

## **SOCIAL MEDIA AND THE CHALLENGE OF NUDITY AND PORNOGRAPHY IN THE ERA OF CONTENT CREATION**

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### **Abstract**

Social media has undoubtedly provided a platform for enhanced communication, business growth, and opportunities for self-expression. Despite its merits, it has also witnessed misused and abused, especially by young Nigerians. Cases of online nudity and pornography are still fast spreading like the rattle of a gun among Nigerian youths. This study therefore sought to determine the factors that lead to the rise in nude and pornographic posts on social media and to ascertain the significant challenges associated with the exposure of Nigerian youths to porn. The study was anchored on the technological determinism theory and supported by the uses and gratifications theory. Using the survey research method and questionnaire instrument, a sample of 300 young and active social media users in Benue was used as the target population. Findings revealed that most youths on social media make nude and pornographic posts to chase clout and also for sexual solicitations which in turn, stirs sex arousal and masturbation; this also heightens moral decadence among young people. Consequently, it was recommended that social media web designers, government, NGOs and all other bodies concerned adopt some regulatory measures to monitor and regulate the content shared on social media platforms.

**Key Words:** Content creation, Nudity, Pornography, social media, Youth

### **Introduction**

Nudity and pornography have grown into an emerging and worrisome trend among young Nigerians on the social media space and the internet at large. Aided by technology-induced anonymity, the Internet has popularized cybersex business more than any other means of advertisement. Okafor, Efetobor and Apeh (2015) add that most crimes perpetuated on the Internet and other IT applications have been largely aided by anonymity. For instance, immoral content can be viewed in the closet, on a laptop, on a palmtop, etc. without the suspicion that any other person will know about the content being consumed. In Nigeria today, as observed by Olaleye and Ajuwon (2022), there is a dearth of information on how youths have been exposed to pornography on social media (SM) and the effects of this on their sexual behaviours (SB).

The advent of new media and the widespread adoption of numerous social media platforms has broadened the horizon of media access, consumption, and consequences. According to Owan, Ekpe and Eneje (2020), the variety of content available on the internet today is practically limitless. It includes what was previously considered as “mass media”, or “other media” such as music, newspaper, television games, films, cinema, and many others. All the services rendered by these traditional media are now replaced by modern, robust, sophisticated, and internet-driven devices such as computers, MP players, smartphones, cell phones, and so on (Bara, 2009). The portability characterised by these social networking media makes it possible to use them in a variety of settings and conceivably, throughout the day. Young people seem to have immersed themselves with the dynamics of these social networking media with social networking sites, cell phones, and instant messaging playing major roles in their everyday lives.

Apparently, the use of social media websites is among the most common activity of adolescents and youths in Nigeria today. According to Ashiekpe and Ugande (2017), Nigerian adolescents and youths are actively engaged in the generation/creation and sharing of various content on social media networking sites such as Facebook, WhatsApp, Twitter, Instagram, Youtube and independent blogs among others. The social media sites offer Nigerian adolescents and youths, like their counterparts in other parts of the world, a portal for entertainment and communication. By and large, social media has transformed the means of communication and has reshaped individual habits among the younger generation; these changes notably have vital implications for the youth (Olayemi, 2022).

Social media is now part of the rapid worldwide digital development reshaping the lives of many young people (Pfeiffer et al., 2014). In Nigeria, a majority of the youth in tertiary institutions use social media. For example, one study reported that 97% and 85% of undergraduate students use WhatsApp and Facebook, respectively (Tayo, *et al.*, 2019). Social media sites have several features which make them popular with young people. Facebook and Instagram, for example, allow users to create personal profiles, upload photographs and videos, and post messages that connect them with other users (Moreau, 2019). Notwithstanding, the widespread adoption and popularity of different social media platforms in Nigeria today has notably given rise to nudity and pornography among young users who are eager to create content; this precipitates the need for this study.

