

**PUBLIC PERCEPTION OF SOCIAL MEDIA INFLUENCE ON STUDENT'S
DRESSING PATTERNS IN THE UNIVERSITY OF CALABAR**

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Abstract

In recent times, the evolving dressing patterns of female students in most Nigerian public universities have raised serious concern, prompting institutions to introduce dress regulations that are increasingly overshadowed by the strong influence of modern fashion trends. This study examined public perceptions of social media and its influence on the dress patterns of female undergraduate students at the University of Calabar. Adopting a descriptive survey design, data were collected through a structured questionnaire administered to 400 respondents selected from a population of 19,854 female students registered for the 2023/2024 academic session. The study was anchored on the Social Comparison Theory, Social Influence Theory, and Social Cognitive Theory. Data were analyzed using quantitative methods involving numerical tables and bar charts. Findings revealed that most female undergraduates are exposed to multiple social media platforms such as Facebook, Twitter, WhatsApp, Telegram, email, Instagram, TikTok, Snapchat, YouTube, and podcast videos. The results further showed that social media exerts a negative influence on the fashion preferences of female students, reshaping how they perceive and follow fashion trends, with many now regarding indecent dressing as fashionable and trendy. Based on these findings, the study recommends that female students should consciously use social media to emulate dress patterns that are morally acceptable within their institutions

and society. It also recommends that the National Press Council (NPC) and the National Broadcasting Commission (NBC) should extend their regulatory oversight to foreign media content accessible in Nigeria in order to prevent the dissemination of indecent materials to the public.

Keywords: Public Perceptions, Social Media, Female Students Dress Patterns

Introduction

Social media has revolutionized communication to the extent that virtually all information sharing activities are best performed on the social media. Social media consist of applications that boost interaction between and among groups and create a common space for association, social interaction, and sums information interactions over the web (Usulel & Mazman, 2019). Similarly, Boyd & Ellison (2017), defined social media as a web-based service that enables individuals create a profile online; make a list of other users within the network, establish a relationship with fellow user and share multimedia among others. It is a the platforms that facilitate communication through a specific social media tool or channel (Neti 2019), the use of web-based and mobile technologies to turn communication into an interactive dialogue (Baruah 2016). Social media is the format that delivers the message, whereas social networking depends on two-way communication, engagement and the building of relationships (Hartshorn 2019).

The advent of Internet, most especially social media has eased human communication patterns as most people can now connect millions of people all over the world and share information like: files, pictures, videos, create blogs, etc. by clicking a button on their computer gadgets. Social media is the collection of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration. Olowu & Seri (2018) consider social media sites as *Facebook, Instagram, WhatsApp, Twitter; blog, LinkedIn, Pinterest, MySpace* and *telegram* among others. Stelzner (2014) aver that 90 percent of businesses include social-media communication in their marketing strategies by using *Facebook, Instagram, Twitter, and YouTube* to communicate branded information to consumers. Social media, in a way, converts consumers into marketers and advertisers, and consumers can create positive or negative pressure on the company, its products, and its services, depending on both how the company is presented online and on the quality of products and services presented to the customer (Akar & Topçu, 2011).

Though, majority of clothing, footwear, cosmetics, neckties, wristwatches, and other accessories are commonly acquired through e-commerce platforms such as Jumia and Konga, among other notable online retailers (Westerlund, 2019). Study has shown that there is a growing concern and calls for regulations that will help to promote well-balanced use of social media to reduce the negative effect of excessive social media use. though, 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 (Bayer & LaRose, 2018).

