

**INFLUENCE OF ATTITUDES TOWARD SOCIAL MEDIA AND ALCOHOL USE
ON SEXUAL RISK BEHAVIOUR AMONG UNDERGRADUATES**

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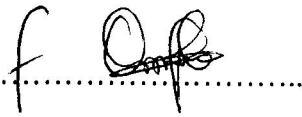
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**BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF
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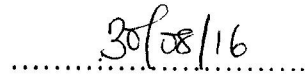
CERTIFICATION

I certify that this project was carried out by Fatokun Faith Seun (Matric No: PSY/12/0689) of the Department of Psychology, Faculty of Social Sciences, Federal University Oye-Ekiti, Ekiti state, Nigeria.



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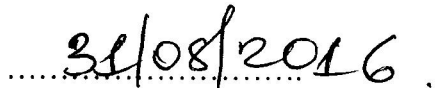


Date



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Date

DEDICATION

This project is dedicated to God my heavenly Father, God the son and God the Holy Ghost for his strength and abundant grace over my life. Your name is praised.

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ABSTRACT

Issue of sexual risk behavior among undergraduate is becoming a thing of concern to the world at large. The present study investigated the influence of attitudes towards social media and alcohol use on sexual risk behavior among undergraduates. The study adopted ex-post facto research design. A total of 200 undergraduates were sampled in the study using accidental sampling method. Participants were administered with questionnaire comprising of sexual risk behaviour, attitude towards social media and alcohol use scales together with demographic information. Three hypotheses were tested in the study using independent samples t-test; out of which one was significant. Results of the tested hypotheses showed that attitude towards social media has no significant influence on sexual risk behaviour ($t= 1.42$; $df= 189$; $p>.05$). Alcohol use has significant influence on sexual risk behaviour ($t= 8.70$; $df= 189$; $p<.05$). Gender has no significant influence on sexual risk behaviour ($t= 1.30$; $df= 189$; $p>.05$). Based on these findings, it is concluded that alcohol use is an important factor in understanding extent of sexual risk behavior among undergraduate. Findings were discussed in line with previous studies; implications and recommendations were provided for sexual risk reduction intervention.

Keywords: Sexual risk behaviour, alcohol use, attitude towards social media, undergraduates

Word Count:191

CHAPTER ONE

INTRODUCTION

1.1 Background To The Study

Today's generation of young adult are growing up immersed in social media such as Face book, Twitter,Whatsapp, 2go, etc, that promote and shape their behavior, motives, and interaction (lenhart 2005). According to (Hinduja&Patchin 2008, Moreno, 2000) who reported that displayed of alcohol references on social media may include information and images pertaining to alcohol that may influence viewers. That means relating it to images of nude people having sex on social media may influence viewers' intention and motives and may result to sexual risk behavior (Ali & Dwyer 2010 Mundt2012). For young people, social media has been the main source of their exposure to so many things such as sexual risk behavior example like engaging in sex without the use of condom, having multiple sexual partners, etc. Sexual risk behavior is generally characterized as conduct that expands one's danger to contact sexually transmitted contaminations and encountering unintended pregnancies. They incorporate having intercourse at an early age, having numerous sexual accomplices, engaging in sexual relations while affected by alcohol or drugs, and unprotected sexual behaviours(Centers for Disease Control &Prevention, 2010). This has become a problem to the society at large because it brings about over population in some countries when young adult engage in early sex without the use of condom and this lead to unwanted pregnancies.

The use of alcohol among the youth of our days have made them aggressive and want to engage in a criminal related sexual behavior such as rape, multiple-sexual intercourse, group sex among other, Social media has been a form of medium for young adult mostly undergraduates

and to be more exposed to information and images pertaining sexual activities, alcohol use and these information gotten from the media may influence the viewers. To young adult, social media are a source of exposure to different items, events, behavior and life itself. The rate at which sexual transmitted disease are increasing is alarming in the society in general, and it has been a great concern to the world at large. Attitude towards social media, this can influence the rate at which undergraduate engage in sexual risk behavior. Social media use has grown exponentially over the past decade, and this growth is expected to continue. Social media sites are diverse and yet share many similar features. Site users generally create an account; link to a network of other individuals or groups; and use the site to share thoughts, photographs, videos, news stories, and other content (Kietzmann, 2011).

Social media can be used by individuals to share information about their personal lives as well as by businesses and organizations to promote their products and services. Most of the sites have built-in mechanisms to express approval or disapproval of content; consequently, users can not only form their own impression of a post or video but also can see how many others, and sometimes exactly who, also expressed approval. This multidirectional and user-generated communication about content differentiates social media from traditional mass media and from the earlier days of Internet advertising, when Web sites generally just provided content from one entity or posted information about a product (Kaplan & Haenlein, 2010). To understand how alcohol-related messages and images displayed on social media may influence young people, it is important to consider the changing landscape of social media. Different social media sites have gained and lost popularity over time, and new ones are continually being launched to cater to specific market niches and demands, leading to a constantly changing landscape of sites and mobile applications. MySpace is one of the more seasoned online networking locales, with an

accentuation on music sharing; it was among the most prominent destinations universally in the mid 2000s (Lenhart & Madden 2007). Facebook was propelled in 2004; it at first was accessible just to undergraduates at Harvard University however rapidly spread to different schools and by 2006 was accessible to the overall population. As Facebook extended past its roots as a system just for undergraduate, MySpace's strength started to decrease. According to research investigated by Megan and Priscilla the result indicated that Facebook and e-mail were the social network websites of choice, with 99% of college students using Facebook and 90% using e-mail. This finding concurred with research by Lenhart (2010) which found that Facebook is the most popular form of social media. At that point, in 2006, Twitter rose with an accentuation on short instant messages (Lenhart, 2010). Notwithstanding these prevalent interpersonal interaction locales, destinations concentrated on expert systems (e.g., LinkedIn), photograph sharing (e.g., Instagram, Snapchat, Pinterest), video sharing (e.g., YouTube, Vimeo), and different specialties have emerged.

Facebook and Twitter are among the most-visited Web sites in the United States, particularly among adolescents and young adults. As of 2013, 77 percent of adolescents used Facebook and 24 percent used Twitter (Madden, 2013); among young adults, the corresponding percentages were 86 percent and 27 percent (Duggan & Brenner 2013). As a result, any alcohol-related content posted on these sites has the potential to reach a large proportion of adolescents and young adults. Several characteristics of social media sites can influence this risk of exposure to alcohol content, including the formats available for user posts and the options for and culture of anonymity and privacy. These issues are especially salient given that references to personal drinking could be incriminating for individuals under age 21. This section compares Facebook and Twitter with respect to these domains. Over 1 billion people worldwide use Facebook (The

Nielsen Company 2013). The site specifies a minimum age of 13 to participate in the network and requires the user to enter his or her age when creating an account, but there is evidence that children under age 13 participate in Facebook by providing a false age (Jernigan & Rushman 2014; Richtel & Helft 2011). While building up a record, the Facebook client can make a profile posting various parts of his or her character, including birthday, main residence, schools went to, occupations held, and relationship status, which demonstrates whether somebody is in a sentimental relationship. Facebook asks for that every client register with his or her genuine name and afterward use that full name as the identifier for the profile. A greater part (94.9 percent) of undergraduate use their genuine names on Facebook (Tufekci 2008). Utilization of genuine names helps clients recognize and interface with people whom they know offline. The Facebook encounters in 2014 focus on the client's "divider" or "course of events," where he or she shows announcements, photographs, and different things. Clients can control who can see the substance on their course of events through a powerful arrangement of protection settings. A dominant part of high schoolers on Facebook report utilizing these security settings (Madden 2013a), yet a few studies propose that teenagers may overestimate their comprehension of how to set up and keep up private settings (Moreno, 2012).