### **Statement of the Problem**

Several studies have shown that adolescents often use social media for activities relating to gaining sexual knowledge and seeking and obtaining sexual satisfaction (Longo, Brown & Orcut, 2002; Wolak, Mitchell & Finkelhor, 2007). In her paper, "Internet Infidelity: A Critical Review of the Literature", Katherine (2006) in Okafor et al (2015) thinks that people are using the Internet more frequently to form friendships and romances and to initiate inordinate affairs. She provided a critical review of the literature on Internet infidelity.

According to Edeh (2018) social media addiction is becoming an increasing problem that has negative consequences on youth as many have become obsessed with the media. Many young people are found so attached to their smartphone that they hardly sleep over night surfing the internet / social media. Many end up sleeping off with their phone in their hand and when they wake up in the morning, they first check the status/update (Dimka, 2018). In addition, while using some social media sites, youth can easily fall prey to nudity, sexting, pornography, cyberbullying, and other anti-social behaviour.

Young adults in Nigeria today are considered one of the most susceptible audiences to sexually explicit content on the Internet; specifically on interactive media platforms. Therefore, as their social media use increases, just as we presently have in Nigeria, it is important to understand the systemic correlation between this medium and their exposure to nude or pornographic content especially in this era of widespread content creation predominant among youths.

### **Objectives of the Study**

The study was anchored on the following objectives:

1. To ascertain the social media platform(s) in which nudity is commonly found.
2. To deduce factors that lead to the rise in nudes and pornographic posts on social media.
3. To determine the challenges associated with pornography exposure among young social media users in Benue State.

### **Literature Review**

#### **The Concept of Social Media**

According to Ashiekpe and Ugande (2017), social media refers to the websites and applications used for social networking. In turn, social networking refers to the use of dedicated websites and

applications to communicate with other users or to find people with similar interest to one's own. Social media has however, evolved over the past few years to include other tools and practices that were not conceived. Melby (2009, p. 3) defines social media as encapsulating digital tools and activities that enable communication and sharing across the net, adding that this is used prolifically by all areas of society; business, politics, media, entertainment, advertising, police and emergency services. Ashiekpe and Ugande (2017) added that it has become a tool for provoking thought, dialogue and action around particular social issues.

Social media is a means of interaction among people in which they create, share and exchange information and ideas in virtual communities and networks. Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, concrete, discuss and modify user-generated content. Today's society is faced with the continual growing problem of electronics and social media. What used to be considered a precious treasure is now the cause of teenage obesity, lack of concentration, inadequate communication and above all a far less intellectual society. Cell phones, internet games, television all have taken over the youth in society and corrupted them into unimaginative, unqualified, dull robots facebook is merely a tool to drain the intelligence from teenagers until they are forced to speak in instant messaging jargon.

According to Owan, *et al* (2020), social media refers to special kinds of content created and delivered through the internet, including social networks and other specialized websites, as well as content delivered on other digital devices such as cell phones and Personal Digital Assistants (PDAs). Ekweasi (1991) describes social networking media as forms of communicating in the digital world, which includes publishing on CDs, DVDs, and most significantly, over the internet, virtually everyone in the developed world are getting involved in the utilization of social networking media especially as the world has become a global village. Social media platforms, to Saleh (2010); Owan and Robert (2019), are heavy carriers of deviant behaviours and anti-socio-cultural activities like homosexuality (lesbianism/gay), indecent dressing, dating before marriage (social promiscuity), pornography, violence, and poor attitudes towards academic activities. They provide many powerful fora for youths to engage in interactive and observational learning since issues like sports, romance, politics, drugs, fashion, violence, alcohol, and vulgar language pervade social media.

### **Pornography Consumption**

Pornography is sexually explicit contents that depict sexual activities in unconcealed ways, often with close-ups of (aroused) genitals and of oral, anal or vaginal penetration. In a similar vein, Hald and Malamuth (2008) define pornography as the explicit exposure and/or descriptions of the genitals, and clear and explicit sexual acts, such as vaginal intercourse, oral sex, masturbation, borage, sadomasochism, rape, urine sex, animal sex, and the likes of them. They added further that it is any kind of material aiming at creating or enhancing sexual feelings or thoughts in the recipient.