Dressing is an act of putting on clothes. Importance of wearing a cloth on the body is in order to protect, beautify or adorn and cover ones nakedness. Clothes are one of the basic necessities of man. In its widest sense, it includes a great range of material that man wears on the body. Clothing includes dresses, shoes, jewellery, hairdo and make- up. Clothing is also used to show people's status and the roles they play in society (Anyakoha, Eluwa,

2018). Anyakoha & Eluwa (2018) further explained that the clothes someone decides to wear influences the impression people have about such an individual, tells about the family such a person comes from, affects the person's comfort and self-confidence. 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, 2019). Although there are no universally acceptable way or ways of dressing, dresses are meant to serve some definable purposes, notwithstanding on country or region. They are part of people's culture and they define their tribal or ethnic identity. Dressing pattern is the way or mode in which an individual or group of persons has accepted or chosen to appear in society. Dressing pattern is a set of standard that companies, schools, communities, organizations and institutions has accepted for their employees with guidance about what is appropriate wear for work (Olori, 2013).

Most Nigerian universities have been battling with the wave of indecent dressing, notably among female students. Authorities of most of these universities described the current trend as the "reign of skimpy dresses" which has turned many campuses to fashion runways. Besides wearing short skirts, some female undergraduates throw caution to the wind by displaying their boobs as a cheap means of getting attention which they called "dress to kill" and is now a popular slogan in lecture halls with the intention of looking sexy or classy, forgetting that they ought to look responsible. The dressing patterns of female undergraduates have been viewed as anti-African and are invented (Obeta &Uwah, 2015).

Undoubtedly, social media exerts a significant influence, most especially on female students who are usually interested on their looks than other attributes. 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. That is why some scholars concluded that the impacts of social media is best described as double-edged sword because it has both negative and positive impacts on people's way of life in totality.

Recently, dress patterns have come under increased attack as most female students now dress against accepted societal standards especially in tertiary institutions. Reinforcing this, Obilo & Okugo (2018) observed that public Nigerian Universities are battling with the wave of indecency, notably among students. According to Omede (2018), there is hardly any higher institution of learning in Nigeria that is not faced with this nauseating problem. Similarly, studies have shown that students' modes of dressing have some kind of relationship with exposure to social media, which influences the dress sense of females (Omede, 2018). However, these studies have reported conflicting results, while some found out that self-esteem of female students mediate in the impact of social media usage on their dress pattern, others found that increased social media usage might also lead to improve dress pattern and not necessarily indecent dress pattern. This study however seeks to examine the social media platforms which female students of University of Calabar are exposed to, the impacts of social media on fashion preference of female students of University of Calabar and the implications of the dress patterns of female students on their overall wellbeing.

Indecent dressing is the improper and provocative way of dressing relative to the society or culture of the students (Kwanuba, Subaba &Filgona, 2020). Fareo & Jackson (2018) noted that this form of dressing is provocative, improper, and morally unacceptable. Ewulo (2016) opined that indecent dressing is any form of dressing that does not conform with the acceptable moral standard of decent dressing. Oluwadare, Otunaiya, & Opeoluwa (2020) added that indecent dressing means any type of dressing that is not in conformity with

the socially acceptable mode of dressing in the particular community of reference. Fareo & Jackson (2018) referred to indecent dressing as the attitude of someone, male or female that dresses to show off parts of the body such as the breasts, buttocks, or even underwear that need to be covered. Hence indecent dressing is concerned with the exposure of vital parts of the body to the public, and flaunting it everywhere. Egwim (2010) aver that indecent dressing as an attitude of someone, male or female that dresses to show off parts of the body such as the breasts, buttocks or even the underwear particularly those of the ladies that need to be covered. Osagiogbare, Ekwukoma & Ekomaru (2015) added that indecent dressing is any form of dressing that is likely to shock/offend others, or elicit sexual provocation.

According to Akpan (2018) the University of Uyo rules were made that any students who dress indecently to lecture halls should be sacked by their lecturers. But on this very campus students still dress indecently by uncovering their body part including stomach, belly button, back shoulders, chest and the legs below the knees, small earring and light makeup, low heeled noiseless shoes, clean hair, etc.