Twitter is less commonly used than Facebook, with 215 million active users in 2013 (Kim 2013). Twitter posts, or tweets, are text messages of no more than 140 characters. Although adolescent participation in Twitter currently is less than participation in Facebook, the number of young users of this site is rapidly growing (Madden et al. 2013). Twitter content often includes a hashtag, connoted by the pound sign followed by a keyword (e.g., #party, #beer). Keywords serve a unique function because they can be searched within Twitter by users to find content related to a particular topic. In contrast to Facebook, Twitter does not ask for the user's

age when creating an account, although their policies state that accounts of users discovered to be under age 13 will be deactivated. Madden and colleagues (2013) found that 36 percent of 12-year-old Internet users reported falsifying their age to access a Web site or account. Twitter's privacy settings are limited to either making content fully public or sharing it only with "followers" of the account. Twitter executives have said that 90 percent of the content on the site is fully public (Rao, 2010). In 2013, only 24 percent of teen Twitter users reported keeping their tweets private, whereas 60 percent kept their Facebook profiles private (Madden 2013). Part of teens' willingness to disclose information publicly on Twitter may stem from the fact that the company does not make any requests to use a person's real name as the online username. Both Facebook and Twitter are being used for research purposes, but with somewhat different modes of analysis. Thus, Facebook often is considered as a platform in which the unit of analysis is an individual identity expressed via a profile. In contrast, Twitter frequently is considered to be a platform in which the unit of analysis is a specific topic around which individual users may interact, congregate, or "follow." For young people, social media are a source of exposure to two important factors that offline are associated with alcohol use: peer alcohol behavior (Ali & Dwyer 2010; Mundt 2012) and alcohol advertising (Jernigan 2006, 2011). Alcohol researchers have begun to measure exposure to and impact of alcohol-related content and are moving toward developing intervention mechanisms using social media. However, the ways in which social media exposure may be similar to, different from, or reinforcing of offline counterparts are not yet fully understood. Attitude towards social media can be defined in this study as the extent to which undergraduate make use of social media and how it influence their sexual behavior.

Exposure to alcohol or tobacco in traditional media (e.g., movies, television) has been associated with adolescent substance use (Dalton 2003, 2009; Gidwani 2002; Titus-Ernstoff

2008). Social media can combine traditional media exposure to alcohol-related content with peer interactivity (e.g., peer endorsement of specific behaviors), resulting in a potentially even more powerful influence on drinking behavior. For example, adolescents' social media ties within and across networks provide many potential paths of influence. These paths may allow the spread of alcohol-related content or promote alcohol behaviors within a network as well as across networks (Mundt 2011).

The potential impact of such messages has been demonstrated repeatedly. Thus, adolescents who view alcohol references on their peers' Facebook profiles find these to be believable and influential sources of information (Moreno 2009a). Furthermore, adolescents who perceive alcohol use as normative based on Facebook profiles are more likely to report interest in initiating alcohol use (Litt and Stock 2011). Consequently, social media represent a widespread, readily available, and consistently accessed source of information for today's adolescents and young adults and combine the power of interpersonal persuasion with the reach of mass media. Fogg (2008, p. 23) described "mass interpersonal persuasion" as "the most significant advance in persuasion since radio was invented in the 1890s." Apart from proposing that attitudes toward social media may influence sexual risk behavior, another likely salient factor that may influence level at which undergraduates may engage in sexual risk behavior is extent of alcohol use.

Alcohol use can be define in this study as ability for an individual to expose him/herself to alcoholic content and end up engaging in sexual risk behaviuor. Available literature suggests that the global burden of disease with regard to both alcohol and unsafe sex is considerable. For example, in 1990 alcohol accounted for 3.5% of the total disability-adjusted life years (DALYs) lost globally, and for 2.1% of the total years of life lost; unsafe sex accounted for 3.0% of the

total years of life lost globally (Room et al., 2002:17; Murray & Lopez, 1996). The respective contributions of alcohol and unsafe sex to the global burden of disease are, furthermore, amplified through the linkages that have been shown to exist between alcohol, risky sexual behaviour (unintended or unprotected sexual contact) and the spread of sexually transmitted infections (STIs), including HIV infection.

Sexual risk behavior accounts for a large number of opportunities for acquiring HIV/AIDS and alcohol use has been shown to increase high-risk sexual behaviour. Moreover, the social dynamics that surround alcohol use, sexual risk behaviour and HIV infection and interactions between these issues warrant a search for alternative ways of dealing with the problem in diverse sociocultural settings, if intervention is to be effective. Only by unravelling the social dynamics of alcohol use-related sexual risk behaviour within particular cultural settings can this be achieved. It can be anticipated that the body of knowledge acquired through proven scientifically sound instruments will not only highlight the relevant preventive measures to be adopted but will bring out relevant clinical and experimental research questions to be considered by all disciplines interested in curbing the problem of alcohol use-related sexual risk behaviour with regard to HIV infection. The study therefore proposes that attitude towards social media and alcohol use may directly influence sexual risk behaviour among undergraduates of Federal University Oye-Ekiti, Ekiti state, Nigeria.

1.2. Statement Of Problem

Sexual risk behaviors are characterized by the expanded danger of a negative result, which can take two pathways: First dangerous sexual risk behaviour are those which build the possibility of contracting or transmitting infection, second to increase the chance of the occurrence of unwanted pregnancy. Sexual risk behaviors include: Having more than one sexual partner, changing sexual partners frequently, having oral, vaginal or anal sexual contact without the use of condoms correctly and regularly, using unreliable methods of birth control, or using birth control inconsistently among others. Abstaining entirely from sexual activity will completely eliminate these risks. For most consenting adults, abstinence is not a reasonable goal or choice. Most adults are well-educated about risky sexual behaviors. However, unsafe sexual practices are still occurring with high rate frequency in the sexually transmitted diseases and unwanted pregnancies remain significant public health concerns. The World Health Organization reported in 2002 that unsafe sex was second among the top ten risk factors in the global burden of all diseases caused globally. 12 million Americans are infected with an STD annually. Forty-three million have viral STDs which cannot be cured and therefore infect an individual for life. STDs cost society more than \$3.5 billion annually.

Due to the high increase of sexual transmitted disease such as HIV/AIDS, gonorrhea, syphilis, and others among undergraduates, it can be linked to exposure to social media and high alcohol use tends to have high sexual risk behavior. Attitude towards social media such as (Facebook, Twitter, Whatsapp, e.t.c) expose young youth to different things on internet, For example nude images of those having sex that are being placed online can influence the mind and behavior of undergraduates to engage in sexual activities and that may lead to sexual risk

behavior. A study was carried out in Enugu to check the sexual risk behaviour among undergrad understudy in Enugu, Nigeria. This study intends to recognize high-hazard sexual conduct among college understudies in a creating nation and to define programs focused at decrease of complexities of such unsafe sexual conduct. This was a poll study taken of college understudies in four establishments of higher learning in Enugu, Nigeria over a 1-month time frame. The predominance of sexual movement was 76.8%, with 85.4% of females and 62.3% of guys having more than one sexual accomplice. More female understudies than their male partners (65.7% versus 42.2%) had their first sexual experience as an adolescent.

