

## **THE INFLUENCE OF TELEVISION & SOCIAL MEDIA ON INDECENT DRESS CODE OF YOUTHS IN YENAGOA, BAYELSA STATE, NIGERIA**

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### **ABSTRACT**

*This study examined the exposure to media indecent dressing syndrome among youths of Yenagoa, Bayelsa state. The aim of the study was to investigate the influence the media exerts on youth dressing pattern and to examine the perceived consequences of indecent dressing on youths. The specific objectives were to find out if exposure to media indecent dressing influence the dressing pattern of youths in Yenagoa, determine the contents (programmes) of the mass media that exposes youths of Yenagoa to indecent dressing and examine the perceived consequences of indecent dressing on youths of Yenagoa. The study was underpinned by the media dependency theory and social cognitive theory. A survey design was adopted and from the projected population of Yenagoa in 2021 which is 523,529.6 the sub-set of residents to be studied was achieved using the Taro Yamane's formula arriving at a sample size of 400 respondents. The multistage sampling technique was used while the random sample (ballot) was employed to select the respondents out of which only 362 respondents filled and returned their questionnaire. The data collected were statistically analyzed using frequency, percentages and mean. The findings of this study among others revealed that young people copy most of their dress code from models, celebrities and stars showcased in the mass media. The findings of the study also showed among others that mass media contents such as music videos, advertisements, films and drama, reality TV shows, fashion shows, beauty pageants, unsolicited messages and cyber-attacks exposes mass media audiences to indecent dressing. The study also revealed that indecent dressing exposes one to sexual harassments and rape. Based on the findings of the study it was recommended among others that the legislative arm of government should empower the regulators of the mass media, National Press Council (NPC) and National Broadcasting Commission (NBC) to ensure that they extend their regulatory role to foreign media that are accessible in the country, preventing them from disseminating indecent contents for audience consumption. As a means of effective sensitization, the National Orientation Agency (NOA) and especially the federal and state owned media outfits should put in place programmes that sample opinions of youths on indecent dressing and its consequences, showcasing victims of the after effects, so as to deter young people from indulging in this social malady. The study concluded that through these ways, proper dress sense will be inculcated in the lives of youths in Yenagoa, Bayelsa State.*

***Keywords: Exposure, Media, Indecent Dressing, Syndrome, Youths of Yenagoa***

### **INTRODUCTION**

Nigeria and other African countries media in particular, are generally importers of cultural properties (Western film, documentaries, music and videos), propelled by domestic desire and taste for Western entertainment and media products (Omenugha, et al. 2016). Halloham (2011) posited that among all of the ways that media influence human, probably none is more important nor pervasive than their cultural consequences. The speed at which globalization has really infiltrated African customs, norms and values and changed the cultural thinking of Africans towards Western perspectives, is really a sense of concern. Amazingly, Africans were behaving in line with Western culture, western dressing and even western dreaming and thinking (Mazrui, 1986). Muzumara (2011), social change, modernization and globalization have impacted young people in various negative ways. This implies that many young people involve themselves in harmful acts because of

the exposure to the mass media. All over the world, people rely on the mass media for news and entertainment. This has turned the mass media to an industry (Waston, 2008, p.16). Through the mass media, people can view other worlds different from their geographical environment. As the saying goes, "one man's meat is another man's poison", what is acceptable in one society may not be acceptable in another. Indecent dressing is contrary to the acceptable norms and values of our society. Most cultures in Africa including Nigeria value proper dressing and regard it as part of their rich cultural heritage. However, the importation of Western culture seems to have eroded this culture as some people have disregarded the moral value attached to African dressing by intentionally exposing themselves indecently in public as a form of fashion. Ku (2003) stated that clothing is an important area of personal satisfaction and source of social identification for every normal individual. Dresses should be capable of protecting the body, maintaining modesty and adornment.

