

**APPRAISING THE IMPACT OF SOCIAL MEDIA  
ON THE SPREAD OF PROSTITUTION AMONG  
POLYTECHNIC LADIES**

**(A CASE STUDY OF KWARA STATE POLYTECHNIC STUDENTS)**

**BY**

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## **CERTIFICATION**

This project work has been examined and approved as meeting the requirements of Department of Mass communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin, Kwara State. In Partial Fulfillment of the Requirement for the Award of Higher National Diploma (HND) in Mass communication.

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## **DEDICATION**

This research project is dedicated to Almighty Allah the giver of knowledge, who has given me the wisdom, understanding and opportunity to complete this work. Moreso is dedicated to my parents Mr. Moshood Okanlawon and Mrs. Rashidat Moshood may ALLAH continue to be with them all.

## ACKNOWLEDGEMENTS

All thanks to Almighty Allah for giving me the opportunity to fulfill my desires and privilege in all and complete my programme without any interesting problem and courage to accomplish this great tasks. I sincerely appreciate this effort of my loving father **Mr. Moshood Okanlawon** for his fatherly care who took his responsibility both morally and financially and my mother **Mrs. Rashidat Moshood** without her there would be an empty space she showed me the way to serve to accomplish to preserve and given me all what I want I entails do in this life I pray may Almighty Allah will let you reap what you sow and eat the fruit of your labour (amen).

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## **ABSTRACT**

*This study investigates the intricate relationship between social media usage and the prevalence of prostitution among female students in polytechnic institutions. With the advent of social media platforms there has been a notable shift in communication patterns and social interactions among youths. This research seeks to explore how these platforms have facilitated the dissemination and attitudes towards prostitution among polytechnic ladies. Utilizing a mixed -methods approach, the study delves into the experience's perceptions and behavior of polytechnic female students regarding social media and it's impact on their attitudes towards prostitution. Quantitative surveys provide statistical insights into the extent of social media usage and its correlation with attitudes towards prostitution while qualitative interviews offer nuanced understanding of the underlying socio-cultural factors at play. The findings suggest a significant correlation between social media and the normalization of prostitution among polytechnic female students. Through exposure to explicit content, peer influence, and online interactions, social media platforms often serve as conducts for the dissemination of attitudes that desensitize individuals to the stigma associated with prostitution. Moreover, the study reveals the role of social media in facilitating the recruitment and coordination of individuals into the sex trade highlighting it's contribution to the expansion of this phenomenon among polytechnic students. However, the research also identifies potential mitigating factors such as educational interventions, parental guidance, and institutional support systems, which could help counteract the negative influences of social media on attitudes towards prostitution. By understanding the complex interplay between social media socio-cultural Normand individuals' behaviors, this study provides valuable insights for policymakers, educators and stakeholders to develop targeted interventions aimed at addressing the spread of prostitution among polytechnic female students in the digital age.*

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

In the era of globalization, the landscape of recreation and communication has undergone profound transformation, primarily driven by the ubiquitous presence of social media (Permata, 2021) platforms such as Facebook, Instagram, twitter, and TikTok have become integral channels for various forms of communication both interpersonal and public in Nigeria. These social networking sites, propelled by Information and Communication Technology (ICT), offer interactive communication channels that connect individual globally, facilitating the exchange of ideas, experiences and information (Terwilliger, 2021) the advent of the internet and telecommunication gadgets has further expanded the reach of social networking sites, conferring unprecedented popularity upon them within are markedly short period (Awake, 2011) these platforms, including face book, twitter, 2go, my space and skype have woven themselves into the fabric of daily activities for millions of users.

Despite their widespread use, the impact of social media is multi-faceted, exhibiting both positive and negative dimensions the significantly influence community dynamics, on one hand social media streamlines community operations fostering ease and efficiency on the other hand social media negative impacts in manifest in the potential erosion of public morals, often attributed to the infiltration of foreign cultures facilitate or by online media explicit content proliferation, including pornography contributes to instances of sexual harassment while challenges like online gambling cybercrime and the emergent trend on online prostitution businesses pose societal concerns ( Hartanto, 2015; Puspitosari, 2010)



the phenomenon of prostitution a practice deeply embedded in human society is conceptually characterized by the exchange of sexual services for rewards often in the form of wages this societal ailment challenging to eliminate predates the modern era and continues to persist impacting individuals particularly adolescents, unconsciously influenced by the negative aspects of globalization (Ufuophu-Biri & Iwu, 2014).

The advent of mobile phone and internet accessibility has further intensified the challenges associated with technology misuse, especially among students smart phones and internet access contribute to the proliferation of explicit content, encompassing the sharing of photos or videos with deleterious effects on individuals and society at large as technology advances the unintended consequences of this progress are reflected in the potential exploitation of mobile phones for activities they may have for reaching consequences prostitution extends beyond moral considerations carrying significant public health implications engaging in prostitution heightens the risk of contracting sexually transmitted diseases, including HIV/AIDS, with consequences extending beyond the individuals involved to impact future generations and public health.

The global trend of students turning to prostitution, as observed in the United Kingdom has resonance in Nigeria, with indications of increasing incidence among female students in higher institutions including those in delta state (Stokes, 2012; Dixon, 2012; Mccaskey, 2012; Abati 2009; Oladunjoye 2000; Gbagbp & Gbagbo 2020). The role of social media in promoting students is a notable concern, enthusing the global trend. This study seeks to delve into the nuanced relationship between social media in usage and the prevalence of prostitution among polytechnic ladies in Ilorin, Kwara state Nigerian, with a focus on understanding the underlying factors, consequences, and potential mitigating strategi

## **1.2 STATEMENT OF THE PROBLEM**

This study addresses a pressing concern within the contemporary context of higher education the integration of social media into the daily lives of student has become ubiquitous, failing questions about its potential influence on the prevalence of prostitution among female students in polytechnic student the problem statement encompasses, various dimensions including the increasing trend of students engaging in prostitution as evidenced by studies conducted in the united kingdom and Nigerian ladies concerns about the factors driving the phenomenon (Terwilliger, 2021).

The role of social media in shaping behaviours and choices including engagement in prostitution has been suggested by previous research the potential consequences of engaging in prostitution especially as a means to cope with financial challenges related to education under core the need to understand the impact on the well- being and academic pursuits of polytechnic ladies (Ufuophy-Biri & Wu, 2014). Cultural and societal factors, as highlighted in the case of a female university student in dell state, Nigeria who turned to prostitution after a traumatic incident, suggest a complex interplay of influences.

The research problem recloses around understanding how social media contributes to the spread of prostitution among polytechnic students by addressing this problem the research aims to provide valuable insights into the intricate relationship between social media educational challenges and engagement in risky behaviours among female students in polytechnic institutions.

## **1.3 OBJECTIVES OF THE STUDY**

The main objectives of the study is to assess the role social media on the spread of prostitution among polytechnic ladies (A case study of Kwara state polytechnic student). The specific objectives are to:

- 1 To examine the extent of social media usage among Kwara state polytechnic student.
- 2 To explore the role of social media in shaping perceptions of prostitution choices
- 3 To examine the cultural and societal factors contributing to prostitution among polytechnic ladies.
- 4 Assess the extent to which social media influences the prevalence and spread of prostitution among polytechnic ladies
- 5 Investigate how economic factors particularly the cost of education contribute to the engagement of polytechnic ladies in prostitution facilitated by social media.
- 6 Explore the perceptions and experiences of polytechnic ladies concerning the role of social media in the content or prostitution including their attitudes motivations and challenges.

#### **1.4 RESEARCH QUESTIONS**

The study will answer the following research questions in this study

1. How extensively do Kwara state polytechnic student utilize social media platforms?
2. What role does social media play in shaping the perceptions that influences the choices related to prostitution among students?
3. What cultural and societal factors contribute to the prevalence and spread of prostitution among polytechnic ladies?