Indecent dressing could lead to the following; Sexual harassment, ritual killing, tendency to steal, unwanted pregnancy, lying, contraction of HIV/AIDS, poor performance in school work and prostitutions (Okafor & Emeka, 2020). Indecent dressing is the major cause of the various assault and sexual harassment recorded in the society over time. There is like likelihood that ladies who dress indecently or provocatively could be prone to sexual harassment and or rape. Sola (2018) stated that skimpy, transparent and sexy dresses worn by female undergraduates elicit sexual responses in males; such dresses were dresses that expose the legs, dress that expose the breast and dresses that show the exact size and shape of the buttocks. These forms of dresses suggest that such ladies need attention and that they are irresponsible and so there are always irresponsible men to dialogue, lure or force them to bed for sex.

Some female undergraduates who dress indecently have fallen victims of ritual killers. Many of them based on their mode of dressing had been invited for a supposed sex only to be murdered by ritual killers (Okafor & Emeka, 2020). In attempt to look modern and be like other, many of these youths had taken to stealing and armed robbery. The boys for instance, under financial pressure from their girlfriend could resort to armed robbery to square up to this demand to impress and keep their “babes”. Many boys have been arrested as armed robbery just because of the way they dressed. A female student who dresses indecently may be raped or forced into sex and pregnancy may result. Such pregnancy is unwanted and this may hinder the student’s academic studies. Some of these students who are faced with unwanted pregnancies resort to abortion. In some cases, they lose their lives as a result of dangerous abortion (Akpan, 2018).

Contracting of HIV Aids is another risk factor that immodestly dressed ladies could be prone to when such ladies are forced in to sex against their will. They may be exposed to sexually transmitted diseases (STDs) and HIV/AIDS because of lack of protection (Omede, 2011). Most undergraduate students who dress indecently have poor academic record because they pay more attention to their appearance than their academic work. Their concern is mostly how to look good and appear in the latest stuff. Several of them battle with carry over courses with the consequences of staying longer in the school than is normal graduate, graduate with very weak grades and some may not ever graduate at all having outlived their studentship in the institution and not being to pass some prescribed courses. Oli (2018) noted that some of these undergraduate students get frustrated and they become armed robbers, prostitutes, home or marriage breakers, drug addicts or traffickers. Skimpy transparent and body exposing dresses are known to be the dress pattern of prostitutes. Most ladies found in such dresses are

always negotiated for sex or social intimacy because they are most often thought to be without husbands (Okafor & Emeka, 2020). Apart from this notion, most ladies that dress this way engage in prostitution and commercial sex to be able to sponsor or sustain these forms of dresses. The cumulative effect of this is unwanted pregnancies, HIV/AIDS infection and death.

Abdulbaqi, Abisoye, Udende and Bashir (2022) carried out a study on the impact of social media on indecent dressing among Unilorin undergraduates living in Tanke-Okeodo. Considering their attachment to Social Media, this study examined the impact of Social Media on their penchant for indecent dressing. A quantitative research design was adopted using the survey method. Data was gathered through multistage sampling using questionnaires. Both descriptive and inferential analyses were conducted. Findings indicate that most of the respondents are ardent users of social media, spending an average of 2-3 hours, or more, on social media platforms. That Snapchat stirred the respondents to indecent dressing more than other examined platforms. The multiple regression analysis indicates that recognition and social influence have positive impacts on the undergraduates' cultivated attitude of indecent dressing from each of the examined social media. It is recommended that undergraduates should be encouraged to use social media platforms to promote decent dressing and academic excellence. The study also advises that Government, through the National Orientation Agency should increase awareness and advocacy on moral ethics and other cultural values which cover dress patterns. Also, teachings on media literacy should be amplified to help reduce the negative effects of social media, such as indecent dressing, on undergraduates.