One of the negative effects of many cultural mass media content in developing countries like Nigeria is the high rate of increase in indecent dressing mostly associated with the youth (Omede, 2011). This is because the gender behaviour of youth cannot be separated from their mood of dressing (Keyes, 2000). Indecent and provoking dressing has however exposed and led to several cases of rape and molestation among youths of Yenagoa, Bayelsa State. It is therefore apt and relevant to study the influence of television and social media to the indecent dress code of youths in Yenagoa, Bayelsa State.

### **Statement of the Problem**

Television and social media have become increasingly popular in Yenagoa, Bayelsa State, with more and more youths' having access to them. The prevalence of such media could be blamed for the drastic change in the way the youths' dress, with many choosing to wear more revealing and provocative clothing which they might have copied from images of celebrities and influencers wearing revealing and fashionable clothing on the media, not just in Yenagoa but all over the world. The consequences of this trend of indecent dress code are enormous, ranging from the way society views the youth, as it can be seen as a sign of immaturity or recklessness, which can lead to issues such as sexual harassment, as some youths' may be mistaken for being more sexually available than they are. This can have serious consequences, both for the individual and the community as a whole as it can lead to a breakdown in trust and respect between the youth and the adults in the community.

It is on this backdrop, that this study investigated the influence of television and social media on indecent dress code of youths' in Yenagoa, Bayelsa State.

### **Aim and Objectives of the Study**

Generally, the aim of this study is to investigate the influence the media exerts on youth dressing pattern with special reference to youths in Yenagoa, Bayelsa State.

The specific objectives of this study are to;

- (i) Find out if exposure to media indecent dressing influences the dressing pattern of youths in Yenagoa, Bayelsa State.
- (ii) Determine the contents (programmes) of the mass media that exposes youths of Yenagoa to indecent dressing.
- (iii) Examine the perceived consequence of indecent dressing on youths of Yenagoa, Bayelsa State.

### **Research Questions**

This study addressed the following questions in order to provide answers to the problems of this investigation.

- (i) Does exposure to media indecent dressing influence the dressing pattern of youths in Yenagoa, Bayelsa State?
- (ii) What are the contents (programmes) of the mass media that exposes youths of Yenagoa to indecent dressing?
- (iii) What are the perceived consequences of indecent dressing on youths of Yenagoa, Bayelsa State?

## **LITERATURE REVIEW**

### **Conceptual Framework**

#### **Media and Culture**

Scholars of communication and culture have opined that there is a relationship between mass media conduct and culture. Ndlela (2006) opines that mass media are major transmitters of culture. The media are more important, than popular opinion would have it, in the last of the 20<sup>th</sup> century, youth around the world were spending four hours per day with media on an average, which has increased to become nine hours per day on an average in the today's time. Western culture is becoming increasingly visible to African audience through advertising, film, television, magazine, music, news channels and new media. These media and communication systems as constituent factors are directly related to the processes of global culture, due to their role in mediating aspects of Western culture (Andreas & Nick, 2013). With the significance use of media especially among the youth, it is now impacting every sphere of the day to day life. Media has both positive and negative impact on the young generation.

#### **Youth, Fashion and Contemporary Media**

In West Africa, Nigeria leads in mobile phones usage and internet penetration. The two are consistently and increasingly spreading across the country due to telecommunication deregulation and privatization of mobile data services over recent years (Abdulwaheed, Pal & Alu, 2011; NCC, 2013; House, 2014). Fashion trends among the youth are influenced largely by the media. Both traditional and contemporary media impacts fashion senses of the youth. Traditional media includes Newspaper, magazine, television, movies, and radio. The impact of contemporary media on youths fashion is much deeper than the traditional media. McQuail (2011) describes the contemporary media as the disparate set of communication technologies that share certain features, apart from being new, made possible by digitalization and being widely available for personal use as communication devices. They are interactive and integrate computers with multimedia (Stafford & Faber, 2005).

