

**ASSESSMENT OF THE IMPACT OF SOCIAL MEDIA ON THE
SPREAD OF TATTOOS AMONG NIGERIAN YOUTHS**

BY

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CERTIFICATION

This is to certify that this research work on has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) Mass Communication Department, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin.

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DEDICATION

This research work is dedicated to Almighty **Allah**, the Giver of knowledge my parents, **Mr and Mrs Aderogba**, my supervisor, **Mr. Issa Idris**. and to those who ignore their selfish interest to work for the success and interest of the less privilege people.

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ABSTRACT

Research is on assessment of impact of social media on the spread of tattoos-among Nigeria youth. Body modification comes in multiple forms: piercings, scarification, and tattoos. All processes are different, both in practice and culture. Cultural body modifications have been around for centuries and have made their way to the modern Western culture within the past 100 years. Body modifications, specifically tattoos, have made an impact on Western society in various ways. Tattoos specifically have been scorned in Western society based on different standards of religion and morals. Facebook and Intagram have significant impact of how Nigeria youths got tattoos to their body. The aim of the study is to know the impact of social media on the spread of tattoos among Nigeria youth. A total number of one hundred (100) respondents were randomly selected and used for the research work. Data were analysed using simple percentage and frequencies table. Research revealed that most of the respondents strongly agreed that tattoos have burst onto modern culture and become more and more popular because they are being worn by most Nigeria celebrities, athletes, and people within the fashion industry. Findings shows that tattoos are now more popular and widely accepted than ever before, and are often seen as a form of self-expression and creativity. Research recommends that social media campaign on tattoos should be increased because tattoos breach the skin, which means that skin infections and other complications are possible, including: allergic reactions and stakeholders, religious leaders and Government should work in collaboration to put end to tattoos among Nigeria youths because of it negative effect in future.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Body modification comes in multiple forms: piercings, scarification, and tattoos. All processes are different, both in practice and culture. Cultural body modifications have been around for centuries and have made their way to the modern Western culture within the past 100 years. Body modifications, specifically tattoos, have made an impact on Western society in various ways. Tattoos specifically have been scorned in Western society based on different standards of religion and morals. The scorning of tattoos in modern Western culture is not uncommon and any person who has a tattoo will be questioned by those who disagree with the idea of body modifications, specifically those who disagree with tattoos. Tattoos, being around for centuries, can be fascinating for people where it is not an everyday aspect of life. Archaeologists have found that tattooing has been found on mummies dating back to 3000 BC on Egyptians (Williams, 2014).

Tattooed mummies have been found across the globe, showing that the idea of tattooing is not secluded to one type of culture in a specific part of the world. A few countries where tattoos have been found are the following: India, China, Japan, Egypt, and Indonesia (Perzanowski, 2013). Not all of these tattoos are permanent; India has two different types of tattooing processes: henna, a non-permanent form of tattooing with its own reason of practice behind it, and a permanent form of tattooing. Though henna is now a common form of tattooing because it is not permanent there are more cultures, in the past and now, will go

with the permanent form of tattooing rather than the non-permanent form. The reasons that people get tattoos vary; in non-modern Western cultures tattoos are important in one's identity. In Egypt tattoos were commonly found on women, usually showing their social status, or on people who were being punished.

Being tattooed as punishment is not uncommon; in Japan men were tattooed, as a punishment, for committing a crime and is now common among people in the Japanese mafia. Other cultures are tattooed for religious purposes, to show survival of war, and to show social status such as slavery. Tattoos, today, are found on many people for various reasons like they were in the past. People will get tattoos because the tattoo means something to them, it is artistically appealing, to decorate their body with something permanent, and many more. With the idea of getting something, such as a tattoo, permanently placed on one's body does not come without its hate in Western society

People with tattoos are judged by others because a person has a tattoo or because of a certain tattoo that they have. Judgement comes in the form of questions, comments, and body language. Judgement does not simply stop at whether or not a person has a tattoo; judgement goes much deeper than that. As a person who has tattoos it is better to understand the types of judgement that comes from those who do not have tattoos. People with tattoos will face judgement from people with tattoos as well; questions generally asked are why someone got a tattoo, what does the tattoo mean, why did someone get the tattoo in a place visible to others, and more.

Judgement does not stop at asking questions; judgement all comes in forms of various passing comments such as how a tattooed person will regret their tattoo

in the future, a tattooed person will not be able to get a job with their tattoos, a tattooed person wasted their money on a tattoo, and, again, more. With judgement of tattoos comes acceptance of tattoos, even acceptance from those who do not have a tattoo. Today tattoos are common among Western society as a decoration on ones' body; it is understood that the tattoo is permanent and removal of the tattoo will be difficult. While people will regret tattoos they received early on in life, adults will be tattooed well into their 50's and not regret getting tattooed. Regardless of regret or not for a tattoo, judgement will not stop from passerby's who simply get a glimpse of a visible tattoo.

Even though some people will regret the tattoo that they got when they were young there is still the problem with tattooed people: others are not willing to accept tattoos. Tattoos in the United States of America started with men in the military, mainly those who were in the Navy. Now people of all ages are getting tattooed; the legal age to get tattooed without parental or guardian consent in the United States of America is 18-year-old. Being tattooed takes money, patience, and an artist.

Acceptance of tattoos involves two main variables: religion and morals. Anyone with tattoos has received criticism from someone who believes that tattoos are not moral and are breaking rules of their religion. In The Bible, Leviticus 19:18 states "Do not cut your bodies for the dead or put tattoo marks on yourselves. I am the Lord." This bible verse is one that causes problems within the Christian community when talking to those with tattoos. People who take The Bible for face value will tell someone with tattoo that what they have is a sin against God. Tattoos are still being scrutinized by people who have strong beliefs against them such as Christian's who believe that tattoos are sins.

1.2 Statement of the Problem

Though tattoos are commonly found within the United States of America and Western society, acceptance of tattoos on people is questionable- in India. Therefore I propose to look into acceptance of tattoos within Nigeria society to see if it has been evolving for better or worse. Various questions must be asked in order to answer the research questions. One point to note on tattoo and they influenced by social media.