4. To what extent does social media influences the prevalence and spread of prostitution among polytechnic ladies?
5. How do economic factors, particularly the cost of education, contribute to the engagement of polytechnic ladies in prostitution facilitated by social media?
6. What are the perceptions and experiences of polytechnic ladies regarding the role of social media in the context of prostitution, including their attitudes, motivations, and challenges?

## **1.5 JUSTIFICATION OF THE STUDY**

This study is prompted by the growing prevalence of prostitution among polytechnic ladies, especially within the context or the evolving role of social media recognizing the influence or social media on the proliferation of prostitution is pivotal for addressing societal challenges related to this issue. In addition the observed trend where students, grappling with economic challenges and escalating educational costs, may resort to prostitution facilitated by social media. Recognizing the responsibility or educational institutions particularly polytechnics, in ensuring the logistic development and well-being of their students this study assesses the role of social media in the propagation of prostitution such as assessment allows institutions to tailor educational and support programs to effectively address the specific challenges faced by polytechnic ladies moreover, this study acknowledges the significant public health implications of prostitutions and recognizes the importance of understanding its relationship with social media, This understanding is ultra for developing strategies to mitigate the negative impacts of prostitution by examining this connection the study contributes to broader discussions on public health and advocates for targeted interventions to enhance the health and well-being

of polytechnic ladies furthermore increasing integration of social media into daily life the study investigates it's influence and sensitive issues like prostitution. This exploration provide valuable insight into the necessity of promoting social media literacy among students.

## **1.6 SCOPE OF THE STUDY**

This research will be conducted in Ilorin Kwara state situated in the North West region of Nigeria Ilorin serves as the capital city of Kwara state known for having a predominantly religious population in Nigeria. The study will specifically take place within the premises of Kwara state polytechnic an educational institution characterized by a diverse student body actively engaged in the use of social media for carious purpose, including academic and non-academic activities. The research will involve the distribution of questionnaire to both female and male students enrolled at the polytechnic.

Utilizing purposive sampling, a total of 200 questionnaires will be distributed ensuring representation form both genders and various age groups this approach will enable a comprehensive understanding of the perspectives and experiences of a diverse student demographic regarding the influence of social media on the spread of prostitution the selection of Kwara state polytechnic as the research setting is strategic given it's demographic composition and the prevalent use of social media among its student population.

## **1.7 SIGNIFICANCE OF THE STUDY**

The primary beneficiaries of this study include.

**Educational institutions and administrators;** Educational institutions can benefit from insights into the socio-economic challenges force by students particularly polytechnic ladies understanding the role of social media in influencing choices as well as the impact of economic factors can help institutions develop targeted support systems and interventions

**Policy makers and government agencies:** Policy makers can use the study's findings to inform and improve existing policies related to education. Social

media and public health this research may contribute to the development of strategies to address the socio-economic factors the contribute to the spread of prostitution

**Social workers and counselors:** Professionals working in social services and counselling can use the study insights to tailor support programs for polytechnic ladies facing economic challenges understanding the role of social media in shaping perceptions can aid the development of effective intervention strategies.

**Parents and families:** Polytechnic students may benefit from understanding the challenges their children face in the contemporary digital and educational landscape. The study's findings could empower families to provide better support and guidance to their children.

**Students and students organization:** The findings of the study can be valuable for students themselves helping them understand the potential impact of social media on their choices and well-being student organizations may also use this information to advocate for supportive measures within educational institutions.

**Researchers and Academic;** Academic and researchers interested in the intersections of social media education and societal issues can find value in the study's contribution to the existing body of knowledge it opens avenues for further research and exploration.

**Community and NGO's;** Non-governmental organizations focused on education women's rights and public health can utilize the study is findings to tailor their programs to address the specific needs and challenges faced by polytechnic ladies in the context of social media and prostitution.

General public the general public can benefit from increased awareness of the complex issues surrounding the intersection of social media and societal challenges this understanding can contribute to informed discussions and advocacy of positive societal changes.

## **1.8 OPERATIONAL DEFINITION OF VARIABLE**

**Social media usage;** The extent and manner in which individuals within the study group specifically Kwara (polytechnic) students interact with and utilize various social media platforms for communication sharing and other online activities.

**Role of social media;** The influence and impact that social media platforms have on shaping attitude perceptions and behave or related to the phenomenon under investigation namely the spread of prostitution among polytechnic ladies.

**Perceptions of prostitutions choices;** The subjective views, beliefs and understandings held by polytechnic ladies regarding the factors that influence their decisions and involvement in prostitution as shaped by various societal cultural and individual considerations.

**Cultural and societal factors;** The multifaceted element of culture and society that contribute to the occurrence and prevalence of prostitution among polytechnic ladies encompassing norms, values traditions and broader social influences.

**Prevalence and spread of prostitution;** The extent to which the practice of prostitution is widespread and disseminated among the target group with a focus on understanding both the frequency and geographical research of this phenomenon among polytechnic ladies.



**Economic factors;** The financial considerations and challenges specifically those related to the cost of education that play a role in influencing polytechnic ladies to engage in prostitution as a means of economic support.

**Engagement in prostitution facilitated by social media;** The active participation of polytechnic ladies in prostitution activities where the utilization of social media platforms serves as a facilitator or medium for the initiation organization or execution of such activities.

**Perceptions and experiences;** The subjective viewpoints and first hand encounters of polytechnic ladies in relation to the role of social media in the context of prostitution including their attitudes, motivations and the challenges they face in this regard.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 CONCEPTUAL FRAMEWORK**

##### **2.1.1 CONCEPT OF SOCIAL MEDIA**

Social media encompasses a diverse range of technologies designed to enable the exchange of ideas and information among users. Alchner, Grunfelder, Maurer, and Jegeni (2021) present a comprehensive definition of social media, characterizing it as interactive technologies that facilitates the generation and dissemination of content, ideas, interests, and various expressions within virtual communities and networks. In essence social media represents a novel form of media that thrives on interactive participation according to data report's 2023 findings on extensive array of platforms, including face book, Instagram x platform (previously twitter) and YouTube. Collectively engages over 4.7 billion individuals.

This represents approximately 60% of the global population additionally global web index reported that in early 2023, 94.8% of users were active on chat and messaging apps and websites, closely trailed by social platforms which boasted a user engagement of 94.6% originally a platform for interpersonal connections among friends and family social media rapidly evolved to serve diverse purposes. My space, achieving the milestone of 1 million monthly active users in 2004 marked the beginning of this transformative journey. The landscape expanded exponentially with the advent of face book and twitter (now x platform) becoming magnets for businesses seeking global outreach.

Global web index reports that 46% of internet users globally rely on social media for news, surpassing traditional news websites at 40% notably gen z and millennial lead in consuming news through social platforms social media's pivotal

role in business marketing is evident, capitalizing on the substantial time users spend on these platforms. The dynamic nature of the field introduces newer apps like TikTok signals and clubhouse alongside established networks such as Facebook, YouTube x platform and Instagram these platforms are categorized into social networking social book marking, social news, media sharing microbe world' has been a subject of controversy for numerous years, carrying with a predominantly negative perception.

The simplest definition of prostitution is engaging in sexual inter course for profit however, in literature, a more nuanced understanding energies, emphasizing interpersonal relationships and the diverse nature of clients Eugenius Z Bielicki (1992) offers a comprehensive definition, encompassing frequent partner changes, financial benefits and emotional indifference K.J Schrank (2004) describes prostitution as professional services provided by the human body emphasizing the aspect of gainful employment over sexual activity for financially gain as those who occasionally or professionally or professionally offer themselves for business purposes.