Sexual danger conduct that incorporates having various sexual accomplices, not utilizing a condom, butt-centric and oral sex were more normal among the lower social class, young people, females and those living off-grounds. While financial reasons are a central point that energizes hazardous sexual conduct in the female, the desire to engage in sexual relations and interest, tended to support such sexual experimentation in the male. In spite of a decent information of the inconveniences that could take after such dangerous sex conduct, the sexual experiences of the understudies stayed unaltered. Instructive and hazard diminishment programs focusing on an adjustment in conviction and conduct is required to keep up sexual security among these adolescent. Study plans to distinguish high-hazard sexual conduct among college understudies in a creating nation and to detail programs focused at decrease of inconveniences of such hazardous sexual conduct. Sexual danger conduct is an issue that should be given more consideration by the administration in order to bring down dangerous sexual conduct.

Students who are under the influence of alcohol may engage in sexual risk behavior and that may result to increase of unwanted pregnancy, which may also increase the population and

create more problems to the government. Some men reported that the use of alcohol boosts their moral and energy to engage in sexual intercourse, unknowingly to them excess alcohol can lead to serious illness such as high level of sugar in the body, low sperm count, high blood pressure and many more health challenges. Also frequent intake of alcohol can give a man urge to have sex and when he did not find someone to have sexual intercourse with he tends to go into rape because that may be his last option, and that may land him to jail. Therefore, male young adult who rape ladies may be mostly under the influence of alcohol use

In this study, the researcher intends to provide answers to the following research questions at the end of the study:

1. Do attitude toward social media influence sexual risk behaviors among undergraduates of Federal University Oye-Ekiti, Ekiti state?
2. Does alcohol use influence sexual risk behavior among undergraduates of Federal University Oye-Ekiti, Ekiti state?
3. Is there a gender difference in sexual risk behavior among undergraduates of Federal University Oye-Ekiti, Ekiti state?

1.3 Purpose Of Study

The main purpose of this study is to examine the influence of attitude towards social media and alcohol use on sexual risk behaviour among undergraduates of Federal University Oye-Ekiti, Ekiti state.

1. To examine the influence of attitude towards social media on sexual risk behaviours among undergraduates of Federal University Oye-Ekiti. .

2. To also examine the influence of alcohol use on sexual risk behaviours among undergraduates in Federal University Oye-Ekiti, Ekiti state Nigeria.
3. To examine the gender difference in sexual risk behaviours among undergraduates of Federal University Oye-Ekiti, Ekiti state.

1.4 Relevance Of The Study

In the course of this study, the researcher encountered some young individual's particularly (young men) who regard alcohol as the fundamental driver of sex; as indicated by them when they are high it makes sex more pleasurable and reinforce their capacity to perform better. Alcohol alters serotonin levels in the brain, serotonin is a neurotransmitter or chemical, used by the brain to regulate mood and in-balance in serotonin are thought to cause mental health conditions like depression, anxiety and obsessive compulsive disorder. This study will educate such young men of the dangers of taking excessive alcohol, according to alcohol hyppia theory by Steele and Joseph 1990 alcohol dis-inhibits behavior primarily as a result of it pharmacologic effects on information processing. By reducing the scope and efficiency of information processing, simple, highly salient cues that instigate behavior (e.g sexual arousal) continue to be processed where as more distal and couple cues would ordinarily inhibit behavior e.g possibility of getting AIDS.

This study will add to exiting body of knowledge, it will enable us identify factors that will contribute to sexual risk behavior, this study will be useful to the university management on how to prevent student from engaging in sexual risk behavior, it will also increase the knowledge of student on how to protect and prevent themselves from sexual risk behavior. This study can be

a platform of knowledge for the society to use in tackling the problems, such as (the spread of HIV/AIDS, Suicide among young youths etc) sexual risk behaviour cause in the society and provide possible solution. It normal for young adult to want new experiences and to feel among, they need to explore their own abilities and limits, as well as boundaries you set. They also need to express themselves as individuals. It's all part of their path to becoming independent adults, with their own identities.

Social media is a platform for young adult to experience and learn different ideas and opportunities, although it has its advantages and disadvantages but most undergraduate use it for different purpose and they end up engaging in different sexual risk behaviors. It is been said that charity begins at home, therefore this study will educate parent to monitor and educate their kids. As parents, they want to foster resilience in their kids, starting when they're young. This can be done by teaching them how to handle harassing messages or requests that make them feel uncomfortable – on the Internet or in the schoolyard – and, as they get older, by teaching them how to spot and respond to emotional manipulation. The good news is that most teens are effectively handling online requests from strangers – the bigger Challenge is helping them handle sexual advances from people they know, this study will help educate parents more on how to educate their kids about healthy relationships and the importance of not feeling pressured into doing things they don't want to do – such as taking explicit pictures of themselves. There are numerous other ways of showing someone how much you care, which doesn't imply pressuring one's partner to engage in risky behaviors.

Parents should talk to their kids to confide in a trusted adult if they are being pressured or sexually harassed by anyone. Remind them that if they forward or post a sexually provocative

picture they can be held legally responsible for their actions. Parents should warn their children that there are people online who target adolescents to engage in sexual conversations. Talk to them about why adults having sex or forming romantic relationships with underage adolescents is wrong. Help them recognize grooming tactics – does an online friend seem too perfect? Make it clear to their children that if he or she wishes to meet a virtual friend in person, it must be in the presence of a trusted adult. For younger adolescents, ask them to give you their instant messaging or social networking passwords, promising them that you would only access their accounts in the event of a problem.

CHAPTER TWO

LITERATURE REVIEW

2.1 THEORETICAL FRAMEWORK

This chapter reviews various theories relating to variables in the study as well as some related studies. The theories reviewed include theories of stress and motivation theories. The chapter also includes statements of hypotheses operational definition of terms used in the study.

2.1.1 PLANNED BEHAVIOUR THEORY

The theory was proposed by Icek Ajzen to improve on the predictive power of the theory of reasoned action by including perceived behavioural control. It is a theory clarifying human conduct. It has been applied to studies of the relations among beliefs, attitudes behavioral intentions and behaviors in various fields such as advertising, public relations, advertising campaigns and healthcare. The theory expresses that state of mind toward conduct, subjective standards, and perceived behavioral control, together shape an individual's behavioral expectations and behaviours. The theory of planned behaviour was proposed by Icek Ajzen in 1985 through his article "From intentions to actions: the theory of planned behaviour." The theory was created from the theory of reasoned action, which was proposed by Martin Fishbein together with Icek Ajzen in 1980. The theory of reasoned action was thus grounded in different speculations of state of mind, for example, learning theories; expectancy values theories, consistency theories, (such as, Heider's Balance Theory, Osgood and Tannenbaum's Congruity Theory, and Festinger's Dissonance Theory) and attribution theory. According to the theory of reasoned action, if people evaluate the suggested behavior as positive (attitude), and if they think

their significant others want them to perform the behavior (subjective norm), this results in a higher intention (motivations) and they are more likely to do so. A high correlation of attitudes and subjective norms to behavioral intention, and subsequently to behavior, has been confirmed in many studies. A counter-argument against the high relationship between behavioral intention and actual behavior has also been proposed, as the results of some studies show that because of circumstantial limitations, behavioral intention does not always lead to actual behavior. Namely, since behavioral intention cannot be the exclusive determinant of behavior where an individual's control over the behavior is incomplete, Ajzen introduced the theory of planned behavior by adding a new component, "perceived behavioral control." By this, he extended the theory of reasoned action to cover non-volitional behaviors for predicting behavioral intention and actual behavior. The theory has since been improved and renamed the reasoned action approach by Ajzen and his colleague Martin Fishbein.