Acceptance are views people have on them when the tattoos are on people of a different gender. Gender has a distinct impression on people: stereotypically women are dainty and fragile while men are strong and aggressive. Gender is a common theme among judgement; looking into the different genders of tattooed people will help expand on acceptance of tattoos: is it more accepted of men to get tattoos or women? This distinction will be my starting point for the acceptance of tattoos.

That is worth noting are what the misconceptions and stereotypes of tattoos and how they affect people who have tattoos. There are many misconceptions of the process of getting tattoos as well as stereotypes put on people who have tattoos. These misconceptions and stereotypes are a hinder to tattoo artists and those with tattoos.

That I will explore is if tattoos are more accepted today than they have been in the past. With the changing times people are becoming more liberal and viewing topics differently. Now that tattoos are becoming more common in Nigeria society people are forced to think about tattoos more. With the idea of being forced to think about tattoos more than the past it will be beneficial to look at the

past and compare it to today. I anticipate that I will run into problems with today's judgement on tattoos such as tattoos in the workplace and tattoos within certain age groups will be a helping factor to determine whether or not tattoos are being accepted more than they have been in the past, And social media influenced the tattoo culture in recent year?

1.3 Objectives of the Study

The following objections were postulated for the purpose of this study. Thus;

- i. To find out the rate at which tattoos are being spread among the youth
- ii. To find out the means through which the youths know much about tattoo
- iii. To examining if social media has effects on the spread of tattoos among the youth.

1.4 Research Questions

- i. What is the rate at which tattoos are being spread among the youth?
- ii. What are the means through which youths get to know much about tattoos?
- iii. Do social media have effects on the spread of tattoos among the youth?

1.5 Significance of the Study

Understanding the impact of social media influence the tattoo culture. The research is highly vital and important. This research project is significant to play a vital role in offering adequate information about the various serious impact which are associated with the use of social media in Nigeria. The research also has its key Emphasis upon providing the insights of the role of social media and social

networking sites and their use on the mental health of the Nigeria youth towards tattoo culture.

In their useful for the upcoming researches which will be conducted by several other practitioners and researchers the research project assignment will be highly important and useful for recognizing the importance of social media across India towards tattoo culture. There has also been identified several consequences and risk associated with the use of social media which has been discussed in the research study.

Discussions about various social media platforms social networking sites their advantages and disadvantages has been discussed in the study which will highlight in what manner social media impact the youth of Nigeria towards tattoo.

The research project assignment also plays a vital role in understanding new social media platforms which are continuously increasing their user base and grabbing the interest of the new generation of India by seeing tattooed influencers.

1.6 Scope of the Study

The scope of this are to accelerate the process on how tattooing are commonly found among Nigeria youth with were influenced by social media. It is important to find recent articles rather than articles written more than 10 years ago because the main focus will be on today's acceptance of tattoos. If data being found that was collected past the year 2012 will be futile in the purpose of current tattoo acceptance in Nigeria.

1.7 Definition of key terms

- **Tattoo:** A tattoo is a form of body modification made by inserting tattoo ink, dyes, and/or pigments, either indelible or temporary, into the dermis layer of the skin to form a design.
- **Media:** is defined as "one of the means. or channels of general communication, information, or entertainment in society, as newspapers, radio, or television."
- **Social media:** Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.
- **Youth:** Youth is the time of life when one is young. The word, youth, can also mean the time between childhood and adulthood, but it can also refer to one's peak, in terms of health or the period of life known as being a young adult.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In the course of gathering materials for this review, the researcher made extensive use of libraries, archives, media institutions and other relevant sources of secondary data. This chapter focused on the concept of perception, its measurement, and relationship with image, empirical studies and lastly the theoretical framework.

Literature review or narrative review however, is a type of review article. A literature review is a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and do not report new or original experimental work. Most often associated with academic-oriented literature, such reviews are found in academic journals, and are

not to be confused with book reviews that may also appear in the same publication. Literature reviews are a basis for research in nearly every academic field.

A narrow-scope literature review may be included as part of a peer-reviewed journal article presenting new research, serving to situate the current study within the body of the relevant literature and to provide context for the reader. In such a case, the review usually precedes the methodology and results sections of the work.

Producing a literature review may also be part of graduate and post-graduate student work, including in the preparation of a thesis, dissertation, or a journal article. Literature reviews are also common in a research proposal or prospectus (the document that is approved before a student formally begins a dissertation or thesis).

2.1 Conceptual Framework

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

1. Social media are interactive Web 2.0Internet-based applications.

2. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization. user's
4. Social media facilitate the development of online social networks by connecting a profile with those of other individuals or groups.

2.1.2 History of social media

Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously.

Globally, there are more than 3.8 billion social media users, Social media is an ever-changing and ever-evolving field, with new apps such as TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million.

According to the Pew Research Center, social media users tend to be younger. Nearly 90 percent of people between the ages of 18 and 29 used at least one form of social media. Further, these users tend to be better educated and relatively wealthy, or earning over \$75,000 per year.

The PLATO system launched in 1960, after being developed at the University of Illinois and subsequently commercially marketed by Control Data Corporation. It offered early forms of social media features with 1973-era innovations such as Notes, PLATO's message-forum application; TERM-talk, its instant-messaging feature; Talkomatic, perhaps the first online chat room; News Report, a crowd sourced online newspaper, and blog; and Access Lists, enabling the owner of a note file or other application to limit access to a certain set of users, for example, only friends, classmates, or co-workers,

ARPANET, which first came online in 1967, had by the late-1970s developed a rich cultural exchange of non-government/business ideas and communication, as evidenced by the network etiquette (or 'netiquette') described in a 1982 handbook on computing at MIT's Artificial Intelligence Laboratory. ARPANET evolved into the Internet following the publication of the first Transmission Control Protocol (TCP) specification, RFC 675 (Specification of Internet Transmission Control Program), written by Vint Cerf, YogenDalal and Carl Sunshine in 1974. This became the foundation of Usenet, conceived by Tom Truscott and Jim Ellis in 1979 at the University of North Carolina at Chapel Hill and Duke University, and established in 1980.