Ibrahim (2020) carried out a study on the social media and dressing pattern among female undergraduate students in the University of Ilorin. This study investigated the impact of social media on dressing patterns of female undergraduate students at the University of Ilorin, Nigeria. A structured questionnaire comprising a 4-point scale was the instrument used for data collection. A population of 16,391 female undergraduates was obtained from the university. Sample size of 300 female undergraduate students was randomly selected for the study using Multi-stage and simple random sampling but only 280 subjects filled and returned their questionnaires. The data collected were statistically analysed using simple percentages. The findings of the study among others revealed that the female undergraduate students dressing patterns are greatly influenced by imitation of celebrities, western dress styles, peer influence, mass media and fashion in vogue. The findings of the study also showed, among others, that female students were exposed to rape/sexual harassments; the image of such students/family were perceived as tarnished; they are also addressed as prostitutes and they are related with poor academic performance. The study recommends, among others, that parents, school authorities, lecturers, media houses, etc, should make both individual and joint effort to curb indecent dressing in the institutions of higher learning in Nigeria.

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 main objective of the study is to examine public perceptions about social media and female students' dress patterns: a study of University of Calabar. The specific objectives of the study are to: Examine social media platforms female students of University of Calabar are exposed to. Find out the impacts of social media on fashion preference of female students of University of Calabar. Determine the impact of social media on the dress pattern of female students of University of Calabar and Identify the implications of the dress patterns of female students on their overall wellbeing.

Methodology

This study adopted a descriptive survey research design to examine public perceptions about social media and its influence on the fashion perceptions and dress patterns of female undergraduate students of the University of Calabar because it allows for the systematic collection and description of data as they naturally occur in a large population. The population comprised 19,854 female undergraduates registered for the 2023/2024 academic session, from which a sample size of 400 respondents was determined using Yamane's (1967) formula and increased from 392 to accommodate non-responses. A multi-stage sampling technique was employed, involving cluster sampling to group the university into twenty-one faculties, simple random sampling through balloting to select ten faculties and two departments from each, disproportionate stratified sampling to select an equal number of twenty female students from each of the twenty departments, and accidental sampling in administering the questionnaires to available respondents.

Data were collected using a structured questionnaire titled Social Media Impacts on Fashion Perceptions and Dress Patterns of Female Students Questionnaire, which contained five sections covering demographic information, exposure to social media platforms, impact on fashion preferences, influence on dress patterns, and implications for students' wellbeing. The instrument was validated through face validity by the project supervisor, while its reliability was established through a pilot test conducted among female students of the University of Port Harcourt using the Cronbach Alpha method. Data analysis was quantitative, employing frequencies, percentages, tables, and charts, and was presented sequentially starting with demographic data and followed by the research questions to ensure clarity and accuracy in interpretation.

DATA PRESENTATION AND ANALYSIS

This chapter deals with the analysis of the data obtained from the copies of questionnaire administered to female students of university undergraduate students of University of Calabar. A total of 400 copies of questionnaire were distributed to the female students across ten (10) faculties in University of Calabar, however, 384 copies was found to be completely filled and useful for the study. This represent 96% return rate which is high for the study.

Research Question 1: What are the social media platforms female students of University of Calabar are exposed to?

Table 2: Responses on the social media platforms female students of University of Calabar are exposed to

S/N	Items	SA	A	N	D	SD
1	Facebook	364(100%)	0(0%)	0(0%)	0(0%)	0(0%)
2	Twitter	149(40.9%)	197(54.1%)	18(4.9%)	0(0%)	0(0%)
3	WhatsApp	364(100%)	0(0%)	0(0%)	0(0%)	0(0%)
4	LinkedIn	86(23.6%)	78(21.4%)	75(20.6%)	106(29.1%)	19(5.2%)
5	Telegram	109(29.9%)	84(23.1%)	51(14.0%)	82(22.5%)	38(10.4%)
6	Email	241(66.2%)	75(20.6%)	23(6.3%)	25(6.9%)	0(0%)
7	Instagram	184(51.9%)	167(45.9%)	4(1.1%)	4(1.1%)	0(0%)
8	Myspace	29(8.0%)	70(19.2%)	98(26.9%)	127(34.9%)	40(11.0%)
9	Blog	58(15.9%)	83(22.8%)	58(15.9%)	124(34.1%)	41(11.3%)
10	Skype	52(14.3%)	51(14.0%)	70(19.2%)	147(40.4%)	44(12.1%)
11	LinkedIn	67(18.4%)	79(21.7%)	44(12.1%)	137(37.6%)	37(10.2%)
12	TikTok	120(33%)	206(56.6%)	31(8.5%)	0(0%)	7(1.9%)
13	Snapchat	145(39.8%)	191(52.5%)	17(4.7%)	3(0.8%)	8(2.2%)
14	YouTube	149(40.9%)	197(54.1%)	18(4.9%)	0(0%)	0(0%)
15	Podcast videos	112(30.8%)	210(57.7%)	39(10.7%)	3(0.8%)	0(0%)

