

## EVALUATION OF PREVALENT DIGITAL MEDIA PLATFORMS WHERE YOUTH ACCESS SEXUAL CONTENTS IN NIGERIA

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### **ABSTRACT**

*Digital media platforms have become a means of communication that enable social networking, which is essential for intellectual, emotional and social lives among youngsters. Recent showbiz of nude content on digital gadgets, influencer's media accounts, youth digital pages and other internet applications have prompted the researchers to evaluate the prevalent digital media platforms where youth access sexual contents. The study adopted observation and survey to source for data derived through observation schedule and questionnaire. The study was carried out among 401 undergraduates of the University of Ibadan, Oyo State, Nigeria. Technology determinism theory provided the theoretical background for the study. Responses from the completed questionnaire were collated, coded and analyzed using descriptive and inferential statistics of multiple linear regression. The findings revealed that digital website was the prevalent digital media platform through which the undergraduates gained access to sexual contents which were links to website pop ups. The study recommends that digital media users must be careful of accidental clicks to avoid unwanted sexual pop-up on their digital gadgets. Youth should also focus on content that will promote good morals among them.*

**KEYWORDS:** *Digital Media Platforms, Digital Technology, Sexual Content, Youth*