A precursor of the electronic bulletin board system (BBS), known as Community Memory, had already appeared by 1973. True electronic BBSs arrived with the Computer Bullètin Board System in Chicago, which first came online on February 16, 1978. Before long, most major cities had more than one BBS running on TRS-80, Apple I, Atari, IBM PC, Commodore 64, Sinclair, and similar personal computers. The IBM PC was introduced in 1981, and subsequent models of both Mac computers and PCs were used throughout the 1980s.

Multiple modems, followed by specialized telecommunication hardware, allowed many users to be online simultaneously. Compuserve, Prodigy and AOL were three of the largest BBS companies and were the first to migrate to the Internet in the 1990s. Between the mid-1980s and the mid-1990s, BBSes numbered in the tens of thousands in North America alone.

Message forums (a specific structure of social media) arose with the BBS phenomenon throughout the 1980s and early 1990s. When the World Wide Web (WWW, or 'the web') was added to the Internet in the mid-1990s, message forums migrated to the web, becoming Internet forums, primarily due to cheaper per-person, access as well as the ability to handle far more people simultaneously than telco modem banks.

Digital imaging and semiconductor image sensor technology facilitated the development and rise of social media. Advances in metal-oxide-semiconductor (MOS) semiconductor device fabrication, reaching smaller micron and then sub-micron levels during the 1980s-1990s, led to the development of the NMOS (n-type MOS) active-pixel sensor (APS) at Olympus in 1985, and then the complementary MOS (CMOS) active-pixel sensor (CMOS sensor) at NASA's Jet Propulsion Laboratory (JPL) in 1993. CMOS sensors enabled the mass proliferation of digital cameras and camera phones, which bolstered the rise of social media.

2.1.3 Use of social media

Social media allows individuals to keep in touch with friends and extended family. Some people will use various social media applications to network and

find career opportunities, connect with people across the globe with like-minded interests, and, share their own thoughts, feelings, and insights online.

Users typically access social media services via web-based technologies on desktop, computers, and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablet computers). When engaging with these services, users can create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals.

2.1.4 Concept of tattoo

A tattoo is a form of body modification made by inserting tattoo ink, dyes, and/or pigments, either indelible or temporary, into the dermis layer of the skin to form a design. Tattoo artists create these designs using several tattooing processes and techniques, including hand-tapped traditional tattoos and modern tattoo machines. The history of tattooing goes back to Neolithic times, practiced across the globe by many cultures, and the symbolism and impact of tattoos varies in different places and cultures. Tattoos may be decorative (with no specific meaning), symbolic (with a specific meaning to the wearer), or pictorial (a depiction of a specific person or item).

Many tattoos serve as rites of passage, marks of status and rank, symbols of religious and spiritual devotion, decorations for bravery, marks of fertility, pledges of love, amulets and talismans, protection, and as punishment, like the marks of outcasts, slaves and convicts. Extensive decorative tattooing has also been part of

the work of performance artists such as tattooed ladies. Although tattoo art has existed since the first known tattooed person, Otzi, lived around the year 3330 BC, the way society perceives tattoos has varied immensely throughout history.

In the 20th century, tattoo art throughout most of the world was associated with a limited selection of specific "rugged" lifestyles, notably sailors and prisoners. Today, people choose to be tattooed for artistic, cosmetic, sentimental/memorial, religious, and spiritual reasons, or to symbolize their belonging to or identification with particular groups, including criminal gangs (see criminal tattoos) or a particular ethnic group or law-abiding subculture. Tattoos may show how a person feels about a relative (commonly a parent or child) or about an unrelated person. Tattoos can also be used for functional purposes, such as identification, permanent makeup, and medical purposes.

2.1.5 Tattoos: overview:- The good, the bad and the bumpy

Research indicates tattoos aren't bad for everyone. In people who heal well, getting a tattoo may prime their germ-fighting immune systems for action and in a good way. The rub: Until someone gets a tattoo, there's no way to know if they will be someone who benefits or instead be harmed. If you hate getting shots, then tattoos aren't for you. When a person gets a tattoo, a needle injects ink into the skin, over and over and over again.

When a tattoo is done right, that ink winds up in the dermis. This layer of skin lies beneath the epidermis, the outer layer that we see. The epidermis is always growing new skin cells and shedding old ones. If tattoo ink were placed

there, it would last only about a month before disappearing. But cells of the dermis don't replace themselves in the same way. That's what makes this thick layer of skin the ideal spot for installing a permanent image. The dermis also is home to nerve endings, so you can feel each needle prick. Ouch! Finally, this part of the skin receives the area's blood supply. So things can get messy as ink is injected into the dermis.

Normally, the body's immune cells would react to being pricked and injected with ink. After all, getting a tattoo means putting foreign particles in the body. The immune system should respond by removing them or at least trying to. But the molecules of tattoo ink are too big for those cells to deal with. That's what makes a tattoo a permanent piece of body art.

2.1.6 Health risk of tattoo on human body

The pain of tattooing can range from uncomfortable to excruciating depending on the location of the tattooing the body. The pain can cause fainting. Because it requires breaking the immunologic barrier formed by the skin, tattooing carries health risks including infection and allergic reactions. Modern tattooists reduce health risks by following universal precautions working with single-use items and sterilizing their equipment after each use. Many jurisdictions require that tattooists have blood-borne pathogen training such as that provided through the Red Cross and OSHA. As of 2009 (in the United States) there have been no reported cases of HIV contracted from tattoos.

In amateur tattooing, such as the practice in prisons, there is an elevated risk of infection. Infections that can theoretically be transmitted by the use of unsterilized tattoo equipment or contaminated ink include surface infections of the

skin, fungal infections, some forms of hepatitis, herpes simplex virus, HIV, staph, tetanus, and tuberculosis. Tattoo inks have been described as "remarkably nonreactive histologically".