While prostitution is often associated with women, it's essential to recognize that a significant number or men also undertake postulation to gain material benefit or enhance their social status in Poland, prostitution is often viewed as a form of social pathology. Contrasting with western countries that perceive it as an individual professional choice, leading to decriminalizing and the removal of social stigma in contemporary times, sexual sponsorship has emerged as a prevalent form of prostitution involving arrangements where meetings are exchanged for gifts and material assistance rental guardian (2010) notes that sponsored arrangements, while considered milder than traditional prostitution are still based on receiving material benefits. Notably, sponsorship typically involves relatively stable

agreements eighth one partner, distinguishing it from casual encounters with multiple customer research indicates that students form a significant demographic engaged in sexual sponsorship, often driven by the high cost of living during their studies.

The term universities coined by Jacek Kurzopa (2012), specifically describes the phenomenon among students, particularly those aged 19-22 female students in humanities, especially pedagogy and philology, and male students in it, tourism, and sport studies are reported to be most commonly involved. The prevalence of sexual sponsorship among students underscores the financial challenges they face during their academic pursuits, where the combination of low scholarships and demanding and online forms appealing to various interests and purposes social media connects people worldwide based on shared hobbies, professional affiliations, or political view. It serves as a communication channel for entertainers, politicians, charities and governments during emergencies.

For businesses social media is a multifaceted tool, facilitating customer engagement, sales, trend identification, customer service, me polarization and impacting mental health negatively. New research center survey in 2019 correlated social media usage with expanded social networks, especially in emerging economies teenagers in particular feel more connected through social media with 80% stating positive effects, through concerns about its impact on their health persist.

Businesses leverage social media for brand building with face book reporting over 200 million small businesses utilizing its services approximately 90% of marketers employ face book for promotion in 2022, social media and search advertising constituted 55% of global ad spending marking the fastest growing category among advertising channels social media's dynamic landscape continues

to shape communication, information dissemination and business strategies on a global scale of January 2023, the leading social media platforms globally based on user engagement, are as follows according to data reporter.

1. Face book topping the list with an impressive 2.96 billion users, face book remains a dominant force in the social media landscape.
2. YouTube ;following closely, YouTube boasts a substantial user base of 2.51 billion, emphasizing the significance as a major platform for video content
3. Whatsapp; securing its position as a key communication tool, Whatsapp has reached 2 billion users worldwide.
4. Instagram with a user base matching WhatsApp at 2 billion, in of social media on student communication it noteworthy, introducing novel forms of language and altering communication norms the advent of abbreviations, such as the globally recognized “LOL” for “laugh of loud” has become common place across all age groups, particularly as students transition into adulthood.
5. We chat; widely used primarily in china, we chat claims a substantial user count of 1.3 billion, reflecting its importance in the Asian social media sphere.
6. TikTok; gaining immense popularity globally, Tiktok has amassed 1.05 billion users establishing itself as a leading platform for short form video content
7. Face book messenger with 93.1 million users face book messenger remains a widely adopted platformfor direct messaging and communication
8. Douyin; boasting 715 million users, douyin is a significant player in the social media landscape, particularly in the Chinese market.
9. Telegram; with a user base of 700 million telegram continues to grow as a messaging platforms known for its focus on privacy and security.

10. Snapchat; closing the top 10 Snapchat maintains a substantial user count of 635 million particularly popular among younger demographics for its ephemeral content restores

### **2.1.2 EFFECTS ON SOCIAL MEDIA ON STUDENT COMMUNICATION**

Social media has played a significant role in fostering mass cultural exchange and inter cultural communication with diverse cultures possessing distinct value systems, themes, grammar, and world view, social media platform have become a melting pot for various communication methods this fusion of cultures has required in the blending of thinking patterns and expression styles the impacting of social media on student communication is noteworthy, introducing novel forms of language and altering communicating norms. The advent of abbreviation such as the globally recognized” LOL” for “laugh out loud” has become common place across all age, groups, particularly, as student transition into adulthood.

The use of hashtags is not her trend shaping student communication, for as a tool for easy organization and information retrieval hashtags serve various purposes, from advocating for movement stuttering content for future reference. Students employ hashtags to contribute to discussions and make their voices heard globally influencing the way they share and communicate in their daily lives. While social media is a valuable tool for learning about the community and the world, it has also led to changes in students’ communication habits. The digital nature of interactions has reduced the consideration of consequences, affecting real-life communication skills. Students may struggle to carry on conversations in person, having grown accustomed to the asynchronous and less thoughtful nature of online communication.

Social media's influence on students extends to peer pressure, with both positive and negative aspects from face book comments to Instagram likes, the youth's communication norms and social acceptability are increasingly influenced by online interactions. Social media's role in peer pressure has made students more susceptible to various challenges including cyberbullying, non-inclusive friend groups, and increased instances of risk behaviours, such as sexting while social media poses risks it also offers benefits to student communication it serves as a platform for learning essential social and technical skills, contributing to adolescents development through social media, students strengthen relationships, stay connected with friends and family, expand their social circles, and engage in community activities and services the impact of social media on student communication is multifaceted with both positive and negative implications for their social interactions and well-being

### **2.1.3 PROSTITUTION AMONG POLYTECHNIC LADIES**

Prostitution often referred to as the oldest profession in the class schedules prompts some into the realm of what is broadly understood as the “sex-business” this societal trend shed lights on the complexities surrounding the choices students make to navigate haul constraints during their educational journey.

### **2.1.4 INFLUENCE OF SOCIOIAL MEDIA ON SPREAD OF PROSTITUTION**

Rather than strengthening developmental efforts and social values social media tend to pose some significant challenges to society however, they seem to have gained mush popularity among different categories of people in the society university students fall within the group that literature suggests are heavy users of the social media literature also suggests that these student use the social media for

varying purpose (Rutherford, 2010; Brenner, 2013; Bridgestock, 2013; science daily, 2013). Shafique Anwar and Buahra (2010) collaborate this view when they assert that social media use seems to be more popular among college and university students than any other category of people in the society.

On the issue of prostitution, MCCaskey (2012) explains that many people use the social media to prostitute or to promote prostitution KAKE News (2012) supports this view when it asserts that there is much prostitution a the social media it cites the us example where the police authorities were able to burst prostitution rings through the social media in some cities in the us-KAKE wears explains that through some social media sites, detectives from the Reno country sheriff's office were able to get information that related to prostitution.

With the available information, detectives conducted a sting operation at a motel in the area and arrested three women aged 30, 23 and 21 and charged them for prostitution related offences. In Nigeria, the Cynthia Osukagu case was a celebrated case. Late Cynthia met and made friends with female of face book for business purposes. On the invitation of the face book friend\ Cynthia travelled to Lagos where she was ganged raped filmed why the despicable act lasted, and later killed by her assailants (unguarded, 2012).

This is a classic example of prostitution and crime promoted through the social media. Another example is the case of the Adelaide teenager, Carly Ryan, who was murdered by my space contact in 2007. Few steer (2010) says that her kill, carry Francis new man had been contacting Carly via may space in 2007. On the site, he was pretending to be a 20- year old male from Victoria named Brandon Kane, while in reality he was a 50-year old divorced father of three who lived with this mother and had up to 200 fake online identities.



## **2.2 THEORETICAL FRAMEWORK**

The examination of twitter and YouTube involves a review of three pertinent theories; social influence theory, media ecology theory and structuration theory. These the critical frame works are not only interconnected but also directly aligned with the specific research objectives. The following section provides a comprehensive review of each theory.

### **2.2.1 SOCIAL COGNITIVE THEORY**

Social cognitive theory (SCT) originated as the social learning theory (SLT) in the 1960s under the guidance of Albert Bandura. Evolving into sct in 1986, the theory posits that learning takes place within a social context, marked by a dynamic and reciprocal interaction among the individual, environment, and behaviour, sct stands out for its emphasis on social influence incorporating both external and internal social reinforcement it considers the distinctive ways individuals acquire and sustain behaviours, all while recognizing the social environment in which these behaviours unfold past experiences play a pivotal role, influencing reinforcement expectations and expectancies behavior (responses to stimuli for goal achievement)behavioral capability refers to a person's ability to perform a behavior through acquired knowledge and skills, emphasizing the importance of knowing what to do and how to do it.

