

INFLUENCE OF SOCIAL-MEDIA ON THE MODE OF DRESSING OF FEMALE UNDERGRADUATES IN NIGERIAN UNIVERSITIES

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Abstract

The objective of this study examines the impact of social media on the selection of inappropriate attire among female undergraduate students in the southwestern region of Nigeria. For the purpose of this study, participants were recruited from staff, management, and students. The data was analysed using a qualitative approach, specifically employing content analysis and thematic analysis methods. The primary data source utilised in this study was an in-depth interview, which was conducted using a purposeful sampling technique to ensure the selection of relevant participants. In consideration of the aforementioned, a study was undertaken to investigate the impact of social media on the prevalence of inappropriate attire among female undergraduate students enrolled in universities located in the southwestern region of Nigeria. The study's findings revealed that the negative impact of social media influence became apparent due to a lack of action from different societal stakeholders. The existing disparity can be attributed to the enduring impact of colonialism and the incorporation of technology. Nevertheless, the article proposed that it is imperative for all pertinent stakeholders to engage in collective efforts to address the issue of inappropriate attire. In a more specific manner, it has been suggested that the implementation of a guidance strategy aimed at discouraging internet usage should be employed.

Keywords: Influence, Social media, Dressing Attire, Female Undergraduates, Nigerian Universities.

Introduction

The proliferation of social media usage across various entities, including individuals, groups, corporate organisations, national governments, subnational governments, and international organisations, has led to a heightened endorsement of technological progress (Tornberg et al., 2021). The comprehensive comprehension of the applications and implications of this phenomenon within this particular context remains elusive, akin to the profound impact it has had on labourers of varying skill levels, including those who possess advanced skills, intermediate skills, and limited skills. Undoubtedly, social media exerts a significant influence. The majority of clothing, footwear, cosmetics, neckties, wristwatches, and various other accessories are commonly acquired through e-commerce platforms such as Jumia and Konga, among other notable online retailers (Westerlund, 2019). Social media platforms have

provided young girls and women in higher education institutions with the opportunity to reshape their habits, engage in mentor-mentee interactions, experience intentional and unintentional guidance, and adopt both virtuous and immoral lifestyles. The previously perceived as unreliable and untrustworthy channel is poised to revolutionise the women's clothing market. According to Ashman et al. (2015), a significant 67% of women in the United States made online purchases from clothing merchants in the preceding year. Additionally, a notable proportion of Millennial women, specifically 35 percent, assert that their purchasing decisions regarding clothing are significantly influenced by social media. According to the aforementioned report, it is projected that the market for women's clothing will experience a growth rate of 14 percent in the year 2019. There was a significant increase of 77 percent in sales made through mobile devices and online platforms. It is projected that by the year 2017, the proportion of online sales conducted through mobile devices will reach 25 percent. These developments exemplify the significant transformations in consumer purchasing behaviours within the United States and imply a potential increase in online apparel transactions in the forthcoming years.

Given the aforementioned information, it can be observed that the trend of social media figures engaging in modelling and the practise of digital marketing are aspects of human behaviour influenced by peer pressure and contemporary communication strategies. Similar to the aforementioned cohort, this particular group exhibits a tendency to replicate patterns of resistance towards previous instructional encounters. Nevertheless, the sartorial choices of both young and elderly individuals can be largely ascribed to the impact of social media. The prevalence of indecent dressing practises in Nigerian universities is no longer a nascent occurrence, and this increase cannot solely be attributed to students of both genders. The escalating issue of indecent behaviour, specifically its impact on the social and psychological well-being of male lecturers, as well as incidents of molestation, assault, rape, and harassment involving key individuals within the University, has become a matter of increasing concern for authorities, civil society organisations (CSOs), and individuals. In light of the present circumstances, it is imperative to analyse the impact of social media influence on the attire choices of undergraduate students in Nigerian universities at present.