However, cases of allergic reactions to tattoo inks, particularly certain colors, have been medically documented. This is sometimes due to the presence of nickel in an ink pigment, which triggers a common metal allergy. Occasionally, when a blood vessel is punctured during the tattooing procedure, a bruise/hematoma may appear. At the same time, a number of tattoo inks may contain hazardous substances, and a proposal has been submitted by the European Chemicals Agency (ECHA) to restrict the intentional use or concentration limit of approximately 4000 substances when contained in tattoo inks.

According to a study by the European Union Observatory for Nanomaterials (EUON), a number of modern-day tattoo inks contain nanomaterials. These engender significant nanotoxicological concerns. Certain colours red or similar colours such as purple, pink, and orange tend to cause more problems and damage compared to other colours. Red ink has even caused skin and flesh damages so severe that the amputation of a leg or an arm has been necessary. If part of a tattoo (especially if red) begins to cause even minor troubles, like becoming itchy or worse, lumpy, then Danish experts strongly suggest to remove the red parts

In 2017, researchers from the European Synchrotron Radiation Facility in France say the chemicals in tattoo ink can travel in the bloodstream and accumulate in the lymph nodes, obstructing their ability to fight infections. However, the authors noted in their paper that most tattooed individuals including

the donors analyzed do not suffer from chronic inflammation. Tattoo artists frequently recommend sun protection of skin to prevent tattoos from fading and to preserve skin integrity to make future tattooing easier

2.1.7 Inky issues

Organic chemicals contain carbon. Inorganic ones don't. The inks used for tattoos can be either inorganic or organic, notes Tina Alster. She's a dermatologist, or skin specialist, at Georgetown University Medical Center in Washington, D.C. She also directs the Washington Institute of Dermatologic Laser Surgery. Inorganic inks are made of minerals, salts or the metal oxides found in nature. (Metal oxides are molecules that contain metal atoms and oxygen atoms.) Inorganic inks can be black, red, yellow, white or blue. Organic colors contain lots of carbon and hydrogen atoms. The ones used in tattoo ink are synthetic, meaning manufactured, Organic inks come in a much wider array of colors than do the inorganic ones.

Tattoo inks are made to be injected into the skin. But the pigments that give these inks their color were made for printer inks or car paints not people, Alster explains. The Food and Drug Administration, or FDA, makes rules about what kinds of colors can be added to food, cosmetics and drugs. Although FDA could regulate tattoo inks, it hasn't done so yet. So no ink is Currently approved for use in human skin, Alster notes.

That may change, however. FDA currently is studying the health effects of tattoo inks. The reason? More and more people have been reporting harmful reactions to them. Some tattoos make a person's skin tender and itchy. This usually is due to an allergic reaction to some ingredient in colored inks, such as chromium

or cobalt, Alster says. Red and yellow inks are most likely to cause such reactions, she says. But green and blue can cause reactions, too.

In some people, the skin around a tattoo may get bumpy or scaly. "This is also due to inflammation and irritation [in response] to the tattoo inks," Alster says. Inflammation is the pain, swelling and redness that can accompany an injury. It "may even indicate infection," she points out. And these reactions aren't the only problems that can arise from a tattoo. Those created with metal inks can interfere with an MRI scan. Short for magnetic resonance imaging, doctors use these scans to look inside the body. The strong magnet in the MRI machine can heat the metal in the tattoo ink. Although it's not usually a problem, such heating can sometimes cause burns. Tattoos also can distort the image created by the machine. That's not to say people with tattoos should avoid MRIs if their doctors say they need them. But they do need to tell their doctors about any tattoos.

2.1.8 Priming the immune system

Those are some of the risks that inking the body can cause. More recently, research also has uncovered some good news. Most people don't experience any problems from a tattoo. And in them, getting inked body art may confer health benefits. The inking process may actually turn on the immune system, helping to keep such individuals healthy.

That's the finding of a study by Christopher Lynn and his team at the University of Alabama in Tuscaloosa. Lynn is an anthropologist, someone who studies the social habits of people. He was interested in the idea that tattoos might signal someone's good health to others. It's true that most people heal smoothly. Still, getting a tattoo is stressful, he notes. And it can be dangerous: People can get

infections from unclean equipment. They can suffer allergic reactions. And in cultures that use traditional tools to create large tattoos, the pain and stress has occasionally even led to death. "Historically and cross-culturally," Lynn says, "peoples have referred to tattooing as toughening the body up or 'hardening' it."

People living in areas where infectious disease is a big threat are most likely to have ritual tattooing, Lynn notes. These cultures view tattoos as almost an advertisement of good health, he adds. To find out whether tattoos really do signal good health, he and his team looked at stress and immune responses in people who got tattoos. The researchers recruited 29 people who were planning to get a tattoo. Before the inking started, each person put a swab under his or her tongue for up to two minutes. The saliva-soaked swab then went into a collection tube. It would be analyzed later. Each person repeated that saliva collection after getting the tattoo.

Lynn's group then analyzed the saliva samples for cortisol. It's a hormone. The body makes more of it when someone becomes stressed. No surprise: Everyone had an increase in cortisol after a tattoo. Getting this body art is, after all, stressful. But cortisol went up less in people "with lots of tat experience," Lynn found. The researchers also looked for levels of an immune protein called IgA. It's short for immunoglobulin A (Ih-MU-no-glob-yu-lin A). IgA is an important defender against germs, Lynn notes, such as the virus that causes the common cold.

The IgA protein is found in the digestive tract and the body's upper airways. Its job is to glom onto germs and other materials the body wants to get rid of. IgA's presence flags such invaders so that the body's immune cells know to track them down. When people are stressed, cortisol lowers their immunity, Lynn

explains. He suspected the stress of getting a tattoo might show up in IgA levels. And that's precisely what he and his team found: IgA levels fell after getting a tattoo. This was especially true in people who were getting their first tattoo.