Source: Field survey 2024

Table 2 shows the data on the social media platforms female undergraduate students of university of Calabar are exposed to. From the data, all the female undergraduate students 364(100%) are exposed to Facebook and WhatsApp; 149 (40.9%) and 197(54.1%) are exposed to Twitter; 241(66.2%) and 75(20.6%) are exposed to email; 184(51.9%) and 167(45.9%) are exposed to Instagram; 120(33%) and 206(56.6%) are exposed to TikTok; 145(39.8%) and 206(56.6%) are exposed to Snapchat; 149(40.9%) and 197(54.1%) are exposed to YouTube; while 112(30.8%) and 210(57.7%) are exposed to Podcast videos.

Research Question 2: What are the impacts of social media on fashion preference of female students of University of Calabar?

Table 3: Responses on the impacts of social media on fashion preference of female students of University of Calabar

S/N	Items	SA	A	N	D	SD
1	Social media has affected how I perceive different fashion style	134(36.8%)	219(60.2%)	11(3.0%)	0(0%)	0(0%)
2	Social media has affected how I feel when I see someone dress indecently	125(34.3%)	226(62.1%)	10(2.7%)	3(0.8%)	0(0%)
3	Social media has changed how I follow fashion trends	117(32.1%)	218(59.9%)	1(4.9%)	3(0.8%)	8(2.2%)
4	Social media has made me to perceive those who dress indecently as following trends not necessarily wrong	92(25.3%)	212(58.2%)	46(12.6%)	14(3.8%)	0(0%)
5	Social media made me to understand that someone can dress how they prefer to dress	82(22.5%)	208(57.1%)	70(19.2%)	4(1.1%)	0(0%)
6	Social media has stopped me from advising people to dress decently because its just trend	112(30.8%)	210(57.7%)	39(10.7%)	3(0.8%)	0(0%)
7	Not following fashion trends on social media makes me feel left out	120(33%)	206(56.6%)	31(8.5%)	0(0%)	7(1.9%)

Source: Field survey 2024

Table 3 shows the data on the impacts of social media on fashion preference of female students of University of Calabar. From the results, majority of the respondents representing 134(36.8%) and 219(60.2%) agreed that, social media has affected how I perceive different fashion style

Research Question 3: What are the impacts of social media on the dress pattern of female students of University of Calabar?

Table 4: Responses on the impacts of social media on the dress pattern of female students of University of Calabar

