THE EFFECT OF INSTAGRAM AND YOUTUBE ON DRESS SENSE OF FEMALE STUDENTS IN UNIVERSITY OF UYO.

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ABSTRACT

The study sought to find out the effect of Instagram and YouTube on dress sense of Female Students in University of Uyo. The study was guided by two objectives, two research questions and two hypotheses. Survey research design was adopted for the study. The area of the study was University of Uyo, Uyo in Akwa Ibom State, Nigeria. The population of the study was approximately 10000 female undergraduate students but the sample size was 370 female students using the simple random sampling technique. A structured questionnaire titled The Influence of social media on Dress Sense of Female student in University of Uyo, Questionnaire (SMDSFS) was used for data collection of this study. The study employed descriptive and statistical methods through the use of mean, standard deviation was used to analyze the research questions while Analysis of Variance (ANOVA) was used to analyze the null hypotheses of at 0.05 level of significance. From the study, it was concluded that there is a significant influence of both Instagram and YouTube on the dress sense of female students in the University of Uyo. One of the recommendations drawn from the study states that Student should use Instagram to view, like share and follow celebrity fashion influencers that model modest school acceptable clothing styles.
KEYWORDS: Dress Sense, social media, Instagram, YouTube and University of Uyo.

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INTRODUCTION

Social media enable greater opportunities for detrimental processes such as body comparisons with peers and celebrities. This may be especially true as visual-based forms of social media continue to gain popularity. Instagram was introduced in 2010 and has already been adopted by 59% of young adults just six years later in 2016 quickly surpassing the older and more text-based platform, twitter, which was used by only 36% of young adults that same year. Instagram is now popular among young adults. (Greenwood, et al; 2016). The new age social media culture has been well accepted and has met an enthusiastic response and acceptance. While social networking met with huge enthusiasm among new generations initially, this new social culture seems to have been accepted by the new age group. The rise of internet access speed and smart phones helped social networking even more as well as providing easy and speedy access to trending issues. These trending issues cut across all spheres of life including fashion and clothing.

Clothing choice and practices are an important human activity that constitutes the selection, acquisition and utilization of clothes. These activities are affected by social reasons, values, goals and self-concept. The way we dress is a significant way of revealing our culture and its differences in other societies. Unfortunately, the value of dressing and its purposes have been defeated by the current generation of youths in Nigeria (Omede, 2018). Over the years, there have been trends at which fashion and dressing have changed and evolved so to say. There is a new trend in dressing among young ladies which is in vogue at the moment, especially among students of the tertiary institution. This involves dressing in provocatively or see through outfits that expose the inner parts of the female body such as bare breast, tummy or the waistline among others. Currently, dressing to expose the sacred part of the body has become a modern dressing style (Mohammed, 2019). Culture, foreign influence, institutions, peer pressure and the media are the major factors, which influence the recent trend of dressing (Mohammed, 2019). In Nigeria, for example, young girls, particularly students of tertiary institutions wish to be classy. Thus, they purchase any dress that is in vogue, these they get through social media and the social personalities they choose as role models, (Chukwudi & Gbakorun, 2016). On social media, celebrities are well-known personalities who are famous because of their achievements. Celebrities are individuals who are recognized publicly by a great number of people. This recognition and achievements are usually known both locally and internationally. These celebrities and their display of fashion statements influence the dress culture of youth and the fashion industry, which is evident in specific fashion replications (Last Ferla, 2019). Local and international celebrities, with a mode of dressing, which is usually that of Western wears often take pictures, record videos and published them on social media. The youth observe the celebrities closely and imitate every aspect of their social life, particularly dressing style. The

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youth pay attention to their advice even more than their parents, teachers and well-wishers. Celebrities seen on television and other relevant social media platforms such as Instagram, Twitter, Facebook are all powerful tools for communicating dressing and clothing styles to students (Kiran, Malik and Riaz, 2018). Most students have celebrities and friends they follow on social media especially on Facebook and Instagram. They tend to be like their desired celebrities and friends by all means. Photographers snap hundreds of pictures and after the photos have been uploaded on social media platforms, dress patterns are borne. It is often seen that interviews of these celebrities are read with keen interest by young people (Kiran, Malik and Riaz, 2018).

STATEMENT OF PROBLEM

Recently, dress patterns have come under increased attack as most female students now dress against accepted societal standards especially in tertiary institutions. Reinforcing this, Obilo and Okugo (2018) observed that public Nigerian Universities are battling with the wave of indecency, notably among students. The authors explained the situation as the reign of skimpy dresses on campuses which have turned many campuses into fashion runways. Although not all are indecent as some are weird and attention-seeking among undergraduates in tertiary institutions in Akwa ibom state, Nigeria. According to Omede (2018), there is hardly any higher institution of learning in Nigeria that is not faced with this nauseating problem. Similarly, studies have shown that students' modes of dressing have some kind of relationship with exposure to social media, which influences the dress sense of females (Omede, 2018). Thus, the problem of this study is to find out the influence of social media (Instagram and YouTube) on dress sense of Female Students in University of Uyo, Nigeria.