Literature Review and Conceptual Framework

Indecent Dressing

Obscene clothing was initially uncommon in Africa. Nevertheless, the diffusion of this phenomenon extended to the African continent and appears to have endured due to the influence of colonialism and the emergence of modernity (Omorogiuwa, 2020). To clarify, prior to the emergence of modernity, African culture did not possess knowledge or awareness of attire that was considered unsuitable or improper. The act of wearing clothing that is considered provocative is commonly perceived as a form of indecent dressing. The term "private body jewellery" encompasses any form of adornment intended to attract attention to a specific area of the body that is typically concealed from public view. Okafor and Uwalaka (2021) assert that the selection of indecent dress is deemed to be a provocative and offensive attire that fails to accurately reflect the values and norms of the student body's society or culture. According to Akpan (2018), indecent dressing refers to a style of attire or physical presentation that is considered to be distracting and disruptive. According to Oluwadare, Otunaiya, and Opeoluwa (2020), the concept of indecent dress encompasses any form of clothing that deviates from the established norms of acceptable attire within a specific

community. According to Fareo and Jackson (2018), indecent dressing can be characterised as the act of wearing attire that exposes body parts that are typically concealed, such as the breasts, buttocks, or undergarments. According to Uzoiwu (2023), the act of being fully unclothed within the confines of one's bedroom, bathroom, or delivery room is not generally regarded as impolite or offensive. Nevertheless, it is imperative to note that nudity is deemed inappropriate beyond the aforementioned limitation. The act of wearing attire that is deemed inappropriate can be interpreted as a display of immodesty, which may be likened to the public consumption of intimate body parts.

Examples of immodest attire include miniskirts, clothing made of transparent materials, tops with low necklines that expose the cleavage or breasts, and accessories that promote sexual or violent themes. Coji (2014) identifies several key attributes associated with impolite attire, which encompass strapless garments, shorts that expose the buttocks, abbreviated blouses, miniskirts and gowns, shirts revealing cleavage, sagging trousers and the practise of hair colouring among both males and females. In contemporary times, there has been a noticeable trend among men wherein they have made concerted efforts to narrow the gap between genders through adopting a near-nude appearance and embracing sagging as a fashionable choice. Historically, there existed a prevailing belief that women bore greater responsibility than men for engaging in indecent dressing (Olorunda, 2022). In essence, the act of donning unsuitable attire can be observed in individuals of both genders, irrespective of their sex. Regrettably, there is a growing trend among students in Nigeria's tertiary institutions to don attire that is deemed indecent (Ako& Igbo, 2013).

Undergraduate Students and Social-Media

Akpan (2018) conducted a study on the impact of indecent dressing on undergraduate students at a university in Nigeria. The objectives of the study were to evaluate students' comprehension of immodest attire and their perspectives on the impact of immodest dressing on themselves, the university setting, and the media. The questionnaire utilised in the study was internally developed and demonstrated a reliability coefficient of 0.84, indicating its suitability as the primary instrument for data collection. Based on the results of the study, it was observed that students held a substantial belief regarding the adverse effects of inappropriate clothing on their peers. Furthermore, they demonstrated a considerable awareness of the concept of inappropriate clothing, and expressed a significant conviction that both the campus environment and social media platforms play a noteworthy role in fostering the prevalence of such attire. Nevertheless, there has been a suggestion put forth regarding the implementation and enforcement of a dress code for students by university administrators. The formulation of a comprehensive media regulatory strategy should be undertaken by governmental entities and other pertinent authorities, accompanied by the requisite legal framework.

The study conducted in 2018 by Fareo and Jackson investigated the phenomenon of "indecent dressing" among college students in Adamawa State. The researchers utilised a survey research design. The primary objectives of this study were to examine the factors influencing the dressing habits of undergraduate students in postsecondary institutions, analyse the different manifestations of indecent dressing among students, evaluate the impact of these dressing habits on students, and propose potential strategies for mitigating indecent dressing among students. The study's results indicate that several factors, including peer pressure, the

adoption of Western-style clothing, and inadequate or misguided family guidance on appropriate attire, contribute to the prevalence of indecent dressing. This study examines the issue of inappropriate and disconcerting attire among undergraduate students in postsecondary educational settings. Based on the findings of the research, it is recommended that tertiary educational institutions implement a regular schedule of seminars, conferences, workshops, and public education campaigns. The purpose of these initiatives would be to enhance the awareness and understanding among undergraduate students regarding the significance of appropriate attire in public settings.