On the other hand, nudity refers to the state of being without clothing or covering, exposing the human body in its natural state. It can be partial or complete, depending on the context and cultural norms. Nudity has been a complex and multifaceted concept throughout human history, with varying cultural, social, and artistic interpretations.

In art, nudity has been a timeless theme, with works like Michelangelo's David and Botticelli's The Birth of Venus showcasing the human form in its natural state. Art historian Kenneth Clark (1956) argues that nudity in art serves as a means to convey emotions, ideas, and beauty. However, the depiction of nudity has also been subject to censorship and controversy, highlighting societal anxieties surrounding the human body.

In modern times, nudity has been a subject of controversy and debate, with issues surrounding privacy, consent, and exploitation. The rise of social media has further complicated the conversation around nudity, with questions about online consent, body shaming, and the commodification of the human body.

Despite these complexities, nudity remains a fundamental aspect of human experience, tied to our physical and emotional well-being. As society continues to evolve, our understanding and attitudes towards nudity will likely shift, reflecting changing values and norms.

Pornography and nudity consumption and its effects, however, is a topic that has been highly debated and frequently studied. Perhaps, one methodological approach that has seldom been used in this area consists of studying consumers' beliefs about how their reports with pornography and nudity may have affected them, if at all. Paul (2005) notes that in the popular media, using interviews with selected individuals, a variety of primarily adverse effects have been reported including "wrecking marriages", negatively changing men's perception of women and women's perceptions of themselves, and sexual addiction.

More so, survey research that has focused on the perceived effects of pornography consumption has often emphasised "third person" effects. Davidson (1983) states that this refers to the phenomenon that individuals ascribe a greater effect of media (e.g. pornography) to others than to themselves. According to Gunther (1995), the third person effect entails two main components. The first, the perceptual component, refers to the tendency of people to react under the perceptual bias, that is, the size of the difference between perceived effects on oneself (first person effects) and perceived effects on others (third-person effects). Hald and Malamuth (2008) note that the impact of such reactions could be the support of censorship of certain types of media content, such as pornography. Research has provided support for some, but not all aspects of this model. For example, Lo and Paddon (2000), in a large-scale Taiwanese questionnaire study, found that perceived harm to others was a better predictor for support or restrictions on pornography than the magnitude of the perceptual bias.

One of the mechanisms underlying the "third person effect" may well be the phenomenon is biased optimism, whereby people consider themselves less likely to be influenced by negative events than they do others (Weinstein, 1989). Given that people generally consider themselves relatively immune to harmful media effects (Gunther, 1995) limited negative self-reported or first-person effects of pornography consumption may be expected. Nevertheless, if the accounts described above based on highly selected interviews are at all representative, we would expect that at least a sizeable proportion of a representative sample would report some negative effects of pornography on themselves, while at the same time possibly believing that others would be harmed even more.

### **Consequences of Heavy Social Media Use among Adolescents**

The current increase in Internet-related applications has remarkably altered how adolescents encounter and uptake sexually explicit materials. Owens, Bechum, Manning and Reid (2012) reported that through simple technology of fixing a phone line on a laptop the Internet becomes available on laptops, mobile phones, video game consoles, and other electronic devices. This implies that advancement in internet technology has made access to seductive activities and appearances via the media more possible and easier. Pornographic activities especially through the internet for many years now have steadily impacted negatively on adolescent development and social activities in unusual and diverse manners (Lofgren-Mertenson & Mansson, 2010).

According to Aleke, Omaka-Amari and Ogbuinya (2018), internet-related devices have without limitations given all people irrespective of age the privilege of exploring, taking, developing and circulating sexual content. An increasing number of research evidence reveals that this anomaly is on the increase among the youth all over the world (Flood, 2007; Haggstrom-Nordin, Sandberg, Hanson and Tyd'en (2006). Compared to other media, the Internet is seen as the most important area for sexting (Peter & Valkenburg, 2006) and evidences abound to that most young people either mistakenly or purposefully carry out pornographic activities online (Wolak, Mitchell & Filkenhor, 2007). Based on these situations, it may be possible to think that adolescents' pornographic activities through the Internet are higher than that of any other medium which is why the number and extent of sexual content present on the Internet is overwhelming.

