Socio-Cultural Implications of Nigerian Youth over Unrestricted Social Media Access in Segun Okeowo's "Dangerous Attraction" and Gbenga Ayoola's "Distraction"

By

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Abstract

The global trend of disseminating information had evolved from one generation to another. The means of encoding and decoding led to diverse developments involved in communication through social media. This study examines the influence and socio-cultural implications of social media on Nigerian youths a Segun Okeowo's short film titled "DANGEROUS ATTRACTION" and "DISTRACTION", another short film by Olugenga Ayoola. This paper tends towards the perspective usage of social media through sociological approach engaged in both short films. While the films present social media as being effective in disseminating information through Facebook, Twitter, Whatsapp, 2go, Instagram, blog, Linkedin and several others, the films expose other socio-cultural implications of social media engagements amongst youths. The study finds out that social media users engage in different activities such as posting "selfies," online dating and chatting, hanging up to latest entertainment and celebrity news on the internet. The paper concludes and aligns with the films that all these activities distract the youths, pollutes their mind, and affects their lifestyles. This paper recommends that there is the need to educate the youths, and train them on the positive usage of social media for personal and national development.

Keywords: Social media, lifestyles, activities, distraction, development.

Introduction

The essence of human existence lies on information. The intent cannot be predicted from cradle of symbols as means of communication. Information is lively even in

the primordial era, where the primitive use of symbols was invoked till present. Human tends to use their phycology or instinct to encode and decode information through presented symbols. Human, had evolved through the advent of diverse communication. Different challenges had questioned the existence and essence of humans on earth from the biblical story of "tower of Babel (James 13-14). Where it was recorded that God had to change the language of the inhabitants of the earth, who had earlier communicated with a single language up to then, to different languages till the present dispensation.

Social media is a medium of exchange and disseminating information or idea between two or more people, between groups or heterogeneous audience. (Chukwuma 53, Kent 645) asserts the term "Social Media" is a broad concept encompassing diverse "interactive media channels that allow two-way interaction and feedback". Basically, social media is used for the purpose of disseminating information though divers applications based on different templates that make them differ from each other.

The use of the new media (social media) is paramount globally. The premise of this paper is to unearth the abuse or addiction of some of the youth over unrestricted social media. It has becomes habitual which may developed to be a culture that may be inherited by the nest generation. (Macionis, 2012: 54) concluded that, "Culture is the ways of thinking, the ways of acting, and the material objects that together form a people's way of life" if social media are not restricted it may metamorphosed to be the way of life that may also affect the generation to come. (Edward B. Taylor ,1871:1) concur that, culture is complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by human as a member of society. If culture is a way of life and can be acquire and pass from one generation to another, the culture of unrestricted social media by the youth should be cognizance and severely corrected before generating addiction among the teenagers, youth and the adult.

The paper explored the negative implication of social medial addiction, and how the two films by Segun Okeowo's "Dangerous Attraction" And Gbenga Ayoola's "Distraction exposes negative implication of unrestricted or abuse of social media

or negative influence of social media in our youth. Theater or drama has been a tool for correcting the ills of the society, the paper tends to expose drama as a tool that or weapon that is capable of reviling and correcting the ills of the society as depicted in the two shot skit by Segun Okeowo and Gbenga Ayoola.

Literature Review

Several scholarly research works has been explore on social media, the positive and negative influence of social media has been widely discussed . The premise of this paper is to explore both negative and positive influence and to vividly examine the abuse or addiction of social media that was advanced through unrestricting the youth towards the use of social media. (Oloyede and Oloyede p1) opine that "Social media provides a sense of community, where people share beliefs, ideas and knowledge. It has become increasingly popular in different countries across the globe since their invention because of its benefit in the passage of critical and vital information especially during times of emergencies but the disadvantages almost outweighs the benefits. Immorality is a serious antisocial behaviour posing threat to education".