The significance of clothing in a man's culture and way of life lies in its ability to establish his tribal or ethnic identity. The selection of clothing by individuals is influenced by various factors such as the availability of resources, prevailing weather conditions, cultural norms, and personal values within their surroundings. The manner in which individuals dress serves as a means of conveying their social standing, position within society, and affiliation with a particular cultural community (Obeta&Uwah, 2015; Yohanna et al., 2020). Furthermore, it serves as a representation of an individual's tribal or ethnic affiliation and is intricately connected to a specific cultural context. The present generation of young individuals has deviated from conventional norms and has engaged in various trends, particularly in the domains of attire and hairstyles (Amankwah, Howard, & Sarpong, 2012) in the instance of Ghana context. In Akpan's (2018) study, it is argued that dresses are designed with a specific purpose in mind, irrespective of the country or geographical context, despite the absence of a universally recognised fashion trend. According to Odeleye (2008), the adherence to appropriate clothing is a socio-cultural norm that does not require external authority to ensure conformity. There exists a multitude of sartorial choices available to individuals, yet certain styles or appearances are perceived as offensive or socially unacceptable within the broader societal context. Similar to other societal vices such as drug utilisation, engagement in prostitution, and involvement in cult activities, the issue of inappropriate attire has arisen as a significant moral transgression among students attending Nigeria's foremost university, as well as within the broader context of Nigerian tertiary education institutions. According to Birhan (2019), when a dress strays from the accepted norms of a community and diminishes the communal worth, it is regarded as indecent. According to Yahaya (Akpan, 2018), it is argued that the act of wearing suitable clothing promotes respect and preserves an individual's dignity, both of which are deemed essential for the sustenance of human life. According to Sadeeq's perspective as cited in Akpan's work (2018), the concept of decent clothing pertains to the manner of dressing that aligns with societal norms and conventions, while avoiding the display of prominent body parts.

Dressing and Social-Media

According to Mohammed (2015), the media has been accused of serving as the primary catalyst for the prevailing fashion trends, with the aim of addressing the issue of immodest attire among young individuals. Previous experimental studies have extensively examined the reactions of individuals towards images of different clothing styles featured in magazines and other forms of print media, encompassing aspects such as objectification and sexualization (Graff and Czamomska, 2019). Goodin et al. (2011) argue that clothing can possess sexualizing characteristics, such as tightness, exposure of the midriff, and the use of high heels. These attributes have received significant media coverage. According to Johnson, Lennon, and Rudd (2014), the theory of symbolic interactionism, as proposed by Blumer

(1969), posits that the self is a socially constructed entity that is formed, maintained, and modified through interpersonal communication with others.

In contemporary society, the media plays a significant role in shaping and cultivating individuals' self-perceptions, alongside interpersonal communication. Stone (1962) argues that the way individuals dress can effectively communicate values, similar to verbal communication. This supports the well-known proverb "dress for the occasion." According to Omede (2011) research, a significant proportion of adolescents tend to derive fashion inspiration from prominent actors and celebrities, relying on them as sources of guidance for their attire choices and the cultivation of an alluring appearance. According to Danielsson (2009) in the context of fashion legacies, male characters in Hollywood films demonstrated a preference for fitted trousers and high-top trainers, rather than opting for baggy jeans and oversized shirts. He further asserted that the hairstyles underwent changes in relation to facial hair and the length of cuts, resulting in enhanced recognizability. Ibrahim and Haruna (2014); Heiman (1995) opine that a multitude of women congregate at hair salons inquiring about the current hairstyle of a specific celebrity, simultaneously clutching images from magazines. Therefore, the article notes that there has been a notable shift observed among men in their choice of clothing, as they have transitioned from wearing cargo pants to opting for skinny jeans and form-fitting tops. The presence of immoral conduct and inappropriate attire within society has led to adverse consequences.

A significant proportion of the student body at the University of Ilorin consists of individuals within the young adult demographic, specifically those who are under the age of 30. Based on Amali et al. (2016) claims, these students demonstrate a swift and extensive embrace of social media platforms, comparable to the rapid dissemination of wildfire during the harmattan season. Regarding the findings of Salamatu (2021) the primary demographic of social media users is comprised of individuals who are under the age of 35. In the present-day context, there is a pervasive societal norm that places an expectation on individuals to actively participate in at least one social networking platform, thereby deeming non-engagement as socially unacceptable. Therefore, the extent of an individual's socialisation can be precisely assessed based on their participation in these online platforms (Ojo, 2021). Umekachikelu (2013) asserts that a considerable segment of the Nigerian population actively participates in social media platforms, despite notable disparities in demographic attributes such as age, education, religion, and ethnicity. On the other hand, students play a significant role in this field as a result of their association with the digital age. Abdulbaqi et al. (2022) assert that individuals who utilise Facebook, Instagram, Snapchat, and Twitter are subjected to promotional content featuring seemingly diminished replicas of women's clothing. There exists a perspective among a specific demographic that the progressions in science and technology have had a negative impact on the observance of suitable clothing choices among college students. Schall and Appiah (2016) arrived at the aforementioned conclusion in their study.

