen to be disciplined. This is in line with the Catharsis theory, used in this study as Nwabueze (2014) asserts that the theory explains the

impact of media violence on the audience. The theory says that the more people are exposed to violence on television, the more they are likely to purge themselves of violence.

Again, the study found out that majority of the respondents agreed to be mindful of male friends they keep in school as the thought of Babcock Sex Video frightens majority of the respondents because they believe that the society will view such a person as uncultured and poorly trained. This finding conforms again with the Catharsis theory. Dominick (2009) cited in Nwabueze (2014) posits that viewing scenes of aggression can actually purge the viewers own aggressive feeling. Thus, a person who sees violent television programs or films might end up less likely committing violence or crime. Though Brown (2017) found after a study that the negative consequences of social media are more common than positive ones, the present study does not entirely go against that position, but what it says is that there are also positive sides of exposure to social media.

This finding also aligns with the selective retention theory, as audience remember messages that support their opinion longer than they remember opposing messages (Severing & Tankard, 1979; cited in Nworgu, 2010).

### **Conclusion**

As the technology is developing, the web-based social networking has turned into the routine for every last individual, people; groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students (Tariq, Mehboob, Khan, & Ullah, 2012). Business uses online networking to upgrade an organizations execution in different courses, for example, to fulfill business goals, expanding yearly offers of the organization. Youths are found in contact with these media every day. Social media has different merits yet it likewise has a few faults which influence individuals contrarily (Akram & Kumar, 2017).

The findings in this study have provided a build-up on related studies as well as opened up new areas for further studies. Social media could be useful tools for students in higher institutions which they use for communicating/interacting with friends, sharing videos, studying among other purposes, and hence their ability to stay on the social network for vast number of hours. The viewing of the “Babcock University Sex Video” on YouTube and other social media platforms by female students may discourage them from engaging in campus relationship as seen in this work. It gives them the chance to reflect on their conduct in their hostels, providing the chance for those with questionable traits to turn a new leaf. Also, female students will refrain from immoral acts capable of destroying their future when they remember the “Babcock Sex Video” which serves as a behavioral check on the students.

### **Recommendations**

Based on the findings of the study the researcher recommended as follows;

1. That in using the social media, self regulation is not sufficient and that additional regulatory tool such as public supervision is required in the digital and convergent online platform.
2. Universities should have functional social networking sites in their students affairs departments with a view to regularly counseling students on dangers of sexual relationship on campus, especially as it had to do with recording of videos
3. That there should be a set of widely accepted rules to help prevent uploading videos considered to be harassment for the person(s) in the video.
4. That university in Nigeria through its Information and Communication Technology (ICT) Department/Unit should create a unified basic internet access, through which students in the university community get access to the internet, after they must have agreed to the terms and conditions of accessing the internet through that unified internet access.
5. There is need for further studies to be carried out in these areas especially involving hostel girls in other schools and male students living in the hostel.



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