The advent of social media was meant for communication globally, the new medial is used to savage emergencies issue and other necessity for the essence of disseminating information before it was used for otherwise. (Oloyede and Oloyede p1) concluded on the positive and negative influence of social media, this paper is premising on, unrestricted of the social media that may become an addiction. (Habibu 5) concur with Oloyede, "The world is stylish literates can easily handle. Therefore, the social media has both the negative as well access positive effects on Nigerian students/youth. So far, it has very huge negative impact on all students globally". The negative impact of the new media tends towards the youth and teenage addiction of unrestricted of social medial. (Adaugo1, Ovute, and Charles12.) Conclude that: "now the cause of teenage obesity, lack of concentration, inadequate communication and above all a far less intellectual society. Cell phones, internet game, television all have taken over the youth in the society and corrupted them into unimaginative, unqualified, dull robots face book is merely a tool to drain the intelligence from teenagers until they are forced to speak in instant messaging jargon". The syndrome of social media is a virus infringe on activities of some of the youth. Commenting further on the

thawing effect of social media on the intellectual, moral framework and capacity of the mostly uninformed Nigerian youth and social media's inimical ability to surreptitiously capture and forcefully enslave the mind of the Nigerian youth thus leaving its obnoxious signature of less productivity, mediocrity, a visible decline in intellectual activity and cultural value. It is without any doubt that the long hours spent by youths attending to social media is a rob on their intellectual exploits and expected productivity (Neese in Okechukwu p5). However, the distraction of social media occupies the activities of several youth which affected their activities and productivities; the distraction is so vast that it affects their reasoning faculty in both formal and informal occasions. Some youth teachers indulge in various social media activities during official hours, some in the church during pastors' messages, during house chores, overnight browsing and several others. (Nkordeh et al.) also corroborate that: "statistics has shown that there has been a rapid decline in the reading culture of Nigerian students. Youths tend to spend their time online chatting, posting 'selfies', keeping up in the latest entertainment news and exhibiting celebrity-mania and all this tends to have a negative impact in their reading culture" The advent of smart phones (android, window, Symbian, i phone) had led to the decline of African moral and culture. This has led the youth to lean towards vanity, crass materialism, and fantasizing over the hyper-hyped, bloated, unrealistic and fake lifestyles of celebrities and they now tend to imitate them. Another area is the youths overbearing ambition of becoming millionaires in a second.(Chukwuma 58, Brown 2) "listed 16 negative effects of social media on the youth which include the mare; addiction, increased violence, distraction, reduced productivity, increased threats, spend more money, less sensitive and increased comparison". The negative aspect of social medial is almost negating the essence of the new media.

In another dimension, the limitless and unrestricted access to the social media platforms and websites contributed immensely to the negative effect on behavioral patterns of the youth. (Nkordeh et al) concur that "since the advent of six degrees in 1997 which enabled its users to create and upload a profile and also communicate with others around the globe, social media has exploded globally due to the introduction of faster internet connection, affordability and improvements like the introduction of the web 2.0 technology thereby making the world seem like a global village". The unrestrained and uncensored downloading

and uploading of pictures, video, applications, audio files, podcasts and website had resulted to dual character of some youths. The unrestricted liberality of social media and its pliability had created alternative means of livelihood for some desperate, self-seeking and callous youths who mainly explore it to exploit innocent and unsuspecting citizens. At the end, the unsuspecting victims would be relieved of their hard-earned money fraudulently. These youths, in their claim, do this in a bid to survive the harsh economic situation in the country. They believed in becoming rich, gain public spectacle and to be like their much admired celebrities and models on social media.

The social cultural implications of social medial

The social media has thus created a false, elusive facade of an Eldorado of seemingly contended, fulfilled, wealthy and popular people who have no cares, pain, agony, sorrow and worry whatsoever. In the same vein, the misled youth who have adopted such celebrities as their role models blindly aspire to achieve same level or heights without the right academic background, or the hard work that goes with greatness. This leads them to proceed to cutting corners by subsequently venturing into rituals classified as "yahoo plus" (internet fraud), etc. all aimed at hitting it big and become like their celebrity role models on social media.

Sadly, many undergraduates in Nigerian Universities have embraced internet fraud as a way of life; while many of them have become rich, some others have been caught by the law (Ojedokun 102 Tade and Aliyu, 2011) The internet consume virtually their productive years and endanger their lives due to the crime involved. The antics of the 'yahoo yahoo boys' also known as 'yahoo millionaires' has raised a new generation of lazy youths, who spend hours on the internet perfecting their game and literally killing their prey (Ojedokun 102). "The "yahoo plus" basically operate based on the psychology of their victim. They further note that human weakness, such as greed and gullibility are generally exploited by cyber criminals; thus, damage done to their victim is usually financial and psychological". The cybercrime of the youth (yahoo boys) are enormous, having left its contest from internet crime to the world of abracadabra of voodoo in other to dupe their victims while others perform rituals and sacrifices at the expense of their prey who in most cases are killed, in their bid to live extravagant lives.