In the world of globalization and internet, it has become easier to follow the ongoing fashion trends. Social networking sites, for example, Facebook, Twitter, Instagram are becoming the hub of youth fashion and style statement. Social media not only provide fashion style statement of celebrities but it also makes the user (especially the youth) consciousness about their fashion sense. Today's youth not only wants to be updated with the new fashion trends but eager to follow it and show off among their group, in which social media gives a full solution. Shinkafi (2016) notes society's technology influences and drives the development of its social structure and cultural values, shaping how individuals in a society think, feel, and act. It is safe to say that the new media brings about transformative shift and create social change however, one has to worry about the kind of change they bring.

#### **Youth, Fashion and Traditional Media**

Youths get exposed and obtain information about the latest fashion and what is trending from the mass media. Because of the audio and visual strength and advantage of television, it is a powerful tool as it wields power on the mind of youths. Hoffner & Buchanan (2005) found that "attractiveness of the TV character associated with the rating of female character with their wishful identification could lead to modeling effect in term of the appearance of the women". Consequently, youths are

more prone to intentionally model their own look after the model character. Mohd Yusof (2006) postulate that TV has a wide influence on its audience. It affects, not only, the knowledge of the audience but also the attitudes such as the desire for products and brand preferences. In contribution, Peters, (1989) asserts that "many studies have shown that TV, to some extent, is very influential on youth clothes shopping behaviour especially for the adolescents and the young adult group".

Many studies have shown that TV, to some extent, is very influential on youth clothes shopping behaviour especially for the adolescents and the young adult group (Peters, 1989). However, Owuamalam, (2007) found that "adolescents did not seem to select clothes like those worn by persons in TV". In a similar vein, Lachance, Beaudoin & Robitaille (2003) did not find any TV influence; instead, people are more likely to believe in what they see. TV is the most credible source of information and is widely used (Ibelema & Powell (2001). Ibelema & Powell (2001) further found that "cable TV news is the most trustworthy of all news services among Alabama residents". TV is capable to offer information on fashion and women donning to its viewers. TV is highly visual and seeing something on TV, like fashion, may have an effect on the viewer.

Apuke (2016) found out that youths develop interest on dresses they see on television most especially Western films, and hip hop/hippies and make up/hairstyle are the most imitated form of dressing by youths.

### **Dressing as a Mode of Communication**

Scholars believe that dressing is a form of non-verbal communication which exposes a person's social identity. Utoh-Ezeajugh (2011) opines that dressing is a form of semiotic distinction which can be translated into language of signs, symbols and iconology capable of communicating meaning about people. The dressing pattern of an individual is a kind of "sign language" that communicates a complete set of information and is usually the basis on which immediate impressions are formed (Kiran, 2002). Clothing is also used to show people's status and the roles they play in society (Anyakoha & Eluwa, 2008). Anyakoha & Eluwa (2008) further explained that the clothes someone decides to wear influences the impression people have about such an individual. It also tells about the family such a person comes from. It can also affect the persons comfort and self-confidence. Indecent dressing is the major cause of the various assault and sexual harassment recorded in the society over time.

### **Theoretical Framework**

This study was underpinned by the Media Dependency theory, and Social Cognitive Theory. The proponents of **the Media Dependency theory** are Sandra J. Ball-Roachhead and Melvin L. De Fleur in 1976. The theory states that people are dependent on the mass media for their information needs which grows because of their uncertainty in society. Ukaegbu (2018) explains that people in any given society need information to make decisions concerning their individual goals and environment in terms of food, clothe, shelter, entertainment, transportation, politics or social relationships, etc.

**The Social Cognitive theory (SCT)** started as the social learning theory (SLT) in the 1960s by Albert Bandura. It developed into the SCT in 1986 and holds the assumption that people learn through observation when applied to mass media. Social cognitive theory argues that people model (copy) the behaviour they see and this occurs in two ways: through imitation and identification. Baran, (2009) sees it as imitation- the direct replication of an observed behaviour. These theories apply to the study as it suggests that the mass media has powerful effects over its audiences.