People who already had tattoos experienced less of a drop in their IgA levels. Levels of the protein also returned to normal faster. Those with many tattoos showed the smallest change.

"The body actually adjusts to getting tattoos for people who have a lot [of them]," Lynn explains. In these people, IgA dips only slightly during the process of tattooing. That means their bodies can start to heal more quickly, he explains. His team call this quick recovery a "priming" of the immune system. In other words, Lynn explains, a tattoo gets the immune system ready to face other challenges.

"Usually, with the stress response, there's a lull while the immune system kicks in," he says. "We think tattooing turns on the immune system in a way that has it ready to go without the lull." Does that priming carry over to other areas of health such as helping people fight infections? Lynn doesn't yet know. "I think it would go beyond the tattoo experience," he says.

The stress response is very general, he notes. "So it basically [tells] the system to be vigilant. "Some heavily tattooed people claim to be resistant to colds and to heal quickly from minor injuries. Such reports are anecdotal, or individual stories not yet shown to be typical or reliable. But such claims have prompted Lynn to start a new scientific study. It will seek to check out whether such benefits extend beyond the tattoo shop.

2.1.9 Not-so-permanent art

It used to be that people who got tattoos had them for life. Removing them was possible but required painful methods, such as rubbing off the outer layers of skin with salt or a wire brush. Now, dermatologists have turned to lasers for tattoo removal. The process actually has become common in the past 30 years.

To remove tattoos, doctors direct very short bursts of laser energy at an inked image. Each burst lasts only a nanosecond (one billionth of a second). Such short bursts of light are much higher in energy than a laser that beams its light continuously. That high energy can damage nearby cells. Yet doctors need such high energy bursts to break apart particles of tattoo ink. Keeping each zap of laser light extremely short seems to break up the tattoo ink while doing minimal damage to the skin. "We use a laser with two different wavelengths for light]" says Heather Swenson. She is the co-owner of Revitalift Aesthetic Center in Lincoln, Neb. Different wavelengths work better at destroying different colors of ink, she explains.

Short-wavelength light works best at breaking up red, orange and brown pigments. Longer wavelengths can be used for greens, blues and purples. Any wavelength of light will break up black pigment. That's because black absorbs all colors of light. "The tiny particles [of ink] are taken away by the lymphatic system," Swenson says. It's a network of vessels that helps the body rid itself of unwanted materials.

Removing a tattoo takes time. Four to eight treatments is typical, she says. A person might need even more to remove large tattoos or those with many colors. Sessions are usually one or two months apart. That gives the skin time to heal

between sessions. They're not cheap, either. Each session may cost at least \$150, Swenson notes. But they are effective. About 95 percent of a tattoo can be removed, she says. "Most people say they can't even see them when we are done."

2.2 THEORETICAL FRAMEWORK

2.2.1 Social learning Theory

In the 1940s, B. F. Skinner delivered a series of lectures on verbal behavior, putting forth more empirical approach to the subject than existed in psychology at the time. In them, he proposed the use of stimulus-response theories to describe language use and development, and that all verbal behavior was underpinned by operant conditioning. He did however mention that some forms of speech derived from words and sounds that had previously been heard (echoic response), and that reinforcement from parents allowed these 'echoic responses' to be pared down to that of understandable speech. While he denied that there was any "instinct or faculty of imitation", Skinner's behaviorist theories formed a basis for redevelopment into Social Learning Theory.

Social learning is a theory of learning process social behavior which proposes that new behaviors can be acquired by observing and imitating others. It states that learning is a cognitive process that takes place in a social context and can occur purely through observation or direct instruction, even in the absence of motor reproduction or direct reinforcement. In addition to the observation of behavior, learning also occurs through the observation of rewards and punishments, a process known as vicarious reinforcement. When a particular behavior is rewarded regularly, it will most likely persist; conversely, if a particular behavior is constantly punished, it will most likely desist. The theory

expands on traditional behavioral theories, in which behavior is governed solely by reinforcements, by placing emphasis on the important roles of various internal processes in the learning individual.

2.3 Review of related studies

Borderlines: Skin, tattoos and consumer culture theory by Maurice Patterson (2010). In addressing skin this paper seeks to illuminate current research within Consumer culture theory. Framing our discussion within a consideration of tattoo culture, we explore the double-sidedness of skin, its ambiguity and ambivalence. In this way, we examine the relationship between identity and consumption and throw into question many of the received ideas concerning embodied identity within consumer research. Utilizing three skin metaphors (skin as container, projection surface, and cover to be modified)} we generate a series of insights into intercorporeality, embodiment, and body projects.

A Feminist Autobiographical Account of TattoosByMeredith Nash (2018). In this article I use a feminist autobiographical approach to present my tattoo narrative' as a gendered, embodied account in which I map out key moments in my life over two decades through the images inscribed on my skin. Specifically, I examine how my bodily modifications have magnified the social responses to my body as a woman. For example, as a teenager, I acquired a 'naval piercing and trendy feminine', discretely located tattoos to satisfy a heterosexual male gaze. In contrast, as a woman in my late thirties, my tattoos satisfy a different purpose. They are larger, bolder, and more masculine' in line with the evolution of my feminist politics.

Tattooing, gender, and the casual leisure of tattoo television by Beverly Yuen Thompson (2018). Tattooing has historically been linked with masculine subcultures. This association marginalizes the increasing role of women in the tattoo industry, including representation. LA Ink is the only show out of over one-dozen that has a predominantly female cast. How does this representation impact women working in the tattoo industry the object of the representation? Interviews were conducted with seventy women participants who are either tattoo collectors, tattoo artists, or both, and asked about their thoughts on the representation of women on tattoo television shows and the impact on the industry. Interviewees also provide insight on their experiences of being a heavily tattooed woman or artist in the industry.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter discusses the research methodology, which is the manner in which this research will be conducted. A research methodology is essential to project writing as it serves as the blue print on which the conduct and outcome of the research effort would be judged. The study adopted survey method which

includes the use of Questionnaire to sample opinion of students of Kwara state Polytechnic on assessment of impact of social media on the spread of tattoos among Nigeria youth using. The questionnaires will presented in a structured and unstructured format which enables the researchers to sample the view of student and why they adopt social media for effective communication.