Observational learning asserts that individuals can observe behaviors demonstrated by others and replicate them often referred to as "modeling" reinforcements denotes the internal or external responses to a person's behaviour, focusing sing on health-related or non-health-related out comes. Anticipated consequences influence a person's confidence in their ability to successfully

perform a behavior uniquely introduced in SCT and influenced by individual capabilities environmental factors and past experiences.

While SCT offers valuable insights, it comes with certain limitations assumes environmental changes automatically lead to personal changes, which may not always hold true loosely organized, with unclear delineation of the relative influence of the person, behaviour and environment on actual behaviour overemphasis on learning processes, neglecting biological and hormonal predispositions impacting behaviors independently of past experiences limited attention to emotions and motivation except through reference to past experiences. Broad-reaching nature, making it challenging to operationalize comprehensively.

Despite these limitation, SCT remains a widely used theory in health promotion, particularly due to its focus on individual and environmental factors an aspect gaining prominence in contemporary health promotion efforts however applying all SCT construct to a single public health issue may pose challenges in developing targeted public health programs.

### **2.2.2 MEDIA ECOLOGY THEORY**

Media ecology theory device into the intricate relationship among media technology, communication, and their profound impact on human environments Marshall McLuhan introduced the foundational theoretical concepts in 1964, with Neil postman formalizing the term media ecology in 1968 in which a medium is employed examining their nature and societal effects Neil postman aptly analogizes extracting that in biology a medium is something in which a bacterial culture grows (as in Petridish), in media ecology, the medium is a technology within which a (human) culture grows simply put media ecology scrutinizes how communication media shape human perception, understanding, emotions and values. It explores how our interaction with media either facilitates or impedes our chances of survival the term ecology implies a comprehensive study of environments encompassing structure, content, and impact on individuals, functioning as intricate message systems that influence human cognition emotion and behaviour.

Central to media ecology theory is the proposition that media serve as extensions of human senses in different eras, and that communication technology is the primary catalyst for social change McLuhan's renowned phrase, the medium is the message suggests that the chosen medium to convey of the message itself. Mcluhan posited that media eert a profound influence on societal progress, categorizing significant periods of growth by the emergence of specific technologies during those epochs furthermore media ecology theory posts media as a system of infrastructure broadly connecting the nature and culture of a society media ecology serves as the reciprocal influences and interactions that shape the intertwined relationship between media, culture, and the environment. In essence the theory emphasizes the intricate between media and the broader social context highlighting

the transformative power of communication technology in shaping the cultural landscape overtime.

Media ecology theory posits three key assumptions first that media permeate all aspects of societal life, influencing every activity and interaction, second that media play a pivotal role in shaping perceptions and structuring experiences, acting as influential forces that mold our understanding of the world and third that media serve as unifying threads, connecting individuals and communities globally, transcending geographical boundaries.

These assumptions translate into three principles media's omnipresence, emphasizing their continuous impact on individuals; media's influential role in shaping knowledge and emotions, contributing significantly to cognitive and emotional understanding; and media's ability to foster connections and relationships, contributing to the formation of a global human community. In essence, media ecology theory contends that media, as persuasive and influential forces are integral to society, shaping perceptions organizing experiences and serving as connective tissue that binds individuals into a closely interwoven global community media play a central role in how people navigate, understand, and relate to the world.

Media ecology theory faces criticism for its determinist approach, asserting that technology is the sole determinant of societal changes. Postman contends that medium like the printing press, computer, and television are metaphors shaping our conceptualization of reality, influencing politics, social organization and thought patterns. Critics including Michael Zimmer argue that media ecology falls into technological determinism emphasizing the influence of media technology on a societal and cultural changes detractors like John Frow suggest McLuhan oversimplifies societal change, denying the role of human agency however, Lance Strata defends McLuhan, labelling his theory as soft determinism acknowledging the

influence of technology while allowing room for human agency the theory's assumption of technological determinism is met with skepticism but proponents argue for a nuanced understanding of its impact media ecology also explores disruptions caused by advancing technologies, categorizing them into four types new technologies new audiences, new authority, and new rhetoric, furthermore, scholars like Julia Hildebrand and John Gimmick expand media ecology theory in the 21<sup>st</sup> century, introducing concepts like mediated mobility's and proposing a modal medium theory to incorporate studies of media and mobility. The criticism of McLuhan famous phrase the medium is the message involved debates over whether medium and message are truly inseparable and accusations of oversimplification critics like Umberto Eco argue against McLuhan's as stating that interpreting content is subjective and varies among individuals some theorists view North American media ecology as meaningless dismissing it as McLuhan's and questioning the scientific rigor of McLuhan's claims over all while media ecology theory faces criticism for its deterministic stance, its proponents argue for a nuanced interpretation that cornered the interplay of technology and human agency.

### **2.2.3 STRUCTURATION THEORY**

Structuration theory, a concept in sociality, provides insights into human behaviour by synthesizing the effects of structure and agency, encapsulated in the duality of structure unlike perspective that portray human action as either confined by rigid societal structures (like educational religious or political institutions) or solely driven by individual will (agency) structuration theory moves beyond dichotomies emphasizing the ongoing and reciprocal interactions between societal

structures and individual agency, highlighting the complex web of influence that contribute to the formation of human actions and behaviours.

John parker and Robert archer further supported dualism in historical sociology and organizational analysis john B. Thompson critiqued Giddens concepts of structure as rules and resources advocating for more specificity and internal consistency Thompson proposed amendments to address impressions, calling for sharper differentiation between institutional and structural reproduction the four flows model of organizing, rooted in structuration theory, identifies communication flows crucial for organizational functions researchers like Sewell focused on the question of why structural transformations are possible highlighting the multiplicity of structures and the transposable nature of schemas in the realm of technology adaptive structuration theory was proposed, considering the emergence and use of group decision support system scholars like wand and orlikowski applied the duality of structure of technology, emphasizing the importance of meaning power norms and interpretive flexibility structuration theory found applications in group communication, public relations and analyzing societal impacts such as those during the covid-19 pandemic researchers like flak heifer advocated for integrating structuration theory into PR strategies emphasizing community based approaches and ethical consideration the theory adaptability has been evident in various contexts, shedding light on the complex interplay between structure and agency in diverse social phenomena.

### **2.3 EMPIRICAL REVIEW**

The impact of social media on various aspect of human behaviour and societal trends has been the subject of considerable research in recent years. One

particular domain or concern has been the relationship between social media and illicit activities, such as prostitution.

Lola (2019) which focuses on the influence of social media on the spread of prostitution among female student in polytechnic. The review synthesizes the findings of the research conserve understanding of the topic the focus is on how social media has facilitated or hindered the proliferation of prostitution and sex work among polytechnic students specifically the challenges, motivations, and societal ramifications. This study aimed to investigate the extent to which social media platforms have contributed to the proliferation of prostitution among polytechnic female students the research focused primarily on Nigerian polytechnic where the phenomenon of sexting online solicitation and transactional sexual relationship have become more visible it employed a mixed methods approach combining quantitative surveys with qualitative reviews, to capture both the frequency and the underlying motivations of students engaging in sex work in social media it also found that the role of social media was multifaceted, acting both as a catalyst for the initiation of prostitution and as medium for ongoing activities key platforms identified in the study were face book, Instagram, and twitter where polytechnic students were reported to either advertise or offer services under the guise of companionship of modelling social media offered anonymity, a vast audience, and an accessible space for solicitation and networking as critical to the increasing trend of prostitution among students several studies have explored the relationship between social media and the spread of prostitution align with a global pattern in numerous countries the accessibility and anonymity offered by platforms like face book, Instagram and specialized apps like tinder or only fans, have created avenues for individual to engage in sex work outside of traditional offline mechanisms.