Another important means by which youth obtain sexual messages online is through sexual solicitations or witnessing them. According to Ybarra, Espelage and Mitchell (2007), sexual solicitation refers to those actions that encourage individuals to discuss sex, carry out sex related behaviour, or distribute personal sexual information even when it is not requested by anyone. Sexual solicitation is more common among adolescents than most solicitations among adolescents are from their well-known contemporaries or friends (Collins, Martino & Shaw, 2011). The rate of sexual solicitation among adolescents ranges from 13 to 19 per cent (Lo & Wei, 2005). According to Cox Communication (2007) as cited in Aleke *et al* (2018), sixteen per cent of adolescents who make use of the internet reported the desire to meet those they talk to online but only eight per cent of these given serious public concern due to foreseen fears that it could at times lead to forceful sex and kidnap of a young person by an adult. Such solicitations could ordinarily affect adolescent thinking regarding sex, foster the conception of sex as normative, and may be as seen as being dangerous or intimidating especially when solicitations are conceived like that. They most times engender sexual behaviour when solicitations are accepted (Collins, Martino & Shaw, 2011).

### **Internet Use and the Exposure of Pornography to the Younger Generation**

Online computer exploration opens a world of possibilities for young people, expanding their horizons and exposing them to different cultures and ways of life which adds positively to their wealth of knowledge. On the other hand, they can be exposed to dangers as they hit the road exploring the information highway. Okafor (2014, p. 69) notes that “there are individuals who attempt to sexually exploit children through the use of online services and the internet”. Some of these individuals gradually seduce their targets through the use of attention, affection, kindness and even gifts. Okafor (2014) adds that these individuals are often willing to devote considerable amounts of time, money and energy to this process. They listen to and emphasise the problems of people’s inhibitions by slowly introducing sexual context and content into their conversations. However, there are other individuals, who immediately engage in sexually explicit conversations with children; some other offenders primarily collect and trade child-pornographic images, while others seek face-to-face meetings with children via online contacts (Owens, Behun, Manning & Reid, 2012). The internet provides new opportunities for creativity and self-determination but it is equally clear there is a real probability for children online to be at risk by their exposure to materials and or individuals which may be harmful. This is because the internet has no centralized governance in either technological implementation or policies for access and usage.

According to Okafor (2014, p. 69), “the recent proliferation of the internet-enabled technology has significantly changed the way young people encounter and consume sexually explicit materials. Once confined to a personal computer attached to a telephone line, the Internet is now available on laptops, mobile phones, video game consoles, and other electronic devices. Owens *et al* (2012) sum it all up when they assert that internet-enabled devices have indiscriminately allowed people of all ages to encounter, consume, create and distribute sexually explicit content.

### **Related Empirical Works/Studies**

Adegboyega (2019) investigated the influence of social media on the sexual behaviour of youth in Kwara State. A descriptive research design was adopted for the study. A total of 395 youth participated in the study. The instrument used for data collection for this study was a researcher-designed questionnaire entitled “Influence of Social Media Questionnaire” (ISMQ). The findings revealed that social media has a considerable influence on the sexual behaviour of youth in Kwara State. Social media leads students to the act of sending erotic messages, and watching pornographic films and movies, and also increases risky sexual behaviour such as masturbation. It was therefore recommended that counsellors should expose students to the danger inherent in negative uses of social media and analyze the possible results of proper usage of social media.

Chiemela *et al* (2015) examined the Influence of social media on the Nigeria Youths: Aba Residents Experience. In carrying out this study, the researcher employed a survey method in which she used the questionnaire to gather her data. The population of the study was Aba metropolis from which a sample of 400 was drawn. Findings indicated that the increase in unwanted female youths' pregnancies is as a result of exposure to social media pornography among youth residents in Aba. Youths' resident in Aba spends more time on social media network than on other sites.