According to the findings of Brown and Pardun (2004), it was observed that a significant proportion of young individuals, particularly young females, exhibited a preference for viewing the top ten television programmes targeted towards girls. This is due to the fact that the programmes have an influence on them. According to prevailing societal perceptions, the most prevalent fashion trends that teenagers endeavour to imitate, as observed through

television and Western cinema, encompass hip hop/hippie attire, cosmetic choices, and hairstyling. According to Apuke (2016), Western films serve as the predominant source of inspiration for contemporary teen fashion. Wok and Mohamed (2017) conducted a study that closely resembled the current research, wherein they examined the impact of television (TV) and magazines on the clothing and grooming practises of women in Malaysia across different age groups. The objectives of this study are to evaluate: (1) the prevalence of television and magazine consumption among women in various age groups residing in urban areas of Malaysia; (2) the degree of influence exerted by television and magazines on women in different age brackets in urban Malaysia; (3) the degree of influence exerted by television and magazines on women in different age brackets in urban Malaysia with regard to fashion and attire; and (4) the nature of the association between the extent of television and magazine usage and the level of influence experienced by women in different age brackets in urban Malaysia in relation to television and magazines.

The media in Nigeria and other African nations commonly import cultural properties such as Western films, documentaries, music, and videos (Omenugha et al., 2016). This phenomenon can be attributed to the significant demand for Western media and entertainment within domestic contexts. One underlying factor contributing to this phenomenon is the ability of African media, encompassing television, film, and documentaries, to effectively rival the exorbitant expenses and superior production standards associated with media originating from the United States and Europe. The African populace is increasingly being exposed to Western culture through various mediums such as advertisements, films, television shows, magazines, music, and news platforms. According to the article, it indicates that different aspects of modern Western culture are influenced by diverse forms of mass media and other communication channels. Media and communication systems play a crucial role in facilitating the development of global culture.

According to Ukaegbu et al (2023) the cultural impact of the media on society is the most significant and widespread among the various ways in which individuals can be influenced by the media. The author characterised the media as a modern cultural institution that profoundly influences the entirety of the human experience through its ability to determine the content and manner in which individuals acquire knowledge. He attributed the dissemination of such ideas to the media. The media exerts a nuanced influence on the foundational human relationships that form the basis of contemporary society, impacting the manner in which individuals participate in social interactions. Schudson (1999) provides a comprehensive analysis of the underlying rationale behind these phenomena. The media plays a significant role in influencing the range of knowledge that is ultimately disseminated to individuals, the formation of interpersonal connections, and the establishment of societal norms and rituals. Nevertheless, the significance of the media does not always align with popular perception. The influence of the media is more substantial than the general population typically acknowledges.

Determinants of Social-Media off-shoot

This article explains the overarching principles of the science behind dressing oneself. According to Omede (2011), this behaviour (the psychology of clothing) can be traced back to a plethora of different origins, and she identified a number of factors that encourage indecent dressing, including the following:

a) The Organisation: Because a child is raised within a community, the events that take place within that community have the potential to have direct or indirect effects on the child. The brazen exhibition of moral decadence in the community, including prostitution, bribery, indecent dress, and other vices, in full view of children and teenagers is cause for serious concern. This is especially true given the fact that the children and teenagers are being exposed to this behaviour.

b) Poor parenting: The home is the first window a child has on the world outside of their immediate environment. The education and guidance that parents give their children have a significant impact on the kinds of outcomes that they experience later in life. A child who has had poor parenting themselves may grow up to be a poor parent themselves, which would be an example of a generic illness.

c) Abuses Committed Via the Internet: In spite of the fact that advances in information and communication technology are beneficial and have a direct influence on the progression of society and humans, the prevalence of abuse and the unorthodox ways in which it is used raise serious concerns. The majority of young people and children who consume online content are frequently exposed to harmful websites, where they choose and become addicted to engaging in immoral acts, making them vulnerable if they are not properly guided. This is the case even when they do not use the internet.

d) Friends are drawn closer to one another through the influence of peer pressure, which frequently has harmful or unfavourable connotations. Because they want to be accepted by their peers and are afraid of being left out, many young people have been motivated to engage in harmful or immoral behaviour, sometimes against their own will. They worry that they will be teased by their classmates for dressing differently from their friends, which could leave them feeling inferior and insecure (Abdulbaqi et al., 2022). This is one of their biggest fears when they dress differently from their friends. The overt desire to dress in a manner that is similar to that of other people typically reaches its pinnacle during adolescence and continues into the early years of adulthood.