Implication Of Theory On Alcohol Use And Sexual Risk Behaviour

The theory of arranged conduct determines the way of connections amongst convictions and states of mind. As indicated by these models, individuals' assessments of, or states of mind toward conduct are controlled by their open convictions about the conduct, for example an individual may have the belief that sex is best enjoyed when alcohol is taken, where a belief is defined as the subjective probability that the behavior will produce a certain outcome. (The belief is that alcohol enhances sex performance), while the outcome of that belief is pleasure. Specifically, the evaluation of each outcome contributes to the attitude in direct proportion to the person's subjective possibility that the behavior produces the outcome in question.

2.1.2 SOCIAL LEARNING THEORY

Social learning theory was developed by Albert Bandura sets that learning is an intellectual procedure that happens in a social setting and can happen absolutely through perception or direct guideline, even without engine propagation or direct reinforcement. Notwithstanding the perception of conduct, adapting likewise happens through the perception of prizes and disciplines, a procedure known as vicarious support. The theory develops conventional behavioral speculations, in which conduct is administered exclusively by fortifications, by setting accentuation on the imperative parts of different inner procedures in the learning individual. Social learning theory coordinated behavioral and intellectual speculations of learning with a specific end goal to give an extensive model that could represent the extensive variety of learning encounters that happen in this present reality. As at first laid out by Bandura and Walters in 1963 and further itemized in 1977, key fundamentals of social learning theory are as follows: Learning is not simply behavioral; rather, it is a subjective procedure that happens in a social setting. Learning can happen by watching a conduct and by watching the results of the conduct (vicarious fortification).

Learning includes perception, extraction of data from those perceptions, and settling on choices about the execution of the conduct (observational learning or demonstrating). Subsequently, learning can happen without a noticeable change in conduct. Reinforcement assumes a part in adapting yet is not so much in charge of learning. The learner is not a latent beneficiary of data. Comprehension, environment, and conduct all commonly impact each other (complementary determinism).

Social learning theory draws vigorously on the idea of demonstrating, or learning by watching a conduct. Bandura sketched out three sorts of demonstrating boosts: Live model in which a genuine individual is showing the coveted conduct Verbal guideline in which an

individual portrays the fancied conduct in subtle element and educates the member in how to participate in the conduct Symbolic in which demonstrating happens by method for the media, including motion pictures, TV, Internet, writing, and radio. Jolts can be either genuine or anecdotal characters. Precisely what data is gathered from perception is impacted by the kind of model, and also a progression of intellectual and behavioral procedures, including: Attention So as to learn, spectators must take care of the displayed conduct. Consideration is affected by attributes of the spectator (e.g., perceptual capacities, psychological capacities, excitement, past execution) and qualities of the conduct or occasion (e.g., pertinence, curiosity, full of feeling valence, and practical worth). Retention With a specific end goal to repeat a watched conduct, spectators must have the capacity to recollect elements of the conduct. Once more, this procedure is impacted by eyewitness qualities (subjective capacities, intellectual practice) and occasion attributes (unpredictability). Reproduction To recreate a conduct, the onlooker must arrange reactions as per the model. Onlooker qualities influencing generation incorporate physical and psychological abilities and past execution. Motivation The choice to recreate (or shun repeating) a watched conduct is reliant on the inspirations and desires of the onlooker, including expected results and inner benchmarks.

A vital component in social learning theory is the idea of corresponding determinism. This idea expresses that generally as an individual's conduct is impacted by the earth, the earth is additionally affected by the individual's behavior. Has it were, a man's conduct, surroundings, and individual qualities all correspondingly impact each other. For instance, a youngster who plays savage computer games will probably impact their companions to play also, which then urges the kid to play all the more regularly. This could prompt the youngster getting to be desensitized to brutality, which thus will probably influence the tyke's genuine practices.

Implication Of Social Learning Theory On Social Media, Alcohol Use And Sexual Risk Behaviour

The theory of social learning indicates that adolescents learn through observation, either from peers, family, and neighbors, etc. For an individual to engage in sexual risk behavior they may have observe something either from their peers or social network that prompt them react the way they do. Children can be easily influence by parent, friends and relatives, for example a boy who sees his dad get drunk every night and come home late to beat up his wife and force her to have sex with him, the boy meant grown up with such attitude and end up engaging in sexual risk behavior such as having multiple sex partner. Peers group also is an important factor that influences individual's behavior and intention.

2.1.3 BIOPSYCHOSOCIAL THEORY

The model was theorized by psychiatrist George L. Engel at the University of Rochester, and putatively discussed in a 1977 article in *Science*, where he posited "the need for a new medical model." He discusses his model in detail in his paper in the *American Journal of Psychiatry* where he discusses the fate of a hypothetical patient, a 55-year-old man who has a second heart attack six months after his first. Engel elegantly indicates that the patient's personality helps to interpret his chest pain, that he is in some degree of denial and that it is only the intervention of his employer that gives him permission to seek help. Whereas reductionistically his heart attack can be understood as a clot in a coronary artery, the wider personal perspective helps to understand that different outcomes may be possible depending on how the person responds to his condition. Subsequently, the patient in the emergency room

develops a cardiac arrest as a result of an incompetent arterial puncture. Once again systems theory can analyse this event in wider terms than just a cardiac arrhythmia. It sees the event as due to inadequate training and supervision of junior staff in an emergency room. Thus, while there may be "no single definitive, irreducible model has been published," Engel's elegant exposition of his model in this paper gives plenty of scope for this broader understanding of clinical practice.

According to the biopsychosocial model interaction between people's genetic makeup (Biology) mental health and personality (psychology) and socio cultural environment (social world) contribute to their experience of attitude, behavior, health and illness. The interactions among these factors determine the course of one's development. Biological component is the genetic makeup of an individual and this determine what kind of person he or she is and the biology factor that make or cause an individual to react the way they does.