3.1 RESEARCH DESIGN

The research design adopted for this study is the survey research method. As the name implies, survey is a research method, which focus on a representative, sample method therefore goes into the field and in the data, selects sample out of the entire population (Nwodu. 2006).The reason for choosing this method is because survey method aims not only at collections of data but also the discovering of meaning in the data collected so that the fact can be better interpreted, explain and understood.

3.2 POPULATION OF THE STUDY

Population of study for any research work has been variously defined by different scholars and their definitions pointed toward the same direction. Avwokeni (2015: 92) refers to Populations of a research study as the set of all participants that qualify for a Dwolabi (2009:72) defined research population as the total set of study. Akinade and Dw observations from which a sample is drawn.

In another wise, Wimmer& Dominick (2006) posited that population of a research Study list of collection of subjects, objects, variables or concept in a defined environment which could be a group or class of variables, concept Or

phenomenal in a given study. The target Population of the study will be student of Kwara State Polytechnic and only 200 respondents will be sample out of them.

3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE

Sample size is simply a fragment of research population through which data will be collected. According to Issa (2012) it is referred to as the study of population from which necessary data for its conduct would be obtained. Sample size is the elements making up the sample that are actually studied and generalizations or inferences about the population are made. This generalization of result based on the sample to the population is the major purpose of sampling and also a major concern in any scientific investigation.

Using non-probability random sampling in which samples based on the subjective judgment of the researcher rather than random selection. It is a sampling method in which not all members of the population have an equal chance of participating in the study and they were selected through systemic random sampling method.

It can be reemphasized that, to study the entire population may be cumbersome, time consuming and of course very costly, hence a sample takes a fair portion as representative of the entire population. In sequel, findings and recommendations of this research study as regard the research topic understudy shall be pragmatically generalized beyond the sampled size. In this wise, the sample size of this study is limited to two hundred (100) youths (respondents) in Kwara a State Polytechnic, Ilorin.

3.7 METHOD OF DATA ANALYSIS

The data obtained from the distributed questionnaires will be retrieved and analyzed using a Simple percentage table and cross tabulation will be follow in the course of this research and conclusion of the findings will follow and also proffer necessary recommendations on field of Study. This is one of the most adopted means of data analysis employed by many researchers.

CHAPTER FOUR

4.0 DATA ANALYSIS AND RESULT PRESENTATION

4.1 INTRODUCTION

The chapter entails the analysis of data and presentation of result obtained through the appreciation of the procedure described in chapter three of this project report. The research questions posed at the beginning of the study were explored by administering the questionnaire to the 100 respondents. The nature of the questions was such that eliminate ambiguous responses from the respondents.

4.2 ANALYSIS OF DATA

The result presented and discussed below is based on the analysis of the one hundred copies of questionnaire completed and returned by the respondents. The number of the study questionnaire also helped in quick analysis of the data collected. The analysis was done by treating each question, based on the research question. Table by table responses were coded as 1 for the response and on like that. The high rate of return (100%) prevent was done to respondents research which was spot administration.

4.3 SECTION A: QUESTIONS TO RESPONDENTS

This section entails the respondent's profile

TABLE 1: SEX OF THE RESPONDENTS

Gender	Respondents	Percentages
Male	49	49%
Female	51	51%
Total	100	100%

Source: responses from the administered questionnaire 2025

The table shows the rate of the genders of the respondent. The above table shows that 49 respondents representing 49% were male while 51 respondents representing 51% of the respondents were female. Although this was a random sampling of the youth of Nigeria that use social media. But it helps to examine some issues and the differences between the attitude of one gender and the other.

TABLE 2: AGE OF THE RESPONDENT

Age range (years	Respondents	Percentages
18-24	77	77%

25-30	23	23%
Total	100	100%

Source: responses from the administered questionnaire 2025

This table shows the age range of the respondent that administered the questionnaire. It shows that 30 respondents that represents 18% are within the age range of 18-24years while 114 respondent representing 57% are within the age range of 25-30 years, also 56 respondent representing 28% are with the age range of 31-35years. Respectively from the result obtained the respondent within the age range of 25-30 years were of the highest number of the ages. Also it shows that this age range respondent are users of social media.

Table 3

RESEARCHER FILED WORK 2025 ITEM 3

Marital status	Respondents	Percentages
Married	13	13%
Single	87	87%
Divorce	-	
Widow	-	
Total	100	100%

Source: responses from the administered questionnaire 2025

The table shows the marital status of the respond. The percentage of married, single, divorced and widows were presented on the table above. The highest numbers of social media users are single and married population were the next while divorce and widow has no percentage of occupancy with the use of social media. This above information notifies majority of internet users has single

while the rest are married according to the responses of the respondents 13 representing 13%, 87% respondent representing 87% of the respondent are married and single respectively.

TABLE 4
QUALIFICATION

Educational Qualification	Respondents	Percentages
O'level	8	8%
National Diploma(ND)	77	77%
HND	10	10%
B'SC holder	5	5%
Total	100	100%

Source: response from the administered questionnaire 2025

The above table shows the education qualification of the respondent. Majority of the questionnaire were administered by the student of Kwara State Polytechnic. Only 5% which represent 5 respondents were B'sc holder, 10% which represent 10 respondent were HND holders, 77% which represent 77 respondent were the highest number of the respondents and these are the ND student. social media seems to be used by people who are literate irrespective of their qualification in various level of discipline.

TABLE 5
OCCUPATION

Occupation	Respondents	percentages
Employed	9	9%
Unemployed	10	10%

Self employed	10	10%
Student	71	71%
Total	100	100%

Source: responses from the administered questionnaire 2025

Due to the environment in which the questionnaire was distributed (that is Kwara polytechnic) the occupation respondents was majorly the student. 71% which is representing 71 respondents are the student, while 10% which represent 10 respondents were self employed, 10% which represent 10% respondents were unemployed and 9% representing 9 respondents were employed social media has became mainstream when 10% of unemployed people uses the internet.