### **Empirical Review**

Akpan (2018) undertook a study on "Effect of Indecent Dressing on Undergraduate Students of University of Uyo, Nigeria". The objectives of the study were to examine knowledge of students about indecent dressing, examine the influence of campus environment and mass media on indecent dressing and also to examine perceived implication of indecent dressing. The study adopted a survey

design with a self-developed questionnaire which had a reliability coefficient of 0.84 as instrument for data collection. The result of the study showed that the students significantly knew about indecent dressing, campus environment and mass media significantly contribute to indecent dressing and students perceived indecent dressing to have a significant negative implication on individuals. It was recommended among others that school authority should formulate a policy to guide students dressing within the campus which should be properly enforced. Also, government and other relevant authorities should formulate a policy to regulate the mass media activities with relevant legal backing.

Olorunda (2022) carried out a study on "Indecent Dressing Among Youth in South-West, Nigeria". The objectives of the study were to investigate the level of indecent dressing among youth in South-West Nigeria, to find out how indecent dressing differ across major cities in South-West Nigeria and to examine the strategies adopted to address indecent dressing among youth in South-West Nigeria. The study adopted an ethnography research design. The findings revealed very high rate of indecent dressing among the youth in Southern Nigeria with the respondents agreeing that they source their dressing styles from the internet. It was recommended that parents and guardians should teach their children moral education, give them enough attention and encourage them not to over-indulge in the consumption of mass media contents, stressing that social media should promote the positive aspect of norms and values of our societies.

Fareo and Jackson (2018) executed a study on "Indecent Dressing Among Students of Tertiary Educational Institutions in Adamawa State". The researchers adopted survey research design. The objectives of the study were to investigate the factors influencing dressing pattern of undergraduates in tertiary institutions, to examine the types of indecent dressing among undergraduates, to investigate the effects of these dressing patterns on the undergraduates and to find out possible ways of curbing indecent dressing among students. Results showed that the factors influencing indecent dressing included imitation of Western style of dressing, peer/social group pressure, wrong and inadequate family orientation on the correct dressing manners, among others. It concluded that the mode of dressing by undergraduates in tertiary institutions is worrisome and unacceptable. The study recommended that the school management in tertiary institutions should organize seminars, conferences, workshops and public enlightenment programmes regularly to sensitize and enlighten undergraduates on the need to dress decently in the society.

## **RESEARCH METHODOLOGY**

### **Research Design**

The plan with which the researchers would provide answers to the research questions is the survey designed with the questionnaire as an instrument of data collection.

### **Population**

Going by the United Nations annual population growth rate of 2.8% the projected population of Yenagoa in 2021 is five hundred and twenty-three thousand, five hundred and twenty nine, point six (523,529.6).

### **Sample and Sampling Technique**

The segment of the population chosen for this study was taken from the projected population of Yenagoa in 2021 which is 523,529.6.

The process of selecting a sub-set of residents to be studied, from the larger universe was achieved using the Taro Yamane's formula-

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

Where: n= sample size  
N= population size

$$\begin{aligned}
 e &= \text{the level of precision} \\
 \text{Therefore, sample size} &= \frac{523,529.6}{1 + 523,529.6 (0.0025)} \\
 &= \frac{523,529.6}{1 + 1,308.824} \\
 &= \frac{523,529.6}{1,309.824} \\
 &= 399.6 = (400)
 \end{aligned}$$

The multistage sampling technique was adopted in selecting the respondents for the study.

Stage 1: This required breaking down the entire population of Yenagoa local government area. Yenagoa was divided into cluster of wards. According to the Independent National Electoral Commission (INEC), Yenagoa is made up of fifteen wards namely; Attissa 1, Attissa 2, Attissa 3, Biseni 1, Biseni 2, Ekpetiama 1, Ekpetiama 2, Epie 1, Epie 2, Epie 3, Gbarain 1, Gbarain 2, Gbarain 3, Okordia and Zarama.