The psychological component of the biopsychological mode looks for potential psychological causes for a health problem such as lack of self-control, and negative thinking. This component is concern with understanding the psychological cause of an attitude and behavior such as sexual risk behavior, for example an introvert and extrovert, an extrovert has more tendency to engage in sexual risk behavior because they are sociable, cheerful, love to interact with other and also they have a trait of openness. An introvert has low tendency to engage in sexual risk behavior because they are calm, gentle, and find it difficult to interact with people. That leads us to the social part of the biopsychosocial mode it examine how different social factors such as technology which can be categorize into social media such as Facebook, twitter, whatsapp and internet can influence behavior and attitude of an individual. When you are

been exposed to social media frequently it tends to influence one's development and some images and information placed on media can influence one's attitude to an extent

2.1.4 EXPECTANCY THEORY

In 1964, Vroom developed the expectancy theory through his study of the motivations behind decision making. This theory is relevant to the study of management. Expectancy theory (or expectancy theory of motivation) proposes an individual will carry on or act surely on the grounds that they are motivated to choose a particular behaviour over different behaviour because of what they expect the aftereffect of that chosen behavior will be. In essence, the motivation of the behavior selection is determined by the desirability of the outcome. However, at the core of the theory is the cognitive process of how an individual processes the different motivational elements. This is done before making the ultimate choice. The outcome is not the sole determining factor in making the decision of how to behave. Expectancy theory is about the mental procedures with respect to decision, or picking. It clarifies the procedures that an individual experiences to settle on decisions. In the investigation of hierarchical conduct, hope theory is an inspiration theory initially proposed by Victor Vroom of the Yale School of Administration.

Victor H. Vroom (1964) characterizes inspiration as a procedure administering decisions among option types of intentional exercises, a procedure controlled by the person. The individual settles on decisions taking into account assessments of how well the normal aftereffects of a given conduct are going to correspond with or inevitably prompt the sought results. Inspiration is a result of the individual's anticipation that a specific exertion will prompt the proposed execution, the instrumentality of this execution to accomplishing a specific result, and the

attractive quality of this outcome for the individual, known as valence. In 1964, Vroom built up the Anticipation theory through his investigation of the inspiration driving basic leadership. Anticipation theory concentrates on the significance of disguised social and social assumptions about the impacts of substances on sexual conduct. In this theory, people's desires that substance use brings down sexual restraints and/or upgrades sexual joy directs its relationship to sexual conduct, making sexual conduct impaired more probable and more dangerous all things considered desires increment. For instance, people who drink report convictions that alcohol decreases sexual hindrances, helps them feel closer or more open to other individuals, and improves sexual delight. It likely that youth engage in sexual risk behavior because of the motivational speech of some advertisers on social media, for example the use of Herb drinks such as (Osomo, Alomo bitters, Striker bitters e,t,c) to enhance their sexual performance and strength.

There is confirmation that hopes alone, even without genuine alcohol utilization, are sufficient to change individuals' behavioral expectations. For instance, in an adjusted fake treatment outline study, people who trusted they had expended alcohol, however who had really devoured a fake treatment drink, reported more grounded goals to participate in risky sex and lower impression of danger when contrasted with the individuals who expended a fake treatment and did not trust they were drinking alcohol. In examination with MSM, the individuals who reported unprotected sex all the more emphatically had confidence in the sexual impacts of substances, when contrasted with men, who did not take part in unprotected sex.

2.2 Theoretical conceptualization

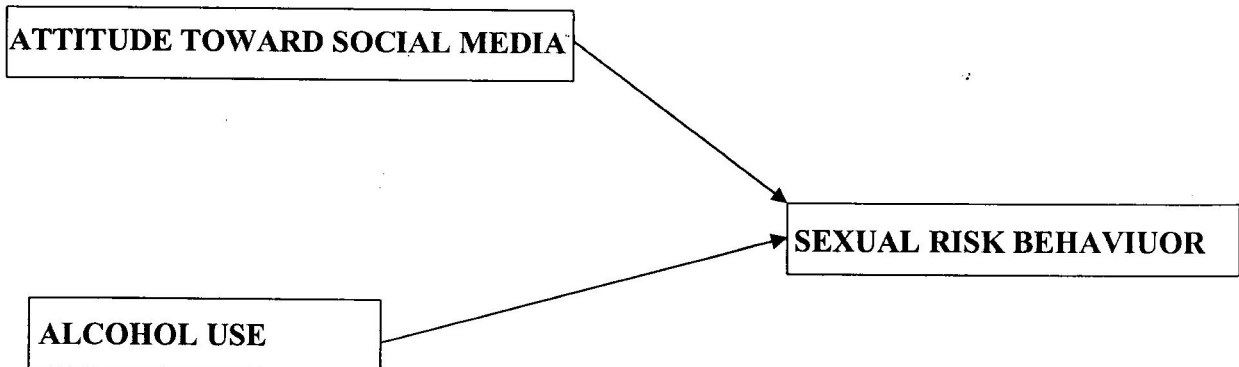


Figure 1: Inter-relationship among variables in the study

Figure 1 indicates that when undergraduate is exposed to social media frequently they tend to engage in sexual risk behavior. Also when they are exposed to high rate of alcohol use they tend to engage in sexual risk behavior.

2.3 Related empirical studies

2.3.1 Alcohol Use and Sexual Risk Behaviour

Cooper (2002) conducted a research on Alcohol use and sexual risk behavior among college student and youth, the study was to examine the empirical correlation between alcohol use and sexual risk behavior at two levels of analysis. Worldwide affiliations test whether people who take part in one conduct will probably take part in alternate, while occasion particular affiliations test whether the probability of taking part in one conduct on a given event fluctuates as a capacity of taking part in the other on that same event. Contemplates looking at the relationship amongst drinking and hazardous sex in tests of understudies and youth were inspected. Those distributed before 10 years and utilizing occasion level system or arbitrary

inspecting was emphasized. Findings were for the most part reliable crosswise over levels of examination, yet contrasted crosswise over sorts of dangerous practices. Drinking was firmly identified with the choice to have intercourse and to unpredictable structures of hazardous sex (e.g., having various or easygoing sex accomplices), however was conflictingly identified with defensive practices (e.g., condom use). In addition, the connections among alcohol use, the choice to engage in sexual relations and unpredictable practices were found in both amongst persons and inside person's examinations, recommending that these connections can't be sufficiently clarified by stable individual contrasts between individuals who do and don't drink. Examination of occasion qualities demonstrated that drinking was all the more firmly connected with diminished defensive practices among more youthful people, on first intercourse encounters and for occasions that happened by and large more prior. Conclusions: Future endeavors gone for lessening alcohol use in possibly sexual circumstances may diminish a few types of dangerous sex, however are more averse to influence defensive practices straightforwardly.

This research was conducted on May 2005 by Michael, Debra, Elizabeth, Paul, Patricia, and Bradley, This study was embraced to figure out whether alcohol use is connected with sexual danger taking among human immunodeficiency infection (HIV)-infected persons. Cross-sectional meetings of 262 HIV-contaminated patients in the Brown University AIDS Program were performed. Variables connected with any sexual movement, dangerous sexual action, and a 4-fold typology of sexual danger was inspected. Alcohol measures included drinking days, drinks per drinking day, voracious boozing, and unsafe alcohol use. The specimen was 58% male and 40% white; 67% of patients were self-distinguished as hetero, what's more, 48% drank alcohol. Almost 66% of patients reported sexual action in the previous 6 months, with 38% reporting unprotected sex amid that period. All gauges of alcohol use were essentially connected

with any sexual action and with perilous sexual conduct. As a case, controlling for age, HIV transmission hazard, conjugal status, and HIV clinical markers, unsafe consumers were 5.64 times more inclined to report unprotected sex and have different accomplices ($p < 0.01$) than were those not drinking at risky levels. A high extent of HIV-contaminated persons were sexually dynamic and having hazardous sex. Alcohol, at all levels of utilization, was connected with expanded sexual danger taking.