Item 1 table 1, researchers field work 2025

SECTION B:

QUESTION 7

TO RESPONDENTS

Options	Respondents	percentages
Less than a year	4	4%
Between 1and2 years	23	23%
3 years and above	73	73%
Total	100	100%

Numbers of years of familiarity with social media?

Source: responses from the administered questionnaire

According to the above analysis, table 1 shows that 4 respondent representing 4% of the respondents have been familiar with social m media in less than a year, 23% representing 23 respondents have been familiar with social media for 1 to 2 years and 73% representing 73 respondent which is the highest number

of respondent have been familiar with social media for about 3 years and above. This analysis clearly shows that majority of the respondent’s time frequency is of more than 3 years and above.

TABLE 2,
QUESTION 2,
THE SOCIAL MEDIA BY NIGERIA YOUTH?

Options	Respondents	percentages
Enhancement of interpersonal skill	16	16%
Enhancement of interpersonal trait	38	38%
Update of event	32	32%
Total	100	100%

Source: responses from the administered questionnaires 2025

This table above shows the nature of function ascribed in social media by Nigerian youth attached with various rate of it benefit. 16% representing 16 respondent out of 100 respondents choose the enhancement of interpersonal skill, 38% representing 38 respondent choose interpersonal trait while 32% which represent 32 respondents chose updated of national event. Attached with the item 14 which the respondent strongly agree on each option chosen

TABLE 3
QUESTION 3 THE INFLUENCE OF SOCIAL MEDIA ON THE
LIFESTYLE OF NIGERIA YOUTH

Option	Respondents	Percentages
Strongly agreed	43	43%
Agreed	35	35%
Neutral	14	14%
Disagreed	7	7%
Strongly disagreed	1	1%
Total	100	100%

Source: response from the administered questionnaires 2025

The table shows the view of the respondent towards the influence of social media on the life style of the Nigeria youth. 43% representing 43% respondents choose positive, 43% of the respondent represent 18 respondent choose negatives while 9% representing 18 respondents also choose neutral. This question was perfectly answered by the respondents. According to the responses to the question majority of the social media modifies the habit of the Nigerian youth through their usage. Obviously, social media deposited it positive impact, but it addict generate limited negativity. The issue of negative impact is caused by its abusive usage. Mostly the youth are addicted to social activities on internet other than the benefit of it relevant update.

TABLE 4:

QUESTION 4 SOCIAL MEDIA HAS SUBSTITUTES FOR TRADITIONAL MASS MEDIA

Option	Respondents	Percentages
Strongly agree	64	64%
Agree	25	25%

Neutral	4	4%
Disagreed	4	4%
Strongly disagreed	3	3%
Total	100	100%

Source: response from the administered questionnaires 2025

Table 4 above shows that 74% which represents 148 respondents strongly agreed while 26% which represent 52 respondents disagreed.

This Responses show that many users tend to use social media over other communication tools from time. According to the percentage of the Responses the print and broadcast media are regarded as traditional mass media, and this has made the youth rely much on social media to maintain their social update and alertness.

TABLE 5,
QUESTION 5 MODE OF ATTRACTION OF SOCIAL MEDIA TO
SOCIAL ACTIVITIES TO THE YOUTH OF NIGERIA.

Options	Respondents	percentages
creating application	17	17%
Playing games	2	2%
Downloading and social application	21	21%

Chatting	60	60%
Total	100	100%

Source: response from the administered questionnaire 2025

In the above table 104 of the respondent representing 52% were attracted to social activities through the downloaded application updated by the social media. Also 84 respondents represent 42% were attract to social activities and issues through the programmed socialize activities by the social media while 6% which represents 12 respondents were attract to social activities through the utility of academic sites. The highest mode of attraction of social media to social issues is the download applications which limit the stress of Nigerian youth to get social discuss.

TABLE 6,

QUESTION 6 HOW WOULD YOU RATE THE OBJECTIVITY?

Option	Respondents	percentages
Strongly agreed	47	47%
Agreed	39	39%
Neutral	6	6%
Disagreed	4	4%
Strongly disagreed	4	4%
Total	100	100%

Source: response from the administered questionnaire2025

The table above shows that majority of the respondents admits the supportive policy of the government to avert the misuse of social media. 156 respondent representing 78% agree on government interference, while 44

respondent representing 22% choose neutral. This analysis shows that highest number of the respondent prefer government regulation on the misuse of social media among youths.

TABLE 7,
QUESTION 7 NATURE OF COMMUNICATION EXCHANGE AMONG
SOCIAL MEDIA

Option	Respondents	Percentages
Creating application	17	17%
Playing games downloading	2	2%
Social application	21	21%
Chatting	60	60%
Total	100	100%

Source: response from the administered questionnaires 2025

The table above shows that 140 respondents representing 70% of the respondent considered chatting as the nature of communication exchange among social media users, while 60 respondents representing 30% of the respondent considered social activities contribution as the nature of communication exchange among social media users. This show that the highest percent of respondent and social media users choose chatting has their nature of communication exchange.

4.4 SUMMARY OF FINDINGS

The following are the major finding of the study.

The purpose of the study as stated in the initial chapter is to understand the influence of assessment of the impact of social media on the spread of tattoos

among Nigerian youth. The study discovered that virtually social media has an impact in the life of Nigerian youths.

However, the study observed that social media play an important role in the opinion and behaviors of the youth of Nigerian. Also, through the observation, the user of social media finds out that the various activities were weighted to find out the activities that are most prominent and it needs of socialization. The possible influence opposed to what was obtained from the research hypothesis prior to the finding via questionnaire that were distributed and administered toward the social media and the traditional mass media. The study carries out a primary research on the users of social media between the age of 18 and 35 to understand their activities on their sites and how they might derive some form of benefit from the use of the social media sites.