Stage 2: The study systematically drew four (4) streets from Epie 1, Epie 2, Epie 3, Zarama and Atissa 1.

Stage 3: A simple random sampling technique was used to select twenty (20) youths from each location resulting to a total of four hundred (400) respondents.

### **Methods of Data Collection**

The main instrument the researchers used for this study is questionnaire. The items on the instrument were designed in line with the research questions and objectives of the study. The researchers administered four hundred (400) copies of questionnaire to respondents.

The instrument is made up of items which includes respondent's demographic data in section A and sets of close-ended questions in section B made up of the fourteen (14) questions arranged using the four (4) point likert scale.

The decision rule adopted for four (4) point likert scale is 2.5 WMS (weighted mean score) and above. This means that responses received on any questionnaire item ranging from 2.5 and above means that the respondents affirm the particular statement is true.

### **Validity/Reliability of Instrument**

The researchers put up useful items on the instrument which were centred on the research questions to enable us achieve the objective of the study. The technique adopted has the capacity to cover the distinctiveness of the concepts being studied. Therefore, what the researchers offered in the study is face validity, to determine that the instrument was adequate in measuring what it ought to measure.

Reliability is the consistence of the instrument in measurement. A text- retest method was adopted where twenty respondents were administered the questionnaire and after two weeks, it was tested again to find out if it is significant. Out of twenty (20) respondents used in the test, 80% of the test results on the two separate occasions (T1 and T2) were perfectly correlated. Using pearson production moment correlation coefficient which gave a score of 0.80 and which indicates a high degree of reliability.

## **RESULTS AND DISCUSSION**

### **Presentation of Data**

The research sampled 400 residents in Yenagoa of selected households in selected streets of selected polling units from selected wards in Yenagoa. The data collection instruments

(questionnaire) were disseminated to the selected participants via hand delivery and were collected immediately after completion. The response rate distribution is illustrated in the table below; **Table 1: Questionnaire administration and response rate**

<b>Response rate</b>	<b>Response Frequency</b>	<b>Percentage (%)</b>
Responded	362	90.5
Not responded	38	9.5
<b>Total</b>	<b>400</b>	<b>100</b>

Table 1 above shows that the study sought to get information from all the 400 sampled respondents, however, out of the 400, only 362 respondents returned the copies of the questionnaire fully completed making a response rate of 90.5%, while 38 copies of the questionnaire were not completed and/or not received, making the percentage of those who never responded to 9.5%. The demographics of the respondents are shown below;

**Table 2: Demography of Respondents**

<b>Item</b>	<b>Frequency</b>	<b>Percentages</b>
1 Gender	Male	203 56.1%
	Female	159 43.9%
	Total	362 100%
2 Age Bracket	15-19 years	97 26.8%
	20-24 years	133 36.7%
	25-29 years	97 26.8%
	-35 years	35 9.7%
	Total	362 100%

**Source:** Field Survey (2022)

The results of the demographics of the respondents indicate a higher male participation with 203 respondents, which represents 56.1% of the total respondents. Also, the frequency of the age bracket implies that respondents between the age brackets of 20-24 years had the highest frequency of 133 accounting for 36.7% of the respondents.

## RESULTS AND DISCUSSIONS

Respondent's responses on the influence of television and social media to the indecent dress code of youths in Yenagoa were statistically evaluated using descriptive statistics like mean, percentages and the standard deviation. The outcome is thus shown in Table 3:

### Research Question One:

Does exposure to media indecent dressing influence the dressing pattern of youths in Yenagoa, Bayelsa State?