S/N	Items	SA	A	N	D	SD
1	The way I dress current was motivated by social media contents	92(25.3%)	143(39.3%)	61(16.8%)	54(14.8%)	14(3.8%)
2	I dress to look like my favorite celebrities on social media	63(17.3%)	161(44.2%)	62(17%)	67(18.4%)	11(3%)
3	social media made me to start wearing short top	127(34.9%)	217(59.6%)	17(4.7%)	3(0.8%)	0(0%)
4	When I see people dress on social media I feel like dressing same way	73(20.1%)	263(72.3%)	25(6.9%)	3(0.8%)	0(0%)
5	I am usually attracted to trending dress pattern on social media	109(29.9%)	205(56.3%)	30(8.2%)	16(4.4%)	4(1.1%)
6	I started wearing short skirt after viewing how beautiful look on social media	109(29.9%)	225(61.8%)	27(7.4%)	3(0.8%)	0(0%)
7	Social media contents made me to start wearing miniskirts	111(30.5%)	216(59.3%)	26(7.1%)	11(3.0%)	0(0%)
8	I decided to start wearing clothing made of transparent materials after frequent viewing it on social media	102(28%)	230(63.2%)	19(5.2%)	13(3.6%)	0(0%)
9	I decided to start wearing tops with low necklines that expose the cleavage or breasts after frequent viewing it on social media	169(46.4%)	163(44.8%)	24(6.6%)	8(2.2%)	0(0%)
10	I decided to start wearing shorts that expose the buttocks after frequent viewing it on social media	132(36.3%)	199(54.7%)	18(4.9%)	11(3%)	4(1.1%)
11	Social media contents made me to start colouring my hair after frequent viewing it on social media	75(20.6%)	241(66.2%)	23(6.3%)	25(6.9%)	0(0%)

Source: Field survey 2024

Table 4 shows the data on the impacts of social media on the dress pattern of female students of University of Calabar. From the data 92(25.3%) and 143(39.3%) agreed that, the way they dress current was motivated by social media contents; 63(17.3%) and 161(44.2%) agreed that, they dress to look like my favorite celebrities on social media; 127(34.9%) and 217(59.6%) agreed that, social media made them to start wearing short top; 73(20.1%) and 263(72.3%) agreed that, when they see people dress on social media I feel like dressing same way; 109(29.9%) and 205(56.3%) agreed that, they started wearing short skirt after viewing how beautiful look on social media; 111(30.5%) and 216(59.3%) agreed that, Social media contents made me to start wearing miniskirts; 169(46.4%) and 163(44.8%) agreed that, they decided to start wearing tops with low necklines that expose the cleavage or breasts after frequent viewing it on social media; 132(36.3%) and 199(54.7%) agreed that, they decided to start wearing shorts that expose the buttocks after frequent viewing it on social media; while 75(20.6%) and 241(66.2%) agreed that, Social media contents made them to start colouring my hair after frequent viewing it on social media.

Research Question 4: What are the implications of the dress patterns of female students on their overall wellbeing?

Table 5: Mean Responses on the implications of the dress patterns of female students on their overall wellbeing

S/N	Items	SA	A	N	D	SD
1	Rape	69(19%)	206(56.6%)	33(9.1%)	52(14.3%)	4(1.1%)
2	Sexual harassment from lecturers	75(20.6%)	241(66.2%)	23(6.3%)	25(6.9%)	0(0%)
3	Contracting HIV through forced sexual intercourse	101(27.7%)	227(62.4%)	32(8.8%)	4(1.1%)	0(0%)
4	Low academic performance	73(20.1%)	229(63.9%)	47(12.9%)	15(4.1%)	0(0%)
5	Prone to hook-up or campus prostitution	107(29.4%)	209(57.4%)	33(9.1%)	11(3%)	4(1.1%)
6	Human trafficking	92(25.3%)	168(46.2%)	75(20.6%)	29(8%)	0(0%)
7	Ritual killing	124(34.1%)	163(44.8%)	55(15.1%)	22(6%)	0(0%)
8	Unwanted pregnancy	181(49.7%)	175(48.1%)	8(2.2%)	0(0%)	0(0%)
9	Divided attentions	160(44%)	189(51.9%)	15(4.1%)	0(0%)	0(0%)
10	Prone to having carry over when asked to go out of exam hall due to their dressing	150(41.2%)	195(53.5%)	15(4.1%)	4(1.1%)	0(0%)

Source: Field survey 2024

Table 5 shows the data on the implications of the dress patterns of female students on their overall wellbeing. From the data, 69(19%) and 206(56.6%) agreed that, rape is an implication;