(Folarin)".Nigeria has become globally infamous. Yahoo-plus is money ritual with human parts or blood, which is taking dangerous dimension in an increasingly morally sick society". Some of these youth's live larger than life lives by procuring state of the art materials that tend to flaunt their outrageously extravagant and self-centered life styles which may in most cases push them into theft and robbery of female underwear (pant).for rituals. Ojedokun, (003 Ogbo and Usman). Affirm in "Recently, the Nigerian Police paraded two Nigerian university undergraduates, Nwabufor Okwumo and Ezekiel Odera, for the alleged rape, robbery and murder of one Cynthia Osokogu, who they lured to Lagos from Abuja under the guise of sealing a business transaction after initially making friend with her on an online social media network, Facebook" the trend of abhorrent activities in the new media had reached its crescendo from larceny women's underwear to the level of forcefully collecting them at gun point.

This short film by Segun Okeowo "Dangerous Attraction" shot in 2014, exposes the escapade of the youth caught up in diverse forms of youthful exuberance. This, he examined through a sociological approach of the trending ills in the society. Also, disclosures of Gbenga Ayoola in "Distraction" was aimed towards the perversion of social media and had equally contributed immensely to the understanding of this topic, as the issues in the paper were examined using a sociological approach in analysing the behavioral life style of young ladies.

Objectives

The advent of social media led to its tremendous growth in revolutionizing the essence of disseminating information through divers' usage of the new media. Diverse applications had bagged millions of users in which most of the youth plays prominent role. The use of some of this application usually influence the youth in both positive and negative. Social media has done tremendously virtuous to human being, the, purposeful usage are enormous, they are as follow. Education, information on update, awareness, help government agencies to fight crime, help to improve business reputation, help in building personal profile just but mention few advantages of social medial.

Despite the usefulness of this social medial the study tends to expose, how this new medial has been perverted by some of the youth which led to decline in

culture, moral value and segregation. This research tends to discourse some salient point as follow.

(i).Addiction of social media.(ii), A parallel line of less productivity among the youth. (iii). The youthful exorbitant. (iv). The youthful distraction of social media. (v). Graduation from cybercrime to ritual and ham rubbery.

Regarding the contribution from researcher perspectives through the directors and writer of the two skit (short film) "Dangerous Attraction" by Segun OkeOwo and Distraction by Gbenga Ayoola .a lot of research has been done on social but, media the premise of this paper is to proffer solution to negative effect of social media addressing it from the grass root suggesting the following.
(i). Through government (ii).Parental. (iii).Interment education

Methodology
The nature of this paper tends towards the Nigerian youth over unrestricted social media. The primary data collection was collected from the two short films by Segun Okeowo's "Dangerous Attraction" And Gbenga Ayoola's "Distraction". Base on yhe uniqness of this paper the secondary was collected from other scholarly works, text books and social media. Qualitative research method was adopted from perspective of participant observation. Data gathered was a descriptive study and obtain its data through participant observation of the "Distraction" (2012), a 3:21 minute skit. Directed and written by Gbenga Ayoola and August 2014." Dangerous Attraction" a 22:21 minute skit written and directed by Kolade Segun Okeowo.

The study also secures an interview with the directors, Gbenga Ayoola and Segun Okeowo. The production includes series of participation at the pre-production stage which also include rehearsals. The researcher stood in proxy during the production of "Dangerous Distraction" as sound man and the makeup artist. The researcher also participated as the makeup artist in the skit title "Distraction". .

Social Cultural Method

From perspectives of this study, in most cases social cultural methods usually focus on influence of moral value believe tradition of different culture and society and how it affect everyday life.

Culture and society are derived from historical perspectives (anthropology, folklore and sociology etc.) till present day. The influence of social cultural can also emerge from mass media, global issue, personal identity, trending issue, tribal issue and everything that influence human society and culture.

Socio cultural implication of Social Media

A cursory look at New media (social media) and its utilization indicates that somewhere along the line, the true essence of social media had been diverted and subsequently perverted by the unbridled display of immaturity and crass effusive display of youthful exuberance and insensitivity by its predominantly young users, who in most cases are uninformed of social media's debilitating effect on their health in some cases.

Another element that segregated this youth into a world of their own is the use of self-created acronyms and abbreviations. This is to further corroborate the expository of Segun Okeowo "Dangerous Attraction" some abbreviation and acronyms used social media, actually dissocialize the world more. Many of the content of their discourse cannot be understood unless you borrow into their world. Some of these acronyms has actively built a big barricade or bridge in communication and sharing of common meaning between the younger generation who are predominantly youths and the less social media savvy older generation which includes their parents and guardians in most cases. Some examples of such are list below.