**Table 3: Descriptive statistics of how exposure to media indecent dressing influences the dressing pattern of youths in Yenagoa.**

<b>Item</b>	<b>Descriptive statistics</b>				<b>Total</b>	<b>WM</b>	<b>Remark</b>
	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>			
3. Young people copy most of their dress code from models, celebrities and stars showcased in the mass media.	130	116	55	61	362	2.8	Accepted
	35.84%	32.12%	15.19%	16.85%	100%		
4. Young people prefer Western dressing style they see from the mass media.	520	348	110	61	1039		Accepted
	184	96	37	45	362	3.15	
	50.83%	26.52%	10.22%	12.43%	100%		
	736	288	74	45	1143		

5. Young people go to the mass media to imitate fashion in vogue.	238	93	12	19	362	3.51	Accepted
	65.75%	25.69%	3.31%	5.25%		100%	
	952	279	24	19		1274	
6. Indecent dressing is the reflection of an individual's role model value.	269	85	6	2	362	3.71	Accepted
	74.31%	23.48%	1.65%	0.56%		100%	
	1076	255	12	2		1345	

**Source:** Field Survey (2022)

SA- Strongly agree. A- Agree. D- Disagree. SD- Strongly disagree. WM- Weighted mean.

Table 3 shows results from the third item to the sixth item on the questionnaire which served as a precursor to finding out how exposure to media indecent dressing influences the dressing pattern of youths in Yenagoa. Item 3, displays result of respondents of 'if young people copy most of their dress code from models, celebrities, and stars showcased in the mass media?' resulted to a weighted mean of 2.87 and according to the decision rule for four (4) likert scale, it is accepted. Results for Item 4, which seek to find out if 'young people prefer Western dressing style they see from the mass media?', was accepted by respondents with a 3.15 weighted mean. Similarly, result for item 5 which sought to find out from respondents if, 'young people go to the mass media to imitate fashion in vogue' was accepted haven recorded a weighted mean of 3.51. In addition, result from the table in item 6, also shows that with a weighted mean score of 3.71 respondents also highly accepted that 'indecent dressing is the reflection of an individual's role models value'.

**Research Question Two:**

What are the contents (programmes) of the mass media that exposes youths of Yenagoa to indecent dressing?

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**Table 4 Descriptive statistics of what are the contents (programmes) of the mass media that exposes youths of Yenagoa to indecent dressing.**

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Item	Descriptive statistics				Total	WM	Remark
	SA	A	D	SD			
	4	3	2	1			

7. Entertainment and music videos	147	13	36	76	362	2.88	Accepted
		40.61%	28.45%	9.94%	21%		100%
	588	309	72	76	1045		
8. Advertisements	254	99	7	2	362	3.67	Accepted
	70.17%	27.35%	1.93%	0.55%	100%		
	1016	297	14	2	1329		
9. Films and drama	237	90	15	20	362	3.50	Accepted
	65.47%	24.87%	4.14%	5.52%	100%		
	948	270	30	20	1268		
10. Reality TV shows	197	115	29	21	362	3.34	Accepted
	54.42%	31.77%	8.01%	5.80%	100%		
	788	345	58	21	1212		
11. Fashion shows and beauty pageants	112	145	75	30	362	2.9	Accepted
	30.94%	40.06%	20.72%	8.28%	100%		
	448	435	150	30	1063		
12. Unsolicited messages and cyber-attacks	235	61	37	29	362	3.38	Accepted
	64.92%	16.85%	10.22%	8.01%	100%		
	940	183	74	29	1226		

**Source:** Field Survey (2022)

SA- Strongly agree. A- Agree. D- Disagree. SD- Strongly disagree. WM- Weighted mean.