e) Demonization is a significant factor that helps to explain why some young people, particularly on college campuses today, choose to dress in a way that is both provocative and stimulating. According to Craik (1993), some of these young people, particularly the female ones, are working on behalf of the devil to entice a large number of men into engaging in immoral behaviour and turning their backs on God. According to Selase and Mawuli (2013), indecently dressed males and females detract from their opposite sex's ability to carry out their responsibilities in higher education institutions. This prevents the opposite sex from being able to fulfil their roles.

f) A Value That Is Disappearing: Africa possesses a very rich cultural heritage, which the continent ought to be proud of and work to preserve for the benefit of future generations. However, the unfortunate truth is that a significant number of the most cherished African values are being lost at an alarmingly rapid rate as a result of modernization or acculturation. Young people in today's society are unable to articulate what values are. For instance, African women's traditional hair braiding is being replaced by the use of artificial hair attachments

and wigs, and dignified dress patterns are giving way to the skimpy, transparent, and provocative dresses that are so prevalent in today's society.

Statement of the problem

Previous studies (Olorunda, 2022; Yohanna et al., 2020; Akpan, 2018 and Ewulo, 2016) have demonstrated that the business models and marketing strategies employed by the fashion industry have been considerably impacted by the emergence of social media platforms. Moreover, a discernible modification in our daily attire preferences has been observed. As a result of the widespread participation of modern women in the act of sharing self-portraits on digital platforms, they demonstrate a proclivity to refrain from replicating appearances that have already been presented in their social media content. Moreover, other studies (Abdulbaqi et al., 2022; Anierobi et al., 2021 and Omede, 2011) refers to the phenomenon known as the "I've already been seen in that" dilemma has led to an increasing inclination among young women to experiment with unconventional combinations of clothing. There is an emerging market trend characterised by a heightened consumer demand for skirts, tops, and accessories that possess the capacity to be combined and interchanged, resulting in the creation of unique and varied ensembles.

The influence of social media platforms significantly contributes to the prevalence of immodest clothing choices among modern youth and student populations (Ukaegbu et al., 2023). Within the context of societal norms, there is a discernible discrepancy in the expectations surrounding the visibility of specific anatomical features between individuals who identify as female and those who identify as male. In many societies, there is a prevailing expectation for females to openly display their buttocks, breasts, and genitalia, while males are typically encouraged to cover their penis by wearing appropriate clothing (Onah and Christian, 2014). In contemporary times, there has been a discernible prevalence of students wearing clothing that is considered inappropriate within the confines of Nigerian universities (Aleke et al., 2018). The attire worn by women often reveals a substantial portion of the breasts and other areas of the body that are considered provocative. The sight of women who dress in a provocative manner consistently triggers a state of increased sexual arousal in men. Nevertheless, it is crucial to recognise that men also share accountability in this issue (Obeta and Uwah, 2015). To emphasise their physical characteristics, individuals presently participate in a varied repertoire of dances that accentuate their inherent bodily attributes, such as drooping breasts, lowered waistlines, and delineated genitalia. Upon examining the social media platforms Instagram and Snapchat, it becomes evident that the younger population in Nigeria showcases a wide range of non-traditional fashion selections. In diverse public contexts, including professional settings, social gatherings, and celebratory events, a plethora of clothing choices that are deemed inappropriate can be readily observed. The vocalisation known as screaming is an involuntary reaction that is inevitable.

Female students, particularly adolescent girls, exhibit heightened susceptibility to the influence exerted by peer pressure. The act of yielding to peer pressure entails engaging in a behaviour due to the concern for one's social standing among friends (Sulaiman, 2018). If one does not conform to the appropriate attire, they may not be deemed eligible to be included among the individuals regarded as fashionable and socially active. In the context of recent occurrences, women have been derogatorily labelled as "jew men" due to their deviation from the fashion choices typically associated with the attractive males in their vicinity. During the

period of adolescence, individuals engage in a process of self-discovery, wherein they endeavour to establish their personal identity (Otubah, 2014). This exposes them to the potential impact of their peers. In an attempt to gain social acceptance from their peers, individuals may choose to dress in a manner that is deemed inappropriate by societal norms. Many contemporary young women aspire to achieve the level of fame and success that Kim Kardashian has attained. The individual expresses a desire to possess Nick Cannon's genitalia, as it was publicly exhibited on his television programme. The observers fail to recognise that these artists require influence in order to thrive within a highly competitive industry. It is conceivable that certain enthusiasts may experience surprise upon discovering that their preferred celebrities do not actually attire themselves immodestly in their personal lives outside of their performances (Abanyam et al., 2022). Despite the light-hearted nature of social media, numerous students perceive it to exert a substantial influence on their scholastic achievements. The examination of inappropriate attire among female undergraduate students' southwestern universities in Nigeria has not been thoroughly explored within academic research. Although various studies have explored the impact of social media on inappropriate dressing in specific Nigerian universities, the specific context of Obafemi Awolowo University remains unaddressed by scholars. This research investigated the impact of immodest attire among female undergraduate students southwestern, Nigeria.