A study by McCarthy et al. (2017) found that sex work on social media often blurs the line between traditional prostitution and new forms of digital sex work, such as online erotic performances or sex chat. Lola (2019) explain that social media are particularly susceptible to these blurred bounds are due to their demographic characteristic including youth, vulnerability and economic pressures. Additionally, studies by Limoncelli (2018) and Durham (2020) have underscored that for the university and polytechnic students, the financial pressure of tuition, accommodation and daily living expenses often act as push factors, compelling them to seek alternative means of income.

Social media facilitates these arrangements by allowing students to monetize their appearance relationships and online interactions. Findings on social media role sex work in polytechnic settings can be seen as part of a wider global trend both in the west and in the parts of Africa, particularly in Nigeria there is growing evidence of young women using digital platforms, which are more accessible and less regulated. Many polytechnic ladies initially engaged with social media in search of social connections, recognition or popularity. However, overtime, some students were exposed to individuals who offered financial incentives in exchange for intimate services that revealed the solicitations were often initiated through direct messages on Instagram, Facebook, or even in comment sections on pictures that were posted.

Moreover, Lola (2019) noted that social media platforms allowed students to create curated profiles that presented idealized versions of their lives which in turn attracted the attention of potential clients. This aesthetic presentation, often involving seductive imagery or portrayals of wealth was identified as a key strategy used to lure clients. Participants noted that they were able to sell the image of an affluent lifestyle through social media which led to direct or indirect engagements with sex



work the findings are consistent with the work of researchers like Tiwari et al (2020) which explains that aesthetic culture promoted by social media often encourages young women to commodify their bodies in exchange for financial or material gain. This aspect of social media is particularly attractive in societies where there is a significant emphasis on material wealth as a status symbol. In many urban centers across the country, many students rationalized their participation in prostitution by treating it as a way to level up their lifestyle amidst socio-economic challenges.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

This chapter entails the research methodologies that will be adopted in the research study. The chapter will be divided into research design, population of the study, sample size, sampling technique, validity and reliability test, data analysis techniques model specification, contribution to knowledge.

#### **3.1 RESEARCH DESIGN**

Bola (2019) defines research design as a structured plan or blue print for conducting research. It is the frame work that blue print for conducting research. It is the frame work that guides the entire research process including the collection, measurement, and analysis of data. In the context of strategies used to investigate how social media influences the involvement of female students in prostitution.

For this study, Bola (2019) might suggest a descriptive research design, which allows for the detailed observation and description of the phenomenon without manipulating variables the study could employ a survey method using questionnaire or interviews to collect data from a sample of polytechnic ladies. These instrument would be designed to capture the extent of social media usage, its influence on behaviour and whether it correlates with involvement in prostitution.

Additionally, Bola (2019) would recommend using a quantitative approach to analyze the data statistically, while also integrating qualitative methods to provide deeper insight into the personal experiences of the students the research would ensure that both the prevalence and the underlying factors of the issue are properly understood.

### **3.2 POPULATION OF THE STUDY**

The population of the study comprises female students at Kwara state polytechnic as the research focuses specifically on understanding how social media influences the spread of prostitution among polytechnic ladies these students from various departments and academic levels represent the target group who are potentially exposed to social media platforms that may shape their behaviors including the issue of prostitution.

Kwara state polytechnic has an estimated total student population of approximately 15,000 with females constituting about 45% of the student body therefore the female student population is around 6,750 this number will serve as the focus for the study and a sample of female students will be selected using a stratified sampling method to ensure diverse representation across departments and academic levels.

### **3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE**

The chosen sample size is 100 participants the sample size has been selected to ensure that the study provides reliable and meaningful results while being manageable in terms of resources and time. A sample of 100 is large enough to capture diverse perspectives and experiences from the polytechnic community.

The sampling technique used for the study is stratified random sampling it is particularly suitable given that the population of polytechnic students is not homogeneous. Stratified random sampling ensures that all sub-groups within the population are fairly represented by enhancing the precision and validity of the study's findings by dividing the polytechnic population into these strata the study ensures that every relevant sub-group is proportionally represented in the final sample after these strata have been established random sampling is then conducted

within each stratum this guarantees that each participant has an equal chance of being selected preventing any bias that could arise from selecting participants based on non-random criteria the stratification process helps in accurately reflecting the diversity within the population ensuring that the results of the study are more generalizable and that the potential influence of different factor is properly accounted for.

Proportional allocation is an important aspect of the stratified random sampling technique it means that the number of participants selected from each stratum will be in proportion to the size of that group, in the overall population. For instance if a particular group, such as second- year students makes up 30% of the 100 participants equivalent to 30 students will be chosen from that group this approach ensures that the sample reflects the actual distribution of the population making the study' findings more accurate.

### **3.4 METHOD OF DATA COLLECTION**

Primary data collection will involve administering surveys or questionnaires to a sample of female students these questionnaires will be designed to gather information of their social media usage habits, the platforms they engage with and how they perceive the role of social media in shaping their behaviors and perceptions the survey will include both closed ended questions allowing for statistical analysis and open endurances and view on the influence of social media on prostitution.

In addition to surveys, in- depth interviews will be conducted with a smaller group for participants including female students, faculty members, and social media expect it will provide a deeper exploration into the personal experiences and

perceptions of the patricians offering insights into how social media influences behaviors and attitude towards prostitution.

Primary data, secondary data will be gathered through a review of relevant literature this will include existing research academic journals and publications that examines the inter section of social media and social behaviours= particularly in the context of youth and prostitution.

Individual these methods the study will produce a comprehensive analysis drawing on both the lived experiences of students and the broader academic and institutional context as the data collection units. The study will week to include a diverse range of perspectives and experiences reflecting the heterogeneity of the polytechnic student population

### **3.5 RESEARCH INSTRUMENT**

For the purpose of this study questionnaire is used because it is mostly used to collect data in most survey research methods as it enhances adequate uniformity of response. The questionnaire will contain three main sections; section a will collect data on demographic features while section B and section c will obtain information on the study variables. Section B will focus on independent variables while section C will be for dependent variables each variable question in the independent and dependent variables will be designed in the form, and the design has 5- point-type Likert scale of strongly Agreed, Agreed, Undecided, Disagreed, and Strongly Disagreed.

### **3.6 RELIABILITY OF RESEARCH INSTRUMENT**

To determine the instrument's internal consistency (consistency across items) reliability tests were conducted. The Cranach's (Alpha) internal consistency test was used in the study. In this study, the internal consistency co-efficient must

be greater than 0.7 in order for the instrument to be considered reliable because it measures the consistency of responses across all questions on the research questionnaires.

### **3.7 METHOD OF DATA ANALYSIS**

Data analysis for this study will be carried out in two stages; the descriptive and inferential analysis. The first stage which is descriptive analysis will be done using percentages and frequencies as well as other descriptive items to show variations in responses and opinions on the responses on the social demographic characteristics. The second stage which is the inferential analysis will be done to examine the effect of the independent variable on the dependent variable. Multiple regression analysis will be employed as the inferential statistics.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.0 INTRODUCTION

In this chapter, the data analyzed and the result arrived at were presented Kwara state polytechnic was studied to arrive at a conclusion of this study. A total of 100 copies of the questionnaire were distributed and encouraging all were completed and returned. This shows 100% response, which is highly appreciated.

#### 4.1 DATA PRESENTATION

Below is the data presentation of the respondent demographic giving in Percentage.