Table 4 shows results from the 7 item to the 12 items on the questionnaire which served as a precursor to finding out the reasons for the contents (programmes) of the mass media that exposes youths of Yenagoa to indecent dressing. Results of the finding from Item 7, which sought to find out if 'entertainment and music videos' exposes youths of Yenagoa to indecent dressing? Respondents feedback polled a weighted mean of 2.88 and according to the decision rule for four (4) likert scale, it is accepted. Item 8 which sought to find out if 'advertisement' exposes youths of Yenagoa to indecent dressing? realized a weighted mean of 3.67 and were accepted. Similarly, item 9 which sought to find out if 'films and drama' exposes youths of Yenagoa to indecent dressing? was also accepted with a weighted mean score of 3.50. Item 10 which are if 'reality TV shows' exposes youths of Yenagoa to indecent dressing? garnered a weighted mean score of 3.34 implying that it was accepted. While item 11 on the questionnaire which is, 'fashion shows and beauty pageants', realized a weighted mean of 2.93 which means it was accepted. Item 12 on the questionnaire which is, "unsolicited messages and cyber-attacks" was also accepted with a weighted mean of 3.38.

### Research Question Three:

What are the perceived consequences of indecent dressing on youths of Yenagoa, Bayelsa State?

**Table 5 Descriptive statistics of the perceived consequences of indecent dressing on youths of Yenagoa.**

Item	Descriptive statistics				Total	WM	Remark
	SA 4	A 3	D 2	SD 1			
13. It stimulate sexual desires that could lead to unwanted pregnancy and sexually transmitted diseases.	103	84	97	78	362	2.58	Accepted
		28.45%	23.2%	26.80%	21.55%	100%	
		412	252	194	78	936	

14. It portrays one in such a way that he or she could be mistaken for a criminal or a prostitute.	79 21.82% 316	89 24.59% 267	59 16.30% 118	135 37.29% 135	362 2.30	836 100%	Rejected
15. Indecent dressing reduces one's self esteem.	71 19.61% 284	79 21.77% 237	123 34.03% 246	89 24.9% 89	362 2.36	856 100%	Rejected
16. It exposes one to sexual harassments and rape.	178 49.17% 712	96 26.52% 288	56 15.47% 112	32 8.84% 32	362 3.16	1144 100%	Accepted

**Source:** Field Survey (2022)

SA- Strongly agree. A- Agree. D- Disagree. SD- Strongly disagree. WM- Weighted mean.

Table 5 above reveals respondent's responses as regards the perceived consequences of indecent dressing on youths of Yenagoa. The result shows that the respondents disagreed with item 16 and 17 of the questionnaire in this section which is, 'indecent dressing portrays one in such a way that he or she could be mistaken for a criminal or a prostitute' and 'indecent dressing reduces one's self esteem', which implies that the statements are not true since their mean values of 2.30 and 2.36 are below the decision rule mean of 2.5. On the other hand, the responses for the residents of Yenagoa affirmed that 'indecent dressing stimulate sexual desires that could lead to unwanted pregnancy and sexually transmitted diseases' and 'indecent dressing exposes one to sexual harassment and rape', are true resulting from a weighted mean value of 2.58 and 3.16 respectively, which is greater than 2.5.

### **Discussion of Findings**

Analyzing the influence of television and social media to the indecent dress code of youths in Yenagoa was quite remarkable and informative.

### **Research Question One: Does exposure to media indecent dressing influence the dressing pattern of youths in Yenagoa?**

The findings reveal respondents affirmed that exposure to media indecent dressing influence the dressing pattern of youths in Yenagoa. They accepted that young people copy most of their dress code from models, celebrities and stars showcased in the mass media, that young people prefer Western dressing style they see from the mass media, that young people go to the mass media to imitate fashion in vogue and that indecent dressing is the reflection of an individual's role model value. These findings conform with Shinkafi (2016) assertion that society's technology influences and drives the development of its social structure and cultural values, shaping how individuals in a society think, feel, and act. The finding is in agreement with the position of Apuke (2016) which found out that youths develop interest on dresses they see on television most especially Western films, and hip hop/hippies and make up/hairstyle are the most imitated form of dressing by youths. Similarly, this reinforces Hoffner & Buchanan (2005) opinions that "attractiveness of the TV character associated with the rating of female character with their wishful identification could lead to modeling effect in term of the appearance of the women". The findings also proves the media dependency theory which states that people are dependent on the mass media for their information needs, as explained by Ukaegbu (2018) that people in any given society need information to make decisions concerning their individual goals and environment in terms of food, clothe, shelter, entertainment, transportation, politics or social relationships, etc. Therefore, respondents agree that the mass media contribute to indecent dressing.