Ceren Ertan Yoruk, Baris K. Yoruk† (February 12, 2013) conducted a study on alcohol consumption and risky sexual behavior among young adults, the study exploits the discrete jump in alcohol consumption at the minimum lawful drinking age (MLDA) in the Unified States and uses a regression discontinuity design to research the relationship amongst drinking and hazardous sexual conduct among youthful grown-ups. Utilizing secret information from the National Longitudinal Overview of Youth (1997 Partner), we archive that youthful grown-ups tend to drink up to 2.1 days all the more once they are allowed lawful access to alcohol at age 21. Under certain model details, we find that the discrete hop in alcohol utilization at the MLDA is connected with an expansion in the likelihood of having intercourse by up to 8.3 rate focuses. In any case, we likewise find that youthful grown-ups, who increase legitimate access to alcohol at age 21, don't tend to participate in unsafe sexual practices. Besides, we record that the impact of the MLDA on the probability of utilizing a few distinctive contraception techniques is not huge for the individuals who engaged in sexual relations in the previous four weeks. Our outcomes are vigorous to option test and model determinations and infer that in spite of the fact that the MLDA law is entirely powerful in lessening alcohol utilization among youthful grown-ups, overflow impacts of this law on unsafe sexual practices are generally restricted.

2.3.2 Attitude toward Media and Sexual Risk Behaviour

Asekun, Asekun, Adebimpe and Omisore (2014) investigate the Effect of mass media and internet on sexual behavior among undergraduate in Osogbo metropolis southwestern Nigeria. The objective of the study was to examine the part of broad communications and Web use in forming the sexual health attitude and practices of youthful students in Osogbo city, Osun State, Nigeria. In a descriptive cross-sectional study, 400 students were chosen utilizing a multistage random sampling strategy. Four hundred and fifty pretested, semistructured surveys were disseminated; of these, 400 were returned appropriately filled. Information were broke down utilizing SPSS statistical software version 16. Most knew about the different types of broad communications (>95%). Most (64.0%) respondents burned through 1–5 hours staring at the TV, day by day, and most used the Web frequently. Around 38.3% and 24.2% of respondents used the Web and radio/TV, individually, as wellsprings of data on sexual issues. Most respondents used the Web for school assignments (83.0%, n=332), electronic mail (89.0%, n=356), and for getting to sexually express materials (74.5%, n=298). The vast majority of the respondents (73.5%) opined that the Web affects adolescents' sexual conduct, in spite of the fact that getting to the Web for sexual material or motion pictures was worthy to 25.3% of them. Of the 226 respondents who had ever engaged in sexual relations, 226 (100%), 37 (16.4%), 31 (13.7%), and 10 (4.4%) honed copulation, oral sex, masturbation, and butt-centric sex, individually; 122 (54.0%) constantly used condoms, while 90 (40.0%) never used condoms amid sexual movement; 33 (14.6%) had intercourse with business sex specialists. Further investigation demonstrated that the individuals who were yet to wed (single) were more averse to be sexually experienced than the individuals who were hitched (balanced chances proportion [AOR] =0.075, 95% certainty interim [CI] =0.008–0.679), and the individuals who said getting to the Web for

sexual material is not adequate to them were additionally less inclined to be sexually experienced than those to whom it was satisfactory (AOR =0.043, 95% CI =0.016–0.122). Indicators of having different sexual accomplices incorporate the sex of the respondent and the recurrence of Web use, with females (AOR =0.308, 95% CI =0.113–0.843) and the individuals who once in a while use the Web more averse to have various sexual accomplices.

2.3.3 Gender and Sexual Risk Behaviour

Tariku , Lemessa , and Nega (2012) investigated a research to check the Patterns of sexual risk behavior among undergraduate university students in Ethiopia. As a major aspect of the youthful age section, undergraduate college students are exposed to a scope of risky behaviours including HIV/AIDS. Given the paucity of information among the risk behaviour of African college students, this study was conducted to look at the sexual risk practices of this group in Ethiopia. A self-administered questionnaire was used to gather data on socio-demographic and sexual risk conduct qualities among 1,286 college students at Haramaya College, Ethiopia from March to April, 2010. Multivariate logistic regression models were used to derive adjusted odds ratios (OR) and 95% confidence intervals (95% CI).

Around 355 (28%; 95% CI 25.5-30.5) students reported to have had sexual intercourse at least once. More extent of male students ever had intercourse compared to females (OR 4.8; 95% CI 3.4-6.8, $p < 0.001$). One fifth (22.8%) of these students had their sexual debut after they joined university. Around six percent of students with sexual experience reported having had sex with same-sex partners. Half of the males with sexual experience had sex with a business sex specialist. Around 60% of students reported to have used a condom once in a while.

2.4 Statement Of Hypotheses

1. Undergraduates with positive attitude toward social media will report significantly higher sexual risk behaviour than those with negative attitude towards social media.
2. Undergraduates who score high in alcohol use will significantly report higher sexual risk behaviour than those score low in alcohol use.
3. Male undergraduates will significantly report higher sexual risk behaviours than female undergraduates

2.5 Operational Definition Of Terms

ATTITUDE TOWARDS SOCIAL MEDIA: In this study attitude towards social media is define as an interactive media that provides new risks and opportunities for undergraduate to engage in sexual risk behavior such as: Having multiple sexual partner, engage in sex without the use of condom, e,t,c. it was developed by Ellison, Steinfield, and Lampe (2007). High score indicates high level of facebook usage while low indicate low level of facebook usage.

ALCOHOL USE: This variable is define in this study as an excessive use of alcohol that can stimulant and provides unnecessary urges for an individual to have sexual intercourse. This was measured using Alcohol Use scale by Piccinelli, Tessari, Bortolomasi, Piasere, Semenzin, Garzotto and Tansella (1997). High score indicates higher level of alcohol use, while low score indicates lower level of alcohol use.Each of the items has their own response format.

SEXUAL RISK BEHAVIOUR: Refers to sexual risk behavior you engage in after been expose to high alcohol use and frequently use of social media. Such risk behavior includes: multiple

sexual partner, oral sex, unprotected sexual activities and many more. This was measured using sexual risk behavior scale developed by Lawal (2013). High scores indicate high level of sexual risk behavior, low score indicate low level of sexual risk behavior.

LEVEL OF STUDY: This variable is defined in this study as the social construction of levels identity; it was measured with 100, 200, 300, 400, 500.

GENDER: This variable is defined in this study as the social construction of male and female identity; it can be measured with Male (1) and Female (2).

CHAPTER THREE

METHOD

3.1 Research design

The research was a survey of undergraduates, who were primarily students of Federal University Oye Ekiti, Ekiti state; using non exploratory ex-post facto research design. This research design was adopted because the events surveyed with the use of structured questionnaire had occurred before the research was conducted. Independent variables are attitude toward social media and alcohol use. The dependent variable is sexual risk behavior.

3.2 Setting

The setting that was used in this research was Federal University OyeEkiti, Ekiti state. With the use of convenient sampling method, the researcher chose this setting to get in contact with the student and approach them personally.