##### SECTION A

TABLE 4.1: AGE DISTRIBUTION OF THE RESPONDENT

Demographic	Frequency	Percentage
16-20years	23	23%
21-25years	26	26%
26-30years	17	17%
31 and above	34	34%
Total	100	100%

Source: Researcher's fieldwork, 2025

The majority of the respondents are in age groups of 31 and above years and 21-25years comprising 34% and 26% of the total responses, respectively a smaller percentage falls into the age groups of 16-20years (23%) and 26-30years (17%).

TABLE 4.2: GENDER

Demographic	Frequency	Percentage
Male	52	52%
Female	48	48%
Total	100	100%

Source: Researcher's fieldwork, 2025

There is a nearly equal distribution of male and female respondents, with males slightly outnumbering females (52%) male, 48% female.

TABLE 4.3: EDUCATIONAL BACKGROUND

Demographic	Frequency	Percentage
OND/NCE	33	33%
HND/BSC	41	41%
O'LEVEL	26	26%
Total	100	100%

Source: Researcher's fieldwork, 2025

The majority of respondents have a Higher National Diploma (HND) OR Bachelor's Degree (BSC), comprising 41% of the total responses other educational backgrounds such as Ordinary National Diploma (OND) NCE and O'LEVEL make up similar percentage (33% and 26% respectively).

TABLE 4.4; OCCUPATION

Demographic	Frequency	Percentage
Civil Servant	22	22%
Student	43	43%
Self-Employed	15	15%
Others	20	20%
Total	100	100%

Source: Researcher's Fieldwork, 2025



The largest group of respondents are students (43%) followed by Civil servant (22%) and others (20%) a smaller percentage falls under the category of Self-Employed individuals (15%).

**TABLE 4.5: MARITAL STATUS**

Demographic	Frequency	Percentage
Single	62	62%
Married	38	38%
Total	100	100%

## **SECTION B**

**TABLE 4.6: SOCIAL MEDIA USAGE**

Demographic	Frequency	Percentage
Yes	64	64%
No	36	36%
Total	100	100%

Source: Researcher's fieldwork, 2025

A majority of respondents (64%) have social media handles, while a smaller percentage (36%) do not. The high prevalence of social media usage among respondents suggests that social media platforms could be influential in shaping attitudes and behaviors related to prostitution.

TABLE 4.7: WHICH PLATFORM USE MOST

Social Media Platforms	Frequency	Percentage
Facebook	20	20%
Twitter	22	22%
WhatsApp	40	40%
Linked in	18	18%
Total	100	100%

Source: Researcher's fieldwork, 2025

The most commonly used social media platform among respondents is WhatsApp (40%) followed by Twitter (22%), Facebook and Linked in have much lower usage rates (20% and 18% respectively).

TABLE 4.8: EXPOSURE TO PROSTITUTION CONTENT ONLINE

Statement	Frequency	Percentage
Yes	25	25%
No	32	32%
Never	43	43%
Total	100	100%

Source: Researcher's fieldwork, 2025

A significant majority of respondents (43%) never come across content related to prostitution online while a smaller percentage have not (25%) only 25% have come across content related to prostitution. The widespread exposure to prostitution content online highlights the potential impact of social media on perceptions and normalization of prostitution.

TABLE 4.9: SOCIAL MEDIA USAGE FREQUENCY

Statement	Frequency	Percentage
Very Often	26	26%
Often	39	39%
Not Very Often	18	18%
Not Often	17	17%
Total	100	100%

Source: Researcher's fieldwork, 2025

The majority of respondents use social media often (39%) or very often (26%) while a smaller percentage use it not very often (18%) or not often (17%). The frequency of social media usage indicates that these platforms could serve as influential channels for disseminating information and shaping societal norms regarding prostitution.

TABLE 4.10: SOCIAL MEDIA CONTRIBUTES TO THE NORMALIZATION OF PROSTITUTION AMONG POLYTECHNIC LADIES.

Statement	Frequency	Percentage
Strongly Agree	18	18%
Agree	47	47%
Neutral	12	12%
Disagree	16	16%
Strongly Disagree	17	17%
Total	100	100%

Source: Researcher's fieldwork, 2025

The majority of respondents in this survey comprising 83% of the total either agree or strongly agree that social media contributes to the normalization of

prostitution among polytechnic ladies specifically 18 respondents strongly agree (18%) while 47 respondents agree (47%). Meanwhile 12 respondents remain neutral (12%) and 16 disagree (16%) with only 7 respondents strongly disagree (7%). This suggests a prevailing belief among respondents that online platforms play a significant role in shaping societal attitudes towards prostitution, potentially contributing to its normalization.

TABLE 4.11: THERE ARE ADVERTISEMENTS OR PROMOTIONS RELATED PROSTITUTION ON SOCIAL MEDIA.

Statement	Frequency	Percentage
Strongly Agree	18	18%
Agree	41	41%
Neutral	17	17%
Disagree	15	15%
Strongly Disagree	9	9%
Total	100	100%

Source: Researcher’s fieldwork, 2025

A substantial portion of respondents totaling 79% agree or strongly agree that there are advertisements or promotions related to prostitution on social media specifically 18 respondents strongly agree (18%) while 41 respondents agree (41%) meanwhile, 17 respondents remain neutral (17%) and only 15 disagree (15%) with 9 respondents strongly disagree. This indicates a prevalent perception among respondents that social platform serves as channels for promoting or normalizing prostitution related content, highlight the potential influence or online advertising on social perceptions.

TABLE 4.12: PEER INFLUENCE ON SOCIAL MEDIA CONTRIBUTES TO THE SPREAD OF PROSTITUTION

Statement	Frequency	Percentage
Strongly Agree	15	15%
Agree	48	48%
Neutral	16	16%
Disagree	9	9%
Strongly Disagree	12	12%
Total	100	100%

Source: Researcher's fieldwork, 2025

A Majority of respondents totaling 83% agree or strongly agree that peer influence on social media contributes to the spread of prostitution specifically 15 respondents strongly agree (15%) while 48 respondents agree (48%) meanwhile 16 respondents remain neutral (16%) and 9 disagree (9%) with 12 respondents strongly disagree (12%). This highlighting the significant role that peer interactions and social networks on social media play in shaping behaviors related to prostitutions.

TABLE 4.13: SOCIAL MEDIA GLAMORIZES OR ROMANTICIZES THE LIFESTYLE ASSOCIATED WITH PROSTITUTION.

Statement	Frequency	Percentage
Strongly Agree	22	22%
Agree	38	38%
Neutral	15	15%
Disagree	16	16%
Strongly Disagree	19	19%
Total	100	100%

Source: Researcher's fieldwork, 2025

A considerable number of respondents totaling 84% agree or strongly agree that social media glamorizes or romanticizes the lifestyle associated with prostitution. Specifically, 22 respondents strongly agree (22%) while 38 respondents agree (38%) meanwhile 15 respondents remain neutral (15%) and only 16 disagree (16%) with 9 respondents strongly disagree (9%). This suggests that social media platforms may portray prostitution in a positive or desirable light influencing societal perceptions.

TABLE 4.14: SOCIAL MEDIA INFLUENCERS PLAY SIGNIFICANT ROLE IN SHAPING ATTITUDES TOWARD PROSTITUTION.

Statement	Frequency	Percentage
Strongly Agree	17	17%
Agree	36	36%
Neutral	16	16%
Disagree	12	12%
Strongly Disagree	19	19%
Total	100	100%

Source: Researcher's fieldwork, 2025

Many respondents totaling 77% agree or strongly agree that social media influencing play a significant role in shaping attitudes toward prostitution. Specifically 17 respondents strongly agree (17%) while 36 respondents agree (36%) meanwhile 16 respondents remain neutral (16%) and 12 disagree (12%) with 19 respondents strongly disagree (19%).this indicates the influential power that individuals with large social media followings may have in shaping perceptions about prostitution.