**Research Question Two: What are the contents (programmes) of the mass media that exposes youths of Yenagoa to indecent dressing?**

Findings from this study shows how entertainment and music videos, advertisements, films and drama, reality TV shows, fashion shows and beauty pageants, unsolicited messages and cyber-attacks from the mass media exposes youths of Yenagoa to indecent dressing through its programmes and contents, as respondents affirmation corroborates Omenugha et al. (2016) postulation that Nigeria and other African countries media in particular, are generally importers of cultural properties (Western film, documentaries, music and videos), propelled by domestic desire and taste for western entertainment and media products. In the same vein, it confirms Apuke (2016) findings that youths develop interest on dresses they see on television most especially Western films, and hip hop/hippies and make up/hairstyle are the most imitated form of dressing by youths.

**Research Question Three: What are the perceived consequences of indecent dressing on youths of Yenagoa, Bayelsa State?**

Findings from this study have revealed the perceived consequences of indecent dressing on youths of Yenagoa which respondents affirmed as true to include that indecent dressing stimulate sexual desires that could lead to unwanted pregnancy and sexually transmitted disease, STD and that it exposes one to sexual harassments and rape. This finding supports Keyes (2000) postulation that the gender behaviour of youth cannot be separated from their mood of dressing (Keyes, 2000). Respondents however asserted that indecent dressing has exposed and led to several cases of rape and molestation among youths of Yenagoa. On the other hand, respondents rejected that indecent dressing portrays one in such a way that he or she could be mistaken for a criminal or a prostitute and that it reduces one's self esteem. It contradicts Anyakoha & Eluwa (2008) statement that clothing is also used to show people's status and the roles they play in society. It is also in dispute with Anyakoha & Eluwa (2008) postulation that the clothes someone decides to wear influences the impression people have about such an individual. Despite this, findings reveal that indecent dressing have significant social implications.

**CONCLUSION**

Numerous studies on mass media and indecent dressing have uncovered obvious evidence that the mass media stimulate youth behaviour. This study emphasizes on the influence of television and social media to the indecent dress code of youths. It draws upon a study of youths in Yenagoa, Bayelsa state that included both quantitative and qualitative components.

The data shows that youths of Yenagoa have much access to mass media contents where they go to imitate the fashion in vogue especially from the foreign media, because they appeal to these fashion styles despite the fact that most of these dress styles are regarded as 'indecent'.

The study however revealed that contents of the mass media, including musical videos, advertisements, reality TV shows, fashion shows and beauty pageants, exhibit indecent dressing. Also, unsolicited messages and cyber-attacks were identified to convey indecent and at times obscene dressing.

**RECOMMENDATIONS**

Based on the above findings and discussions, the study recommends that:

1. The use of indecently dressed models or visuals for adverts and attraction should be discouraged by regulators especially the Advertising Practitioners Council of Nigeria, APCON.
2. The legislative arm of government should empower the regulators of the mass media (National Press Council, NPC and National Broadcasting Commission, NBC) to ensure that they extend their regulatory role to foreign media that are accessible in the country, preventing them from disseminating indecent contents for audience consumption.
3. As a means of effective sensitization, the National Orientation Agency, NOA and especially the federal and state owned media outfits should put in place programmes that sample

- opinions of youths on indecent dressing and its consequences, showcasing victims of the aftereffects, so as to deter young people from indulging in this social malady.
4. Institutions that can impress social norm, for example the family, religious bodies, opinion leaders, penal system, the media, etc should promote decent and modest dressing including our African dress sense.

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