3.3 Sampling Technique

The sampling technique used for selecting the students was accidental sampling technique. The accidental sampling technique was found suitable in the study because the researcher could not have access to all the students in the University. Therefore, those the researcher could approach and those who volunteered to participate in the study actually completed the questionnaires. The participants consisted of 131 males (68.6%) and 60 females

(31.4%) students sampled from the population of students of Federal university Oye-Ekiti, Ekiti state. Sixty six (34.6) of the sample were in 100 level, 66 (34.6%) were in 200level, 44 (23.0%) were in 300level, 11 (5.8%) were in 400 level, and 4 (2.1%) were in 500level. Regarding marital status, 7 (3.7%) of the participants were married, 179 (93.7) were singles, 5 (2.6%) indicated others. Religion shows that 168 (88.0%) of the participants were Christians, 19 (9.9%) were Muslims 4 (2.1%) were Traditionalists. In terms of Local Government Area (LGA) of the participants, the results indicate that 88 (46.1%) were from Oye LGA and 103 (53.9%) were from Ikole LGA. To know which social media is often used by the participants, the results showed that 69 (36.1%) of the participants used facebook, 30 (15.7%) used twitter, 82 (42.9%) used whatsapp, 5 (2.6%) used instagram, and 5 (2.6%) used 2go.

3.4 Instrument

Questionnaire was used to gather relevant information from the participants in the study. The questionnaire was divided into four different sections. These sections are described below:

Section A: Socio – Demographic Variables

This section includes participants' characteristics such as sex, age, marital status, level of study, religious affiliation, local government area (LGA) and which social media participant uses often.

Section B: Sexual Risk Behaviour Scale

This section measures sexual risk behavior scale developed by Lawal (2013).The scale consists of 6 items. The response format is in 4 point Likert type scale ranging from (1) always to (4)

never. High score on the scale indicates higher level of sexual risk behavior. The Alpha coefficient reported by the author was .85. The Alpha coefficient for the present study is .86.

Section C: Attitude towards Social Media Scale

The Facebook Intensity scale was used to measure attitude toward social media. The scale was developed by Ellison, Steinfield, and Lampe (2007). The benefits of Facebook "friends:" Social capital and college students use of online social network sites. The response format is in 5 likert type scale ranging from (1) strongly disagree to (5) strongly agree. The reliability coefficient of the scale was reported by the Author as .87. High score indicates high level of facebook usage while low indicate low level of facebook usage. The Alpha coefficient for the present study is .84

Section D: Alcohol Use Scale

This section measures Alcohol Use Scale which was developed by Piccinelli, Tessari, Bortolomasi, Piasere, Semenzin, Garzotto and Tansella (1997). The Cronbach alpha provided by the author is 0.77. Each of the items has its own response format which was. (Never, Monthly or less, two to four times a week, Two or three times a week, Four or more times a week). High score indicates higher level of alcohol use, while low score indicates lower level of alcohol use. The Alpha coefficient for the present study is .81

3.5 Procedure

The study was conducted among undergraduates of Federal University Oye-Ekiti, Ekiti state Nigeria. Participants were made to understand that participation would help them address a very important issue on risk taking behaviour. For ethical consideration, the participants were assured that their responses would be confidential. The questionnaires were distributed to the participants and they were directed on how to respond to the questionnaire. The researcher assured the participants that their responses to the questionnaire would not be disclosed to anyone as well as their identity. The students that were willing to participate in the study were administered the questionnaires and they were encouraged to fill it as soon as possible. A total of 200 questionnaires were distributed and 191 questionnaires were retrieved.

3.6 Statistical Methods

The data collected from the study's participants were subjected to analyses using Statistical Package for Social Sciences (SPSS) version 15. The socio demographic information of the participants was analyzed using descriptive statistic such mean, percentage, standard deviation, and frequency distribution, percentage. Hypotheses were tested using inferential statistics. Specifically, the three hypotheses stated in the study were tested using independent samples t-test. t-test for independent was used to determine group differences.

CHAPTER FOUR

RESULTS

Theory one stated that undergraduates with positive attitude towards social media would report significantly higher sexual risk behaviour than those with negative attitudes toward social media. The theory was tested with t-test for independent samples. The result is presented in Table 4.1.

Table 4.1:- The summary of independent t-test showing the influence of attitude toward social media on sexual risk behavior.

	Social Media Attitude	N	Mean	Std. deviation	D f	t	P
SRB	P o s i t i v e	9 6	8.7500	4 . 3 6 2 5 2	189	1.42	>.05
	N e g a t i v e	9 5	7.9158	3 . 7 5 7 7 2			

Table 4.1 shows that undergraduates with positive attitude toward social media ($M = 8.7500$, $SD = 4.36252$) were not significantly different in sexual risk behavior from those with negative attitude toward social media ($M = 7.9158$; $SD = 3.75772$). The result implies that attitude toward social media has no significant influence on sexual risk behaviour ($t = 1.42$; $df = 189$; $p = >.05$) among undergraduates. Therefore, theory one was rejected.

Hypotheses two stated that undergraduates who scored high in alcohol use would report significantly higher sexual risk behaviour than those who scored low in alcohol use. The theory was tested with t-test for independent samples. The result is presented in Table 4.2.

Table 4.2:- The summary of independent t-test is showing the influence of alcohol use on sexual risk behavior.

	Alcohol use	N	Mean	Std. deviation	D f	t	P
SRB	H i g h	6 6	11.3333	5 . 2 2 8 1 3	189	8.70	<.05
	L o w	1 2 5	6.7520	1 . 9 7 8 3 3			

Table 4.2 shows that undergraduates with high alcohol use ($M = 11.3333$, $SD = 5.22813$) reported significantly higher sexual risk behavior than those with low alcohol use ($M = 6.7520$, $SD = 1.97833$). The result indicates that alcohol use has significant influence on sexual risk behaviour ($t = 8.70$; $df = 189$; $p = <.05$). Therefore, theory two was accepted.

Hypotheses three stated that male undergraduates would report significantly higher sexual risk behaviour than female undergraduates. The theory was tested with t-test for independent samples. The result is presented in Table 4.3.

Table 4.3:- The summary of independent t-test is showing the influence of gender on sexual risk behavior.

	G e n d e r	N	Mean	Std. deviation	D f	T	P
SRB	M a l e	1 3 1	8.5954	4 . 0 8 1 4 4	189	1.30	>.05
	F e m a l e	6 0	7.7667	4 . 0 6 4 5 9			

Table 4.3 shows that male undergraduates ($M = 8.5954$, $SD = 4.08144$) were not significantly different in sexual risk behavior compared to female undergraduates ($M = 7.7667$, $SD = 4.06459$). The result indicates that gender has no significant influence on sexual risk behaviour ($t = 1.30$; $df = 189$; $p = >.05$). Therefore, theory three was rejected.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Discussion

Theory one stated that undergraduates with positive attitude towards social media would report significantly higher sexual risk behaviour than those with negative attitudes toward social media was not confirmed in the study. The result showed that sexual risk behavior among these undergraduates does not depend on their attitude towards social media. This finding is inconsistent to Courtney Monteleè and Chavious Bryant who reported they are certain social networking media that have a stronger association with sexual risk behavior related images than non-social networking media. Explanation to the present finding that attitude towards social media does not influence sexual risk behavior among undergraduate may be because of what an undergraduate regard and do on social media, some meant be on social media because of school assignment, while some to meet good friends and chat and some to download stuff. Everyone with his/her purpose. Though, previous studies have suggested that social media is more likely to exert negative influence among undergraduate, resulting in sexual risk behavior. It all depend on what an individual does when he/she are online

Hypotheses two stated that undergraduates who scored high in alcohol use would report significantly higher sexual risk behaviour than those who scored low in alcohol use was confirmed in the study. That means alcohol use has a great influence regarding to sexual risk behavior among undergraduate. The possible explanation for is that according to alcohol hyppia theory (steele and joseph 1990) alcohol disinhibits behavior primarily as a result of it pharmacologic effects on information processing. By reducing the scope and efficiency of

information processing, simple, highly salient cues that instigate behavior (e.g. sexual arousal) continue to be processed whereas more distal and couple cues would ordinarily inhibit behavior (e.g. possibility of getting Aids). Alcohol use is common among undergraduate according to them it boosts their morale and energy and they end practicing sexual risk behavior such as Anal sex, multiple sex partner and oral sex.