Fb-facebook; Y-Why?; PCM-Please Call Me; IYKWIM-If You Know What I Mean; WYSIWYG-What You See Is What You Get; XOXO-Hugs and Kisse; lol-Laughing Out Loud; BRB-Be Right Back; BBL-Be Back Later; ASAP-As Soon As Possible; B4-Before; B4N-Bye For Now; BTW-By The Way; B/C-Because; C U L8R-See You Later; Def-Definitely; Tmrw-Tomorrow; ETA-Estimated Time of Arrival; F2F-Face to Face; GF-Girlfriend; BF-Boyfriend; BFF-Best Friend Forever; AML-All

My Love; GTG/G2G- Got To Go; GR8-Great; IDK-I Don't Know; IDC-I Don't Care; ILY/ILU-I Love You; JK-Just Kidding; K-OK; LMK-Let Me Know; THX-Thanks; PLS-Please; TTYL-Talk To You Later; TMI-Too Much Information; CYE-Check Your Email; FYI-For Your Information; IMHO-In My Honest Opinion; ROFL-Rolling On the Floor Laughing; BION-Believe It Or Not; BRT-Be Right There .
Source: (.bloosburu-international)

This has created much alienation in families as well as the larger society as families seem to drift further apart instead of bonding together. Parents can be right there with their children, without understanding the trend of the chat between their young children and their social media or E-friends.

A typical modern day birthday party or social function would create a jarring impression in the perception or mindset of most members of the older generation. Youths have successfully managed to go deeper into their shells and build walls of seclusion round themselves through social media. And use of acronyms (Nnabuchi) re call a birthday party of youths aged between sixteen and twenty, everyone sat down as the deejay's music blared from the speakers. No one interacted with the other as they were all busy browsing, chatting, watching movies on Youtube or updating their profiles and statuses on either Whatsapp, Facebook, Twitter or Instagram. At least six of these young ones had ear phones plugged in their ears, possibly listening to music or watching movies. Visibly all the young guests appeared to be in an isolated world of their own. (Ononogbu and Chiroma 18) corroborate that, "young people generally lose relevant social skills when they constantly escape the space around them and retreat into cyberspace, regardless of the time or where they are" The party which created room for bonding failed to do this as the young guests preferred to spend time with their virtual friends than interact with those persons in the room. In place of real friends, they would rather go for E-friends on social media. Guests seemed to be seated together next to each other but were distant in their emotional, social and psychological connection with each other. Relationship that can be described as real and authentic thus gets crucified on the altar of social media interaction. The use of this acronyms exposes the level and creativity of the youth, despite that, the abbreviation and acronyms seemingly creating decline in the communist value or nature of African tradition or culture. Solitary and parallel of communication with

other people in environment is abhorrent due to some youth captured through the addiction of social media.

Analysis of "Distraction"

"DISTRACTION" (2012) is a 3:21 minutes and three person's skit (short film) production. Directed and written by Gbenga Ayoola the skit exposes the dual nature of countless youth from perception of both spiritual and physical. The sociocultural habit of human tend toward interaction had ben display from spiritual connotation of prayer and pinging or charting concurrently. The story revolves round the perversion of social media and over ambiguous attitude towards an ephemeral achievement that was out rightly lost through the use of smart phone selfie. The director uses trance as a major tool to disseminate information of caution. Gbenga Ayoola draw a parallel line between the use of social medial and every other activities should not be concurrently done together. Gbenga Ayoola was of the opinion that "when you allow distraction on your way to destination you will lose direction" the skit "DISTRACTION" advice the youth to be focus and not be distracted in all facet of life.

Analysis of "Dangerous Attraction"

"DANGEROUS ATTRACTION" was a practical project of "christoline film academy" from Nigeria to Liberia. The film was shot in Liberia in August 2014. The skit was written and directed by Kolade Segun Okeowo. The central message of the film was based on, the use social medial as a form of "IDOLATRY" Segun Okeowo concluded that, "When You are gradually getting addicted to this habit (new medial). Whatever you get addicted to is a form of Idolatry" the story eposes the character of so call "big girls" on campus. Helen was the prominent character who got addicted in social medial dating site, the addiction lead her to fall victim of a local Liberian guy who pretend to be an American.