Ibe (2016) conducted a similar research study on the topic titled, "Perceived Influence of Online Pornography Consumption on Undergraduate Students of Anambra State University, Uli". The major objectives of the study, which was targeted at undergraduate students, were to find out the students' major rationale of visiting online pornographic sites and to ascertain its reversal influence on them. The findings of the study revealed that a high percentage of students are highly familiar with online pornographic websites. More so, they mostly used these sites to ease their sexual urge, mostly by way of masturbating. A few others noted that they use it to get acquainted with current sexual trends.

## **Theoretical Framework**

### **Technological Determinism Theory**

The Technological Determinism Theory maintains that "at some quarters, machines and their aftermath development would drive economic, political, historical and socio-cultural transformation cum change" (Baran, 2004, p. 22). One of the assumptions of this theory states that change in communication technology inevitably would produce profound developmental changes in both culture and social media of a system (Mackenzie, 1998). This, according to Baran (2004, p. 26) is one perspective of the theory. Another assumption of the theory suggests that technology by nature is neutral. This implies that its significance is embedded in the way people apply or use it. The implication of this is that technology's influence is ultimately determined by how much power it receives from the audience or people and culture that accept it.

The implication of this theory to this study is that social media which has made modifications and changes in our patterns of communication has also altered our inherent cultural practices and has further ushered in new, alien patterns of communication which are in contrast with our cultural norms and values. Nudity, pornography and sexting are all practices that are alien to our culture as a people, but the invention and widespread adoption of social media today has communized that and other related immoral lifestyles.

### **Uses and Gratifications Theory**

This study deployed the uses and gratifications theory propounded by Elihu Katz, Jay Blumler & Micahel Gurevitch in 1974. The use and gratification theory is a well-known approach to understanding of media utilization among individuals. The theory focuses on how users proactively engaged with the use of media that will meet a given need. The theory posits that users are responsible for choosing media to meet their needs. The approach suggests that people use media to fulfill specific purposes (Katz, Blumler & Gurevitch, 1974). The use and gratification theory seeks to explain the reason behind people using a particular media and what motivates people to continually engage in using such media in order to derive gratifications to fulfill those needs. The theory also helps researchers to gain an understanding on why people switch from one media to another.

### **Research Methodology**

The survey research method was adopted for this study. Nwodu (2006, p.7) states that, "the survey research works on the premise that a given population is too large for any researcher to realistically observe all the elements of the population". The method, which is quantitative in approach, is one in which a group of people or items are studied by collecting and analyzing data

from only a few people considered to be a representative of the entire population. It also believes that the nature of reality is objective. More so, the population for the study were young users of social media in Benue State. Consequently, the researcher purposively selected 300 youths who were randomly picked from the three (3) senatorial zones of the State, namely Zones A (Benue North), B (Benue Central) and C (Benue South). Specifically, 100 copies of the questionnaire were issued to each of the zones. Both primary and secondary sources were used for data collection while data gathered from the field survey were analyzed using simple statistics.

### Data Presentation and Analysis

The total copies of the questionnaire distributed were 300 but only 292 were valid and used for data analysis. The remaining 8 copies were not appropriately filled thus, were not used. Consequently, a total of 292 copies of the questionnaire were used for data analysis.

**Table 1: Gender**

Gender	Respondents	Percentage (%)
Males	142	48.6%
Females	150	51.4%
<b>Total</b>	<b>292</b>	<b>100%</b>

Source: Field Survey, 2023.

Table 1 presents the gender distribution of the respondents; and as evident from the table, 142 respondents (48.6%) indicated that they are male, while 150 respondents (51.4%) are female respondents. This implies that both genders were fairly represented.