Discussion of Findings

The findings of the study showed that, majority of the female students of University of Calabar are exposed to Facebook, Twitter, WhatsApp, Telegram, Email, Instagram, TikTok, Snapchat, YouTube, and Podcast videos. This implies that most female undergraduate students are University of Calabar are exposed to lots of social media platforms. This is in accordance with the findings of Błachnio, et al., (2015) who opined that social media sites such as Facebook, Instagram, Snapchat, LinkedIn, YouTube, Instagram, Twitter, and TikTok are the most used social media platforms globally. The findings of the study is also in accordance with that of Ibokette, Thompson &Nwonye (2023) who found out that Nigerian undergraduate students are exposed to lots of social media platforms most

especially Facebook, Twitter, Instagram, Snapchat, YouTube, and Podcast videos. TikTok, and WhatsApp.

The findings of the study showed that, the impacts of social media on fashion preference of female students of University of Calabar are that, social media has affected how female students perceive different fashion style, social media has affected how female students feel when they see someone dress indecently, social media has changed how female students follow fashion trends, social media has made female students to perceive those who dress indecently as following trends not necessarily wrong, social media made female students to understand that someone can dress how they prefer to dress, social media has stopped female students from advising people to dress decently because it's just trend, and Not following fashion trends on social media makes female students feel left out. This implies that social media have impacted on the fashion preference of female students of University of Calabar. The findings of the study is in accordance with that of Ibokette, Thompson &Nwonye (2023)who reported that, there is a significant influence of both Instagram and YouTube on the dress sense of female students in the University of Uyo. Similarly, the findings of the study is in accordance with that of Ukaegbu, Berezi, and Kuro-Berezi (2023)who earlier reported that, social media contents such as music videos, advertisements, films and drama, reality TV shows, fashion shows, beauty pageants, unsolicited messages and cyber-attacks exposes female audiences to indecent dressing

The findings of the study showed that,social media have significant impact on the dress pattern of female students of University of Calabar. Majority of the female undergraduate students agreed that, the way they dress current was motivated by social media contents; they dress to look like my favorite celebrities on social media; social media made them to start wearing short top; when they see people dress on social media they feel like dressing same way; wearing short skirt after viewing how beautiful look on social media; Social media contents made me to start wearing miniskirts; they decided to start wearing tops with low necklines that expose the cleavage or breasts after frequent viewing it on social media; they decided to start wearing shorts that expose the buttocks after frequent viewing it on social media; and Social media contents made them to start colouring my hair after frequent viewing it on social media. The findings of the study also in accordance with that of Omede (2018)there is hardly any higher institution of learning in Nigeria that is not faced with this nauseating problem. Similarly, Omede (2018) reported that students' modes of dressing have some kind of relationship with exposure to social media, which influences the dress sense of females. The findings of the study is in accordance with that of Obilo and Okugo (2018) who observed that public Nigerian Universities are battling with the wave of indecency, notably among students due to social media platform contents. Similarly, the findings of the study is in accordance with that of Ibrahim (2020)who reported that, the female undergraduate students dressing patterns are greatly influenced by imitation of celebrities, western dress styles, peer influence, mass media and fashion in vogue mostly on social media platforms.

The findings of the study showed that the indecent dress patterns current practiced among the female undergraduate students have negative implications on their overall wellbeing in and out of the university environment. Most of these implications are prone to rape, sexual harassment from lecturers, contracting HIV through forced sexual intercourse, low academic performance, prone to hook-up or campus prostitution, human trafficking, ritual killing, unwanted pregnancy divided attentions, and prone to having carry over when asked to go out of exam hall due to their dressing. The findings of the study is in accordance with that of Ibokette, Thompson &Nwonye (2023) whoreported that, revealed that indecent

dressings exposes one to sexual harassments and rape. Similarly, the findings of the study is in accordance with that of Okafor and Emeka (2020) who found out that, indecent dressing could lead to the following; Sexual harassment, ritual killing, tendency to steal, unwanted pregnancy, lying, contraction of HIV/AIDS, poor performance in school work and prostitutions. There is like likelihood that ladies who dress indecently or provocatively could be prone to sexual harassment and or rape.

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