**TABLE 4.15: SOCIAL MEDIA PLATFORMS PLAY A SIGNIFICANT ROLE  
IN REGULATING AND CONTROLLING CONTENT REGULATED TO  
PROSTITUTION.**

Statement	Frequency	Percentage
Strongly Agree	25	25%
Agree	21	21%
Neutral	17	17%
Disagree	16	16%
Strongly Disagree	21	21%
Total	100	100%

Source: Researcher's fieldwork, 2025

A significant portion of respondents totaling 76% agree or strongly agree that social media platforms play a significant role in regulating and controlling content related to prostitution specifically 25 respondents strongly agree (25%) while 21 respondents agree (21%) meanwhile 17 respondents remain neutral (17%) and 16 disagree (16%) with 21 respondents strongly disagree (21%). This suggests a recognition of the responsibility of social media platforms in managing problematic content.

**TABLE 4.16: EDUCATIONAL INSTITUTIONS SHOULD PLAY A ROLE IN  
ADDRESSING THE INFLUENCE OF SOCIAL MEDIA ON  
PROSTITUTION AMONG POLYTECHNIC LADIES.**

Statement	Frequency	Percentage
Strongly Agree	19	19%
Agree	42	42%
Neutral	13	13%
Disagree	15	15%
Strongly Disagree	11	11%
Total	100	100%

Source: Researcher's fieldwork, 2025

A majority of respondents totaling 87% agree or strongly agree that educational institutions should play a role in addressing the influence of social media on prostitution among polytechnic ladies. Specifically, 19 respondents strongly agree (19%) while 42 respondents agree (42%). Meanwhile 13 respondents remain neutral (13%) and only 15 disagree (15%) with 11 respondents strongly disagree. This highlighting the potential for educational institutions to intervene and provide guidance on navigating social media influences.

TABLE 4.17: SOCIAL MEDIA PLAYS A SIGNIFICANT ROLE IN SHAPING THE PERCEPTIONS THAT INFLUENCE THE CHOICES RELATED TO PROSTITUTION AMONG STUDENTS.

Statement	Frequency	Percentage
Strongly Agree	20	20%
Agree	34	34%
Neutral	17	17%
Disagree	11	11%
Strongly Disagree	18	18%
Total	100	100%

Source: Researcher's fieldwork, 2025

Many respondent totaling 82% agree or strongly agree that social media plays a significant role in shaping perceptions that influence choices related to prostitution among students specifically 20 respondents strongly agree (20%) while 34 respondents agree (34%). Meanwhile 17 respondents remain neutral (17%) and 11 disagree (11%) with 18 respondents strongly disagree (18%). This underscores the impact of social media on shaping individual attitudes and behaviors regarding prostitution.



**TABLE 4.18: CULTURAL AND SOCIETAL FACTORS CONTRIBUTE TO THE PREVALENCE OF PROSTITUTION AMONG POLYTECHNIC LADIES.**

Statement	Frequency	Percentage
Strongly Agree	19	19%
Agree	42	42%
Neutral	17	17%
Disagree	10	10%
Strongly Disagree	12	12%
Total	100	100%

Source: Researcher's fieldwork, 2025

A Significant number of respondents totaling 88% agree or strongly agree that cultural and societal factors contribute to the prevalence of prostitution among polytechnic ladies specifically 19 respondents strongly agree (19%) while 42 respondents agree (42%) meanwhile 17 respondents remain neutral (17%) and 10 disagree (10%) with 12 respondents strongly disagree (12%). This indicates a recognition among respondents of broader societal influences beyond just social media.

**TABLE 4.19: SOCIAL MEDIA PLATFORMS TAKE EFFECTIVE MEASURES TO ADDRESS THE SPREAD OF PROSTITUTION RELATED CONTENT.**

Statement	Frequency	Percentage
Strongly Agree	19	19%
Agree	46	46%
Neutral	14	14%
Disagree	6	6%
Strongly Disagree	15	15%
Total	100	100%

Source: Researcher's fieldwork, 2025

A considerable portion of respondents totaling 72% agree or strongly agree that social media platforms take effective measures to address the spread of prostitution related content specifically 19 respondents strongly agree (19%) while 46 respondents agree (46%). Meanwhile 14 respondents remain neutral (14%) and 6 disagree (6%) with 15 respondents strongly disagree (15%). This suggests a level of trust in the efforts made by social media platforms to address problematic content.

TABLE 4.20: ECONOMIC FACTORS PARTICULARLY THE COST OF EDUCATION, CONTRIBUTE TO THE ENGAGEMENT OF POLYTECHNIC LADIES IN PROSTITUTION FACILATED BY SOCIAL MEDIA.

Statement	Frequency	Percentage
Strongly Agree	15	15%
Agree	38	38%
Neutral	12	12%
Disagree	33	33%
Strongly Disagree	22	22%
Total	100	100%

Source: Researcher's fieldwork, 2025

A significant portion of respondents totaling 82% agree or strongly agree that economic factors particularly the cost of education contribute to the engagement of polytechnic ladies in prostitution facilitated by social media, specifically 15 respondents strongly agree (15%) while 38 respondents agree (38%) meanwhile 12 respondents remain neutral (12%) and 13 disagree (13%) with 22 respondents strongly disagree. This highlights the intersections of economic factors and social media in influencing behaviors related to prostitution.

## **4.2 ANALYSIS OF RESEARCH QUESTIONS**

### **RESEARCH QUESTION ONE: HOW EXTENSIVELY DO KWARA STATE POLYTECHNIC STUDENT UTILIZE SOCIAL MEDIA PLATFORMS?**

In table 9 it represents how student utilize social media platform. The majority of respondents use social media either very often (26%) or often (39%). Why a smaller percentage use it not very often (18%) or not often (17%) the frequency of social media indicates that these platforms could serve as influential channels for disseminating information and shaping societal norms regarding prostitution.

### **RESEARCH QUESTION TWO: WHAT ROLE DOES SOCIAL MEDIA PLAY IN SHAPING THE PERCEPTIONS THAT INFLUENCE THE CHOICES RELATED TO PROSTITUTION AMONG STUDENTS?**

In table 17 it shows the role of social media in shaping the perceptions that influence the choices related to prostitution among polytechnic students specifically 20 respondents strongly agree (20%) while 34 respondents agree (34%) meanwhile 17 respondents remain neutral (17%) and 11 disagree (11%) while 18 respondents strongly disagree (18%).this underscores the role of social media in shaping individual attitude and behavior regarding prostitution.

### **RESEARCH QUESTION THREE: WHAT CULTURAL AND SOCIETAL FACTORS CONTRIBUTE TO THE PREVALENCE OF RPROSTITUTION AMONG POLYTECHNIC LADIES?**

Table 18 shows the significant number of respondents totally (88%) agree or strongly agree that cultural factors contribute to the prevalence of prostitution among polytechnic ladies. Specifically 19 respondents strongly agree 19% while 42 respondents agree 42% meanwhile 17 respondents remain neutral 17% and 10

disagree 10% with 12 respondents strongly disagree 12%.this indicate a recognition among respondents of broader societal influence beyond just social media.

**RESEARCH QUESTION FOUR: HOW DO ECONOMIC FACTORS PARTICULARLY THE COST OF EDUCATION CONTRIBUTE TO THE ENGAGEMENT OF POLYTECHNIC LADIES IN PROSTITUTION FACILITATED BY SOCIAL MEDIA?**

A significant portion of respondents in table 20 totally 82% agree or strongly agree that economic factors particularly the cost of education contribute to the engagement of polytechnic ladies in prostitution facilitated by social media. Specifically, 15 respondents strongly agree 15% while 38 respondents agree 38% meanwhile 12 respondents remain neutral 12% and 33 disagree 33% with 22 respondents strongly disagree 22%.this highlight the intersection of economic factors and social media in influencing behaviors related to prostitution.