**Table 2: Age Bracket**

Ages	Respondents	Percentage (%)
18-25	66	22.6%
26-35	86	29.4%
36-45	76	26%
46 and above	64	22%
<b>Total</b>	<b>292</b>	<b>100%</b>

Source: Field Survey, 2023.

Table 2 presents the age bracket of the respondents. As seen in the table, 66 respondents (22.6%) fell within the age range of 18-25 years, 86 respondents (29.4%) ranged from 26-35 years, 76 respondents (26%) fell within the range of 36-45 years, while 64 respondents (22%) ranged from 46 years and above.

**Table 3: Occupation**

Occupation	Frequency	Percentage (%)
Civil Servant	96	32.9%
Trader	79	27%
Student	101	34.6%
Farmer	16	5.5%
<b>Total</b>	<b>292</b>	<b>100%</b>

Source: Field Survey, 2023.

Table 3 presents the occupation of the respondents and seen from the table, 96 respondents (32.9%) were civil servants, 79 respondents (27%) were traders, 101 respondents (34.6%) were students, while 16 respondents (5.5%) were farmers.

**Table 4: Social Media Platform Where Nudity is Commonly Found**

<b>Response</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Facebook	31	10.6%
WhatsApp	89	30.5%
Instagram	14	4.8%
Tik Tok	66	22.6%
Twitter/X	-	-
Telegram	92	31.5%
<b>Total</b>	<b>292</b>	<b>100%</b>

*Source: Field Survey, 2023.*

Table 4 presents the distribution of respondents according to the social media platforms where nudity is commonly found. From the responses on the table, 31 respondents (10.6%) indicated that it's on Facebook, 89 respondents (30.5%) indicated that it's on Whatsapp, 14 respondents (4.8%) indicated that it's commonly found on Tiktok, while 92 respondents (31.5%) indicated that nudity is commonly found on Telegram channels.

**Table 5: Most Common Forms in which Nude Posts are found on Social Media Today**

<b>Response</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Nude Pictures	95	32.5%
Leaked sex tapes	98	33.6%
Dance videos	34	11.6%
Porn films	65	22.3%
<b>Total</b>	<b>292</b>	<b>100%</b>

*Source: Field Survey, 2023.*

Table 5 presents a distribution of respondents according to the most common forms on which nude posts are found on social media today. From the responses on the table, 95 respondents (32.5%) indicated that it is via nude pictures, 98 respondents (33.6%) indicated that it is via leaked sex tapes, 34 respondents (11.6%) indicated that it is via dance videos, while 65 respondents (22.3%) indicated that nude posts are commonly found in form of porn videos today.

**Table 6: Factors that Lead to the Rise in Nudes and Pornographic Posts**

<b>Response</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Social Media clout chasing	102	34.9%
Crowd mentality	34	11.6%
Quest for wealth	58	19.9%
Sexual solicitations	98	33.6%
<b>Total</b>	<b>292</b>	<b>100%</b>

*Source: Field Survey, 2023.*

Table 6 presents a distribution of respondents according to the factors that lead to the rise in nude and pornographic posts on social media. From the responses on the table, 102 respondents (34.9%) indicated that it was as a result of social media clout chasing, 34 respondents (11.6%) indicated that it was due to crowd mentality, 58 respondents (19.9%) indicated that it was due to



the quest to make wealth, while 98 respondents (33.6%) indicated that it was a result of sexual solicitations.

**Table 7: Challenges Associated with Pornography Exposure among Young Viewers**

<b>Response</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Stirs sexual arousal and masturbation	95	32.5%
Heightens sexual violence	16	5.5%
Heightens moral decay	91	31.2%
Commonizes sex	36	12.3%
Precipitates sex addiction	54	18.5%
<b>Total</b>	<b>292</b>	<b>100%</b>

*Source: Field Survey, 2023.*

Table 7 presents a distribution of respondents according to the most significant challenges associated with pornography exposure among young viewers. From the responses on the table, 95 respondents (32.5%) indicated that it stirs sexual arousal and masturbation; 16 respondents (5.5%) indicated that it heightens sexual violence; 91 respondents (31.2%) indicated that it heightens moral decay; 36 respondents (12.3%) indicated that it commonizes sex while 54 respondents (18.5%) indicated that it precipitates sex addiction.