Research has demonstrated that the academic performance of undergraduate students tends to be negatively impacted when they dress inappropriately or incorrectly. According to a study conducted by Amoo and Adeyemi (2007), male lecturers experience a decline in concentration when they are exposed to attire that is revealing in nature during their presentations. According to Orakwelu (2012), the act of dressing in a manner that is deemed inappropriate by a particular community, organisation, or subculture is regarded as a violation of moral and ethical standards. According to Anadi et al. (2011) and Akpan (2018), indecent dressing can be defined as a style of attire or physical presentation that causes disruption and distraction. Sagging pants, shirts and skirts that extend below the waistline are deemed unsuitable for professional settings, as are miniskirts, bare feet, form-fitting trousers and shirts. This category encompasses garments such as dresses, tops, and bottoms that feature explicit or offensive language, as well as singlets, spaghetti tops, low-cut tops revealing the chest, knee-high slits, and fabrics that are transparent in nature. Regardless of personal sentiments towards the practise, it is evident that it contradicts the prevailing norms and ideals of contemporary society, particularly within the context of African culture.

The phenomenon of inappropriate attire among college students in Adamawa State can be attributed to a confluence of various factors. According to Chukwudi and Gbakorun (2011), female college students often experience diminished self-esteem and self-perception, resulting in a tendency to dress in a provocative manner to seek attention. According to Chen (2014) an individual's early fashion choices are significantly shaped by their upbringing. Based on Okeoma's research (as cited in Apuke, 2017), the contemporary preferences of young individuals in clothing are primarily shaped by two prominent factors, namely the modelling industry and the media. According to Oli (2017), various factors, including upbringing, peer pressure, the negative influence of the internet, and changing social norms, contribute to the emergence of immodest attire. According to Chukwudi and Gbakoruni (2011), the observed phenomenon can be ascribed to certain biological transformations that occur during the maturation process of both male and female individuals. In contrast, Omede (2011) attributes

the proliferation of indecent dressing in schools and society to factors such as inadequate parenting, peer influence, improper internet usage, erosion of societal values, and even potential demonic influence.

Chukwudi and Gbakoruni (2011) assert that women exhibit elevated levels of pituitary hormones, specifically oxytocin and neutrophil hormones. Consequently, individuals are inclined to manifest their sexual accessibility and inclination by means of attire that is simultaneously revealing and provocative. Nevertheless, individuals of the male gender who exhibit higher levels of testosterone have a propensity to partake in more frequent sexual encounters. Consequently, these individuals expose their chests as a means to assert their masculine identity and appeal to younger female companions. According to Chukwudi and Gbakoruni, elevated concentrations of neutrophils, oxytocin, and testosterone are associated with the tendency to engage in indecent dressing. The influence of the media on young Africans is substantial, as it promotes the abandonment of traditional practises and encourages the adoption of inappropriate attire. According to Birhan (2019), African teenagers exhibit a greater affinity towards Western ideals in comparison to their own cultural values. According to a study conducted by Yohanna et al. (2020) in Southern Ethiopia, a significant proportion of adolescents indicated that they were influenced by western media, fashion, and hairstyles. Obumse and Chinwe (2021) identified several factors that contribute to the phenomenon of female students dressing inappropriately. These factors include peer pressure, inadequate parenting, cultural influences, improper internet usage, covetousness, and the adverse impacts of the entertainment industry, fashion, and social media.

Methodology

This study employed a descriptive survey research design and employed the qualitative method for data analysis. The rationale behind this decision lies in the substitution of a semi-structured interview with an in-depth interview as the chosen method for data collection. In order to comprehend the actual impact of social media on the phenomenon of indecent dressing among undergraduate students at Obafemi Awolowo University in Ile-Ife, Nigeria, it was deemed necessary to adopt an interpretivist and constructivist research approach, as recommended by Saunders and Townsend (2018). Therefore, this methodology was employed. However, a total of ten individuals from the managerial staff of the institution and ten students were chosen to partake in the research. The selection process involved considering the participants' experiences pertaining to the correlation between the impact of social media on female undergraduate students and their engagement in inappropriate attire within the university environment. Based on the aforementioned information, the relationship between social media and the attire of undergraduate students at the institution was examined, evaluated, and deliberated upon through the utilisation of thematic and content analysis methodologies.