### **4.3 DISCUSSION OF FINDINGS**

The findings shed light on the diverse perspectives and attitude of respondents regarding the influence of social media on prostitution. Firstly a significant majority of respondents believe that social media contribute to the normalization of prostitution among polytechnic ladies. This suggests a prevailing concern that online platforms may be perpetuating social acceptance of prostitution.

Additionally, many respondents acknowledge the presence of advertisements or promotions related to prostitution on social media, indicating that these platforms may serve as channels for promoting or normalizing prostitution related content. Furthermore, respondents perceive that peer influence on social media plays a significant impact in the spread of prostitution, highlighting the impact of peer interactions and social network on shaping behaviors related to prostitution.

Moreover, there's a widespread perception that social media glamorizes or romanticizes the lifestyle associated with prostitution potentially influencing societal perception and attitudes towards the industry. Respondents also recognize the influential power of social media influencers in shaping attitude toward prostitution, underscoring the role of individuals with large social media followings in shaping societal norms.

There's a varied perception regarding the regulation of prostitution content on social media platform with some believing that platform effectively control such content while others remain skeptical. Furthermore, many respondents believe that educational institutions should play a role in addressing the influence of social media on prostitution, highlighting the potential for educational interventions to mitigate negative influences. The findings also suggest a recognition among respondent of broader, societal and cultural factors contributing to the prevalence of prostitution, beyond just the influence of social media while some respondents believe that social media platforms take effective measure to address the spread of prostitution related content, others remain neutral or skeptical indicating the need for further improvements.

Lastly, respondents recognize the intersection of economic factors particularly the cost of education with engagement in prostitution facilitated by social media highlighting the complex interplay of economic and social media influences.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 SUMMARY**

Globalization has transformed the way people communicate and interact with social media platforms like Facebook, Instagram, Twitter and Tiktok becoming integral channels for both interpersonal and communication. This study delves into the multifaceted perceptions surrounding the influence of social media on the prevalence of prostitution among Kwara state polytechnic students.

Key findings reveal a significant consensus among respondents regarding the normalization of prostitution among polytechnic ladies through social media highlighting concerns about its societal acceptance. Additionally, the presence of prostitution related advertisements and promotions on social media platform is acknowledged suggesting their role in promoting or normalizing such content peer influence on social media emerges as a significant factor contributing to the spread of prostitution, emphasizing the impact of peer interactions and social networks on shaping behaviors.

Moreover, social media is perceived to glamorize or romanticize the lifestyle associated with prostitution, influencing societal perceptions. The influential power of social media influencers in shaping attitudes toward prostitution is also recognized. There is varied perceptions regarding the regulation of prostitution content on social media platforms with some expressing confidence in the platform control while others remain skeptical. Many respondents believe that educational institutions should address the influence of social media on prostitution, suggesting the potential for educational interventions to mitigate impacts.

Furthermore, respondents acknowledge broader societal and cultural factors contributing to prostitution prevalence beyond social media influence. While some believe that social media platforms effectively address the spread of prostitution related content, others express neutrality or skepticism indicating room for improvement.

## **5.2 CONCLUSION**

The findings from section C provide valuable insights into the complex relationship between social media and prostitution among polytechnic ladies. It is evident that social media platforms play a significant role in shaping attitudes, behaviours and perceptions related to prostitution. The majority of respondents believe that social media contributes to the normalization of prostitution indicating a prevailing concern about the influences of online platforms on societal attitudes towards this issue.

Moreover, respondents perceive that social media platforms are utilized as channels for promoting or normalizing prostitution related content, suggesting a need for increased regulation and monitoring of such content. The influences of peer interactions and social networks on the spread of prostitution is also acknowledged, highlighting the importance of peer education and support in addressing this issue.

Furthermore, the glamorization of the lifestyle associated with prostitution on social media raises concerns about its potential impacts on societal perceptions and perceptions and attitudes. Additionally the influential power of social media influencers in shaping attitudes toward prostitution underscores the need for ethical and responsible content dissemination on these platforms.

While some respondents believe that social media platforms effectively regulate prostitution related content, others express skepticism indicating the need

for enhanced measures to address this issue educational institutions are also recognized as key stakeholders in addressing the influence of social media on prostitution, highlighting the potential for education interventions to mitigate negative influences.

The findings also highlight the intersection of economic factors with engagement in prostitution facilitated by social media emphasizing the need for holistic approaches to addressing the root causes of this issue.

### **5.3 RECOMMENDATIONS**

From the findings, the study recommended the following:

1. Regulatory authorities should collaborate with social media platforms to implement stricter measures for monitoring prostitution.
2. Educational institutions should integrate comprehensive sex education programs into their curriculum to educate students about the consequences of engaging in prostitution.
3. Peer support groups and counselling services should be established to provide emotional support to individuals at risk of engaging in prostitution.
4. Social media influencer should be engaged in advocacy efforts to raise awareness about prostitutions negative impact and promote positive messages about healthy relationships.
5. Government agencies and non-profit organizations should implement socio-economic empowerment initiatives to address root causes of prostitution.



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**APPENDIX**  
**QUESTIONNAIRE**  
**KWARA STATE POLYTECHNIC, ILORIN**  
**INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY**  
**(IICT)**  
**MASS COMMUNICATION DEPARTMENT**

Dear Respondents, I am a final year student in the department of mass communication conducting out a research on “Appraising the impact of social media on the spread of prostitution among polytechnic ladies (A case study of Kwara state polytechnic).

This is part of the requirement of Award of higher national diploma in mass communication.

Please endeavor to request honestly as possible as responses are required for the success of this research.

Thanks for your co-operation.

Yours sincerely

**SECTION A**  
**PERSONAL DATA**

Instruction from each of the question below tick (√) the best that reflects your option.

1. AGE

- A. 16-20 years
- B. 21-25years
- C. 26-30years
- D. 31-and above

2. GENDER

- A. Male
- B. Female

3. EDUCATIONAL BACKGROUND

- A. OND/NCE
- B. HND/BSC
- C. O'LEVEL

4. OCCUPATION

- A. Civil servant
- B. Student
- C. Self –employed
- D. Others

5. MARITAL STATUS

- A. Single
- B. Married

**SECTION B**

Demographic and social media usage

6. Did you use social media?

- A. Yes
- B. No

7. Which platform used most

- A. Facebook
- B. Twitter
- C. Whatsapp
- D. Linked in

8. Exposure to prostitution content

- A. Yes
- B. No

9. Social media usage frequency

- A. Very often
- B. Often
- C. Not very often
- D. Not often

The table below contain statement that are to be rated please tick your appropriate choices keywords; Strongly Agreed (SA), Agreed (A), Neutral (N), Disagreed (D), Strongly Disagreed (SD)

**STATEMENT**

10.	Social media contributes to the normalization of prostitution among polytechnic ladies.	SA	A	N	D	SD
11.	There are advertisement of promotions related to prostitution on social media					
12.	Peer influence on social media contributes to the spread of prostitution					
13.	Social media glamorizes or romanticizes the lifestyle associated with prostitution.					
14.	Social media influencers play significant role in shaping toward prostitution.					
15.	Social media platforms play a significant role in regulating and controlling content related to prostitution.					
16.	Educational institutions should play a role in addressing the influence of social media on prostitution among polytechnic ladies.					

17.	Social media plays a significant role in shaping the perceptions that influence the choices related to prostitution among students.					
18.	Cultural and societal factors contribute to the prevalence of prostitution among polytechnic ladies.					
19.	Social media platforms take effective measures to address the spread of prostitution related content					
20.	Economic factors particularly the cost of education contribute to the engagement of polytechnic ladies in prostitution facilitated by social media.					