### **Discussion of Findings**

This study seeks to examine users' perceptions of the challenges of pornography and nudity on social media in the face of content creation. Three major research questions were raised and three findings were made. The first objective of the study sought to ascertain the social media platform(s) in which nudity is commonly found. Findings revealed that Telegram and WhatsApp were the social media platforms in which nude and pornographic content were commonly found. More so, it was found that these contents are often posted in the form of leaked sex tapes and nude pictures. Adegboyega (2019) made a similar finding when he investigated the influence of social media on the sexual behaviour of youth in Kwara State. His findings revealed that social media has a considerable influence on the sexual behaviour of youth in Kwara State. According to him, social media leads students to the act of sending erotic messages and watching pornographic films and movies. Peter and Valkenburg (2006) relatively note that, compared to other media, the Internet is seen as the most important area for sexting and evidence abounds that most young people either mistakenly or purposefully carry out pornographic activities online.

The second objective of the study sought to deduce factors that led to the rise in nudes and pornographic posts on social media. Findings revealed that the most significant factors that lead to the rise in nude and pornographic posts on social media are social media clout chasing and sexual solicitations. Lo and Wei (2005) stated that the rate of sexual solicitation among adolescents ranges from 13 to 19 per cent. According to Cox Communication (2007) as cited in Aleke, *et al* (2018) earlier in the literature review, sixteen per cent of adolescents who make use of the internet reported the desire to meet those they talk to online but only eight percent of these have succeeded in achieving this desire. Aleke *et al* (2018) further stated that Sexual Solicitations have been given serious public concern due to foreseen fears that it could at times lead to forceful sex and the kidnap of a young person by an adult. Such solicitations could ordinarily affect adolescent thinking regarding sex, foster the conception of sex as normative, and may be as seen as being dangerous or intimidating especially when solicitations are conceived like that. According to Collins, Martino and Shaw (2011), they most times engender sexual behaviour when solicitations are accepted.

The third and last objective of the study sought to determine the challenges associated with pornography exposure among young social media users in Benue State. Findings from the study revealed that it stirs sexual arousal and masturbation, and heightens moral decadence by extension. These findings share similarities with that of Ibe (2016) conducted a study on students

of Anambra State University Uli. The findings of the study revealed that a high percentage of students are highly familiar with online pornographic websites. More so, they mostly used these sites to ease their sexual urge, mostly by way of masturbating. Taking a cursory look at all these findings, they all demonstrate how social media has now eased the widespread access and sharing of pornographic content; thus, an anomaly that has been advanced in today's society by internet technology. Notwithstanding, social media is a good innovation that has numerous other uses and has eased the undertaking of different tasks; but people on the other hand, still use the same medium to promote immorality. This affirms the place of the technological determinism theory and the uses and gratifications theories respectively.

### **Conclusion and Recommendations**

Social media has done more harm than good to young users in Nigeria, especially in this era of widespread, competitive craze of content creation on social media platforms. Notably, many users make posts containing nude and or pornographic content, which are offensive to the taste; these are commonly found on Telegram channels and WhatsApp; and they come in the form of nude pictures and porn videos. These ungodly/immoral posts are more or less made to chase clout and also for sexual solicitations; all of these in turn, stir sex arousal and masturbation which is heightening moral decadence among young people. Consequently, this study recommends the following:

1. Social media web designers, government, NGOs and all other bodies concerned should adopt some regulatory measures to monitor and regulate the contents shared on social media platforms.
2. Parents/guardians and all concerned parties have to play an active role by coming up with awareness programme with strong guidance and warnings on the dangers of heavy social media use, as well as the effects of porn addiction.
3. Telegram, WhatsApp and all other prominently used social media platforms should make concerted efforts towards sanctioning users who make deliberate attempts to leak sex tapes and other related pornographic content for public consumption.

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