Discussion and Findings

This section of the article entails a comprehensive discussion of the findings derived from the data collection process, with the aim of achieving the intended objectives of the study. The impact of social media on indecent dressing among undergraduate students in Osun State was examined, with each topic being discussed in relation to this phenomenon. The data utilised in this study was obtained from respondents located within the region.

Based on Omorogiuwa's (2020) assertion, research indicates that the prevalence of immodest attire in Africa was initially comparatively low. In contrast, the species has effectively extended its range to the African continent, where it has been able to establish a viable population due to the impacts of colonialism and the advancements in societal development (Omorogiuwa, 2020). Given these circumstances, it can be anticipated that the phenomenon of indecent dressing in Africa can be traced back to the influence of colonialism and the trajectory of technological advancements. This conclusion is substantiated by the following statements:

According to the findings of the study, a significant proportion of college students exhibit a preference for attire that is deemed inappropriate, with some individuals displaying a lack of concern towards this matter. Individuals prioritise their clothing choices based on current fashion trends, without showing concern for their personal appearance.

Also, the influence of social media on undergraduate students in higher institution of learning as posited by several scholars (Oli, 2017; Chukwudi and Gbakorumi, 2011; Omede, 2011) observe that various factors, including upbringing, peer pressure, the negative influence of the internet, and changing social norms, contribute to the emergence of immodest attire. Also, the phenomenon can be ascribed to certain biological transformations that occur during the maturation process of both male and female individuals. In contrast, the attributes of the proliferation of indecent dressing in schools and society to factors such as inadequate parenting, peer influence, improper internet usage, erosion of societal values, and even potential demonic influence.

In light of the aforementioned, university counsellor note that;

The act of donning attire that exposes more skin has been observed to elicit a sense of ease and self-assurance among students. Interestingly, a significant majority of students express a lack of preference towards professors who enforce strict adherence to dress code policies that diverge from their own personal beliefs. This finding suggests that students exhibit a suboptimal disposition towards adhering to appropriate dress codes. These corroborates the outcomes of a study conducted which revealed that students enrolled in higher education institutions often exhibited a tendency to wear attire that was deemed inappropriate.

Regarding the arising degree of indecent dressing among the female undergraduates students in the universities, the decline of inadequate parenting undermines the household as the initial lens through which a child perceives the external world beyond their immediate surroundings. The influence of parental education and guidance on the future outcomes of their children is of considerable importance. A child who has experienced inadequate parenting during their upbringing may exhibit similar parenting behaviours in adulthood, thereby exemplifying a phenomenon commonly referred to as intergenerational transmission of parenting difficulties.

In relation to the assertion of the above scholar, Direction of gender studies opine that:

Due to the tendency of children to observe and imitate the behaviours and beliefs exhibited within their household, it is of utmost importance for parents to serve as role models by exemplifying socially acceptable conduct and values that they wish their children to embrace. According to a previous study conducted by the implementation

of a stringent dress code policy in educational institutions is deemed to be of utmost importance. The collaboration of faculty members, administration personnel, and safety officers is essential in achieving this objective.

Furthermore, she also affirms that, Deputy Director of Gender has this to say that;

Modernization and globalisation have had a profound impact on the cultural values and norms that are deeply ingrained in third world countries. There exists an observation that individuals of non-European descent are frequently perceived as lacking sophistication, being sheltered, and even exhibiting peculiarity by individuals who possess European linguistic and sartorial characteristics.

By the same token, chairman academic planning committee contributes that:

This phenomenon can be attributed to the fact that individuals belonging to this group do not possess fluency in the dominant language or adhere to the customary attire prevalent within their cultural milieu. The individual proceeded to articulate that the prevailing trajectory towards modernization has exerted a substantial influence on the younger generation, a demographic of utmost significance within the social fabric. In contemporary times, the younger generation in Africa exhibits a strong inclination towards emulating their European counterparts in various aspects. This aspiration pertains to their overall appearance.

While the opinion of female professor reveals that,

A group of university students in Nigeria has observed a notable ethical transgression pertaining to the choice of attire, in addition to various other societal transgressions including substance abuse, involvement in cults, and engagement in prostitution. There is a prevalent occurrence of immodest or eccentric attire, colloquially referred to as "dress to kill," among students enrolled in universities, polytechnics, and colleges of education. In their pursuit of projecting an image that is perceived as "sexy," "sensuous," "tantalising," and "stimulating," individuals often overlook the importance of projecting a sense of responsibility.