Helen was the engrossed by so called "idolatry" (addiction of the new media) the euphoria entrapped her due to her grid, she was gullible in her reasoning by falling in love through her chart with (stranger) Bob. Bob visited her on campus by impersonating the identity of Robert Jackson claiming "is grandfather is the great Rev. Jesse Jackson his father is Rt Revd. Howard Jackson is currently a Senator and at the next election, he is going to succeed President OBAMA, so you

are actually talking to the son of the future President of America" Some of this guy's usually use social medial as a plat form to dupe their pray according to (Ojedokun, 2012, p102). "The "yahoo plus" basically operate based on the phycology of their victim. They further note that human weakness, such as greed and gullibility are generally exploited by cyber criminals; thus, damage done to their victim is usually financial and psychological". Helen was misled due attraction of ephemera materials of this world. Bod took her to hotel after some two month she was impregnated and dumped. Helen adventure on social medial led her future in shamble and her ambition was totally shattered. The character Bob, eventually play on the phycology and weakness of Helen and her ambition of America was jeopardies. Segun Okeowo concluded that. Social medial is a good tool for learning and decimating informations but, the addiction is idolatry and could derailed the destiny of any youth and destroyed their productive year. Segun Okeowo also resuscitated hope for those who are victim of social medial should go back to God and start afresh.

Discussion of findings

The paper reviews and analyzed the two videos. It is evident that unrestricted access serves as more of a distraction to our youth than enhancement of their destinies due to the addiction. If restriction or limitation had been place on the use of some applications on social media, the level of addiction, less productivity, and rate of cybercrime may be minimal. But the case is not as bad as it seems because, social media has a lot of benefit and advantages if users are properly guided, tutored and oriented.

Due to the habitual style of exorbitant in some of the Nigeria youth, couple with unrestricted access to social medial has make some of the youth to found solace in the new media that becomes means of livelihood. The inherited culture of the social media is gradually declining Nigerian culture at the expense of social media. Due to decline of social responsibility and partially devalue of the Nigerian culture this paper tends to adopt social cultural method. The research is basically quantitative. The cultural phenomena is used to interpret socio cultural representation and practices of this method used to map out trend, influence, effect and decline of Nigerian culture trough unrestricted and addiction of social medial that form the behavioral pattern of the Nigerian youth.

Conclusion

Solution and remedy to these distractions could be achieved using the following indices:

1. Governmental intervention: limitation and restriction could be placed by government to inhibit free access to the internet. This could be in the following ways
    - Age limit restriction
      In other to curtail the excess of the new media certain measure and restrictions are need to be in place. According to (Uk Safer Internet Centre April 2018). "Whats App just announced a new age limit of 16 for users based in Europe".not all social medial application has age limitation. (Uk Safer Internet Centre April 2018) concluded that: "Nearly all other social media services require users to be at least13 year of age to access and use their services. This includes Facebook, snap chat, Twitter, Instagram, musical.ly and Skyp. The "COPP Law" or children online private protection Act state that any organization or people operating online service (including social medial service)are not allow to collect the personal information of anyone under the age of 13 without parent permission" the parental guide is in evitable in other to protect the future of our youth.
    - Content censorship:
    - Internet Education
    - License, censorship and higher of data consumption should be placed on frivolous and fun-giving sites while near free access to be given to useful suites and applications. Pornographic, nudity, crime related, violent semantic, racial and other site that promote both social vices should be banned by our government as in the case of China, Turkey, Vietnam .Iran. Bangladesh, North Korea, Uganda Source(cyberghostvpn.com).
    - Collection and monitor of Digital profile from birth. If digital profile of Nigeria are monitor and updated and should be synchronies with any social medial application, it Wii help to reduce the rate of cybercrime.

2. Parental control: there should be strict parental guide. Teens emails and some media applications should be linked to the parent's platforms and sites. This will give the parent access to their children activities on the social media and enable guidance and control of the child towards attaining adulthood. As at today the platform that dose this is Facebook. (Undiyaundeye 2) opine that. "This becomes more beneficial if adults get involved with children and guide in the use of media through visit to quality websites by engaging the use of educational software and view of TV shows that offer extra learning opportunities. When these adults watch TV and movies together with kids, discussing plot, how children feel about the happenings in the movie and compare with the real-life consequences of wrong and illegal actions create a balance in the child's development into society".
3. Internet Education: Internet Educations should be inculcated into our school curriculum right from the elementary stage to tertiary level. Lectures, tutorials, seminars etc, should be channeled to the internet. Research and assignments that will keep the children or students busy on their educational and professional pursuits. Educational contents and site should introduce in our institutions

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