CHAPTER FIVE

5.0 SUMMARY, RECOMMENDATIONS AND CONCLUSION

5.1 SUMMARY

This study was aimed at assessment of the impact of social media on the spread of tattoos among Nigerian youth.. It is presented in five chapters which

chapter one deals with the introduction background. This introduction background gives detail presentation of social media as sources of communication and connection across the world, the development of communication technology that lead to it advent and the purpose of the traditional mass media before it advent. The chapter further looks at the media (both social media) and their components in their respective mode. Such as the means of conveying information through the media and the audience in their various categories.

Although. Both media serves communication purpose but differ in their mode presenting their activities. According to “John Dewey” the role of media is for education he opines while “James Ages and Walter” also highlighted the function of media as a source of trapping information around the world. also as means of entertainment. Many youth has neglected the use the social media due to the technological benefit derived from the social media and it interactive trait. It is this chapter that the entire counter claims whether social media influences the use of other media and it highly and scalable publishing techniques.

However, the scope and limitation of this study also briefly stated as well as various key train used in the course of this research work were also examined. Chapter two of this research works ion the other hand is an in-depth review of literature relevant to the study. Specifically, it treats various theories of media at whole and the relationship that exist between the social media and the traditional mass media. It gives detail on the characteristics of social media attached with various theories such as the uses of gratification theory and all other relating to social media and it component.

More so, chapter two further ferret into various theoretical assumptions of social media effects, relationship and various theories such as the users and gratification theory, social media theory, Marshall McLuhan theory of globalization, and also his concept of acoustic space so as to notice the relevance of distinction between the social media and the traditional mass media. These researches have been fruitful in understanding consumer's behaviors based on motivations evidence from various researches.

In addition to the component of literature review, various form of social media benefit that enhances the interest of the youth to the social media was also discussed.

Chapter three of this research work explained the research methodology and procedure which includes, design of the study, study population, sample size and sampling techniques, instrument for data collection and ministration of instrument validity and reliability of instrument as well as data analysis techniques. Attached with the questionnaire that precedes the next chapter.

The four chapter analyzes the data collected from 100 respondents from the sample size of the study. In other to guide the study, questions were posed and the analyzed data were use to answer the research questions.

The fifth chapter conclude based on the outcome of result of the data analyzed at the fourth chapter which shows that the researcher hypothesis/questions are valid to the research topic that is social media actually influence the use of traditional mass media among youth of Nigerian.

Many users of social media has deprive mass media of their social right form the youth. Technologies are used to enable social relationship and serves as interactive means that tends to widen the circle of relationship. This has been suggested to limit the socialization benefits of social media.

Recommendations were also made regarding the maximum benefits from this of media; for social media numerous sources of information sites are available. But youths of Nigerian should use these media to promote their talent and generate resourceful benefit other than more socialized activities.

5.2 RECOMMENDATIONS

This study has been able to expose various insights into uses of social media by Nigerian youth and also, other issues that many arise. Therefore, the following recommendation has been made for obtaining maximum benefits form this of media; for social media users. This is a need for face book and all other networking sites users to ensure they understand why they are joining the social media site in the first place so that they would not be overcome by any negative impacts but rather they can use these sites for maximum benefit young Nigerian users.

Nigerian youth's needs to also make efficient use of such media sites for other benefits such as educations or business and also to create applications that they can participate as full producers rather than consumer who only create contents form a limited point of view. They should also make good use of converged media so that they are not limited to one of few sources of information when there are numerous sources.

Young Nigerian should also ensure they maintain their existing relationship while creating value even though these form of social media are available. They should also use these media to promote their talent, internet and causes since they are available at little or no cost. Another future tool social networking website could use would be a licensing agreement with certain parities to prevent copy right infringement form happening on the internet. It is important to bridge the digital divide between the young and old to allow the best use of these media.

Parents and guidance needs to understand the use of these form of media and, if possible, attempt to use them, and try to be involved. This is because the use of social media by youth is worrisome to some parents who are not sure of the reasons the youth use these media. Various ways of achieving this can be through the of social in delivery news, education, in small business management and other. To other researcher:

1. Researcher should conduct surveys that will trigger the student to talk about such personal issue like social identify.
2. Other researcher can explore the role of social media as a measure of the role it plays in politics.
3. Also, they can conduct studies which will compare the way social media is used in various part of the country.

However, researchers can also study the impact of social media in marketing and advertising in a developing country like Nigeria.

5.3 CONCLUSION

This study has been able to confirm that most Nigerian youths are social media for socialization purpose other than consistency with the mass media. This study is based on the uses and gratifications theory which says that media consumers use media. For various purposes based in their goals and needs. Student use social networking to suffice their social needs in life interactions. They are motivated and goals oriented to preserve their self-confidence. They use it to get in touch with some of the friends and relations, to discover and established new relationship and at the same time to achieve their social belongingness.

Mass media which is the print and broadcast media cannot satisfy the actual needs of the youths in term of their major interest to social activities, other than conveying recent occupation of events. Therefore, this study concludes that there is an existing services and the youth who use it than the media. The habitats and attitudes formed according to their aspiration were evidence that they have gratification from using the social networking sites. Its serve as their prostheses. It enhances their and interpersonal skills through frequent communication and expression; its preserves the pre-existing cultural ideologies on society.

Obviously, they intend to interact with different people and shows characters, social belongingness has one of the motives and achievements of the students as they use those social networking sites. This I also corroborated by the low number of people who expressed privacy concerns or any form negative influence of impacts.

However, it is evident that the ability to use this site as they choose, gives them the active power to decide what to do with the sites. The other dimensions to this are the issues or reliance on social media for communication and how this

might increase in the near future. Another issue, that course form this is the lower number of youths who use academic social media. It would appear that the goals and needs of young users are based mainly on socialization.

Social media has been predicted as a strong force in shaping public opinions especially is issues of polities, social causes and sociality. Social media has also been and expression of the complexities between the media and society. This stems from the fact that much of social media is user generated content. Although there have been a great amount of reception of the social media, a lot of if is met with suspicion especially regarding issues of privately and security.

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