Hypotheses three stated that male undergraduates would report significantly higher sexual risk behaviors than female undergraduates were not confirmed. The finding suggests that gender does not have influence on attitude towards sexual risk behavior. A possible explanation to this finding may be that engaging in sexual risk behavior does not depend on your gender, female may be influenced by their friends, "my friend has three sexual partners so therefore I must have as well, my friends I get high so I need to get high for the male" undergraduate sexual risk behavior is not expected to differ from male or female.

5.2 Conclusions

The main purpose of this study was to investigate the influence of attitude of social media and alcohol use towards sexual risk behavior among undergraduate. To address this, relevant data were collected and analyzed. Results were obtained and discussed. Resulting from these, the following major conclusions are arrived at:

1. Attitude towards social media does not influence sexual risk behavior among student.
2. Alcohol use does influence sexual risk behavior among student.
3. Finally, engagement in sexual risk behavior does not depend on whether a student is a male or female.

5.3 Implications And Recommendations

The researcher find out that alcohol use influence sexual risk behavior which implies that taking of alcohol can be a predispose factor towards engaging in sexual risk behaviors. For example using Shillington, Cottler, Compton, & Spitznagel (1995) research who found out that participants classified as "heavy drinkers" were more likely to report engaging in sexual acts outside of marriage, multiple sex partners in a year, and sex trading (that is, exchanging sex for money, drugs, or lodging) when they were compared to "nonheavy drinkers."The researcher also finds out that attitude towards social media has no influence on sexual risk behavior, this result is contrary to Courtney Monteleè and Chavious Bryant who reported that there are certain social networking media that have a stronger association with sexual risk behavior related images than non-social networking media. The present research can be explained due to what the participant do on social media, for example an individual may be social media to chat and meet new people to share ideas and beliefs.

On the basis of the findings, the researcher recommended that young people be educated on the use of alcohol, the dangers of taking too much, what it does to their body system and how it alter things in the brain. Parents are also encouraged to be involved in their children patterns and choice of social media and internet use. Families should be a good role model to their children and educate them on how to go about their sexual life. Parents are the ones that have most jobs to do on their children, like they say "charity begins at home. The researcher recommended that the institution should organize a seminar to lecture student and educate them on the risk of alcohol use and the harm it can cause.

5.4 Limitations Of The Study

This study was confronted with some limitations. These include the following: The study employed ex-post factor design that does not give room for active manipulation of variables. Therefore, no cause and effect relationship can be established. This study had a small sample size which makes the generalization of the result questionable. The small sample size was as a result of loss of some questionnaire during administration and low response rate of the student. For instance some meant give excuses just because they don't want to fill it, while some meant collect it and end up disposing it. A sample size of 191 was eventually obtained out of the 200 initially proposed for the study. The researcher was faced with financial challenges in the course of administering the questionnaire, because of transportation fare and retrieving the questionnaires from the respondent.

Though, this study has identified alcohol use as a variable significant in the determination of sexual risk behavior among undergraduate. Another further research should be carried out in other to understand properly on how to tackle issues on sexual risk behavior among undergraduate. Further study may investigate the contribution of condition such as single parenthood, environment in determining sexual risk behavior. Sexual risk behavior is mostly common among undergraduate but it can also be found among adults.

The issue of sexual risk behavior and alcohol use shall for long remain active area of research. However the direction of emphasis may keep changing, research of this nature can be carried out again with larger population and more diverse cross cultural study, that involves different communities and states

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APPENDIX

QUESTIONNAIRE

**Federal University Oye-Ekiti
Faculty of the Social Sciences
Department of Psychology**

Dear Respondent,

This questionnaire is designed to obtaining information on questions raised. As part of this exercise, you have been chosen to participate in this study. Therefore, your honest and correct responses are essential for this exercise to be successful. The information you give is strictly for research purpose only, and therefore, whatever information you give will be given utmost *confidentiality*.

Thank you.

SECTION A

Demographic Information:

Sex: Male () Female ()

Age: (As at last birthday)

Marital status: Married () Single () (Please Specify)

Level of study: 100level () 200 level () 300 level () 400 level () 500 level ()

Religious Affiliation: Christian () Muslim () Traditional ()

LGA: Oye LGA () Ikole LGA ()

Which of these social media do you use often: Facebook () Twitter () Whatsapp () Instagram () 2go ()

SECTION B: Instruction: Please answer the following questions by ticking on any of the following responses: Always (AL), Sometimes (SM), Occasionally (OC), or Never (NV) beside each of the question. Please answer as honestly as you can and be sure to answer all the questions.

S/N	Item	AL	SM	OC	NV
1.	I have taken alcohol heavily before having sex in the last 3 months.				
2.	I have engaged in sexual activity with commercial sex worker in the last 3 months.				
3.	I have had sex with a casual friend I met for the first time in the last 3 months.				
4.	I have had sex with someone more than one time apart from my primary partner without condoms in the last 3 months.				
5.	I did not use condom at my last sex in the last 3 months.				
6.	I have had sex with a partner with intravenous drug use (i.e. syringe) or on heavy alcohol use in the last 3 months.				

Section: C: Using the scale below, please indicate the level of your agreement with the following items by choosing the option that best represents your views. SA= Strongly Agree, A= Agree, U= Uncertain, D= Disagree, SD= Strongly Disagree.

S/N	Item	SA	A	U	D
1	Facebook is part of my everyday activity				
2	I am proud to tell people I'm on Facebook				
3	Facebook has become part of my daily routine				
4	I feel out of touch when I haven't logged onto Facebook for a while				
5	I feel I am part of the Facebook community				
6	Do you feel Facebook as influence on your sex life				
7	I would be sorry if Facebook shut down				
8	I have used Facebook to check out someone I met socially				

SECTION B: Using the scale below, please indicate the level of your agreement with the following items by choosing the option that best represents your views. (Never, Monthly or less, two to four times a week, Two or three times a week, Four or more times a week).

Please tick the answer most relevant to you inside the box.

S/N	Items	Never	Monthly or less	Two to four times a week	Two or three times a week
1	How often do you have a drink containing alcohol?				
2	How many drinks containing alcohol do you have on a typical day when you are drinking?	None	1 bottle	2 bottles	3 bottles
3	How often during the past year have you found that you were not able to stop drinking once you had started?				
4	How often during the past year have you failed to do what was normally expected of you because of drinking?				
5	Has a relative or friend, doctor or other health worker been concerned about your drinking or suggested you cut down?				