While various respondents have looked into the perception of social media influence on dressing in higher institutions of learning and in Nigeria as a whole, Craik (1993); Selase and Mawuli (2013) found that demonization is a significant factor that helps to explain why some young people, particularly on college campuses today, choose to dress in a way that is both provocative and stimulating. In addition, some of these young people, particularly the female ones, are working on behalf of the devil to entice a large number of men into engaging in immoral behaviour and turning their backs on God. Albeit, indecently dressed males and females detract from their opposite sex's ability to carry out their responsibilities in higher education institutions. This prevents the opposite sex from being able to fulfil their roles. Thus, the assertion of director of student affairs support the viewpoint of Craik (1993); Selase and Mawuli (2013) that;

This assertion holds particular relevance when considering women in the college-age demographic. The proliferation of immodest attire among secondary school students in Nigeria, encompassing both private and public educational institutions, poses a significant challenge to the prevailing societal values upheld by Nigerian society.

Given that the youth population serves as the principal catalyst for development across various domains, this trend warrants serious concern. The act of dressing in a manner that exposes intimate body parts, such as the breasts, buttocks, or undergarments, particularly those of women, is regarded as behaviour that lacks propriety. This encompasses tops and bottoms that expose one's undergarments. Moreover, certain individuals ascribe unfavourable ethical implications to immodest clothing based on the notion that it promotes unprincipled conduct. The term "indecent dressing" refers to the act of wearing attire that is generally disapproved of by the prevailing societal norms. This particular style is not only incorrect but also unethical. The action that he considers to be provocative.

Lastly, the observational viewpoint of the researcher discovered that

The aforementioned clothing styles are deemed morally repugnant due to their reflection of the prevalent moral decadence observed in contemporary society. One approach to comprehending indecent attire involves drawing comparisons with the prevailing norms and trends within the cultural context where it is deemed permissible. Hence, the rationale for inappropriate attire is contingent upon the societal norms and expectations established.

Based on the aforementioned findings and discussions, the data provided by the respondents regarding the impact of social media on the phenomenon of indecent dressing among undergraduate students in Nigerian universities aligns with the existing literature's findings and outcomes. However, it is important to acknowledge that inadequate parenting, unrestricted internet usage and freedom, the influence of human rights, peer pressure, and moral erosion all play a role in the recent proliferation of social media. While this study highlights the significant impact of social media influence in society, it often arises from the assumption of self-proclaimed mentorship by social media influencers. Nevertheless, in many instances, a succession of mentorship relationships is established, both through deliberate efforts and unintentional circumstances, leading to both planned and unforeseen outcomes. In contrast, the impact of social media on individuals within higher education institutions is not haphazard or impulsive, but rather necessitates intentional engagement with the various factors present on these platforms. As a result, a significant portion of these influences has led to a decline in students' academic achievements. Additionally, there has been an alarming increase in the prevalence of prostitution among female students, as well as a disregard for customs, traditions, religions, cultures, and beliefs. Furthermore, those responsible for upholding ethical standards have been unfairly stigmatised, while incidents of sexual molestation, rape, and harassment have become prevalent topics of concern within the academic community.

Conclusion

The current study investigated the impact of social media on female undergraduate students in Nigeria, with a specific focus on the identified factors. This article examined the various factors that contribute to the occurrence of indecent dressing among undergraduate students in university environments. The article primarily investigated the phenomenon of indecent dressing among female students in Nigerian universities. It posits that this issue is influenced by both remote and immediate factors, and can be seen as a societal problem resulting from a disconnect between self-esteem and self-dignity. The provision of data indicates that the

phenomenon of indecent dressing has consistently exerted significant influence on the disruption of various entities, including institutions, the corporate sector, leadership, communities, religion, families, and individuals. Nevertheless, within the context of declining standards of morality in institutions of higher education, it can be argued that social media plays a significant role in influencing female undergraduate students to dress immodestly on university campuses. Additionally, the impact of Western colonialism's cultural legacy and the rapid advancement of technology are also noteworthy factors contributing to this phenomenon. In order words, the article suggest that each university should put in place stiff punishments for every act of indecency in the university; every female caught should be suspended for a period of one academic session, each parent should be made to visit the institution environment on the invitation of the school management without prior notice of the student.

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