OBJECTIVE OF THE STUDY

The study sought:

- To examine the influence of Instagram on the Dress Sense of Female Students in University of Uyo.
- To determine the influence of YouTube on the Dress Sense of Female Students in University of Uyo.

RESEARCH QUESTIONS

- What is the influence of Instagram on the Dress Sense of Female Students in University of Uyo?
- What is the influence of YouTube on the Dress Sense of Female Students in University of Uyo?

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HYPOTHESIS

- There is no significant influence of Instagram and Dress Sense of Female Students in University of Uyo.
- There is no significant of YouTube and Dress Sense of Female Students in University of Uyo.

CONCEPT OF DRESS SENSE

Fayeye (2018) opined that clothing, dress sense or adornment is an aspect of human physical appearance which has social significance apart from food and shelter, clothing is listed as one of the basic physiological human needs. This most essential need of man has now posed a great deal of problem to people especially the students of tertiary institutions who dress indecently against the acceptable norms of the society. Throughout history, clothing has reflected and continues to reflect the handicraft, skills, artistic imagination and cultural rituals of people. Clothing serves as a non-verbal communicator and message center. It tells who we are in the society, what we want, our talent, our needs, our personality and dispositions. Ibrahim (2016) stated that change in clothing is inspired by fashion designers who decide to showcase their products on social media platforms, cultural events such as stage play or life performance and art exhibition or a costume exhibit is also an inspiration. Similarly, clothing choice and practices are an important human activity that constitutes the selection, acquisition and utilization of clothes. These activities are affected by social reasons, values, goals and self-concept. Clothes with Celebrities names and pictures are one of the examples. Undergraduate students imitate the sense of dressing to gain some sort of psychological satisfaction. Celebrities who are viewed on social media, television, movies, satellite, newspapers are all powerful tools of communicating dress sense and clothing styles to students (Kiran, Malik, Riaz, 2018). Dressing patterns of these celebrities are usually done in a manner that suits their personality The sense of dressing comes in the form of romantic wears and colours that cling so much on them making them appear bold and sexy on stage. People will always have one thing in common; they want to look nice; they want to be aware of the current trends and their appearance to be appreciated.

CONCEPT OF SOCIAL MEDIA

According to Kim and Kim, (2017), social media are the emerging digital communication channels which create a user-oriented information sharing ground where any people can generate or subscribe information content as both information provider and consumer. Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and network. Social media uses mobile and web-based technologies to create contents, share it or even discuss with friends

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which are socially connected. It helps communities, organizations', groups and individuals to discuss, analyze and decide product to buy and not to buy, thus lead to more rational decision making. Today, more than 100 million images are shared daily on Instagram, with nearly 1 billion monthly users. As a matter of fact, they influence three quarters of purchases and are often driven by brands themselves which collaborate with celebrities and their entourage. For example, Gucci's latest look book stars a number of big-name celebrities including Harry Styles and Billie Eilish: it is no surprise the brand rang in at number three on list hottest brands of Q2 2020. And with Instagram, purchasing is just a click away since brands tag their e-shops directly in pictures. Instagram is not the only social media platform inspiring change in the fashion industry, though: Weibo, Pinterest, TikTok, and YouTube play big roles as well, as millennials and Gen Z-ers have become both influencers and influences. The industry as a whole has shifted from an exclusive to an inclusive form of fashion: consumers now express their opinions daily through social media. These new voices have entered the fashion game, most notably due to consumer behavior on Instagram.

- **Instagram And Dress Sense**

Instagram is a free photo and video sharing platform that allows users to apply digital filters, frames and special effects to their photos and then share them with followers and on other social networking sits. Instagram (commonly abbreviated to IG, Insta or the gram) is an American photo and video sharing social networking service created by Kevin Systrom and Mike Krieger (Erica and Jennifer, 2019). Instagram allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with preapproved followers. Users can browse other users' content by tags and locations and view trending content. Users can like photos and follow other users to add their content to a personal feed, influencer also uses this as a marketing platform on their followers. Female university students can be influenced by the kind of photos and videos they view and like on celebrities Instagram feeds

- **YouTube and Dress Sense**

YouTube is a website on which users post videos free of charge which can be accessed and viewed by anyone in the world. YouTube is an American online video sharing and social media platform launched by Steve Chen, Chad Hurley, and Jawed Karim in February 2005. After Google, YouTube is the most visited website worldwide, with over one billion monthly users. Its users watch more than one billion hours of videos each day and as of May 2019, it was estimated that videos were being uploaded at a rate of more than 500 hours of content per minute. Studies on the effects of social media on viewers' perception of looks and appearance management behaviour have mainly focused on televisions or magazines, regarded

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as traditional media types. However, the popularity of printed media such as magazines has declined among young women, while the consumption of image-based information has increased on social media (Bell and Dittmar, 2019). The biggest difference between traditional media (print or televised media) and social media is that anyone can be a producer and share the content for free. Also, it is possible to form intimate relationships through online non-face-to-face interaction with other social media users. According to a previous study that analyzed the effect of media type on appearance dissatisfaction in young women, media exposure is linked to women's dissatisfaction with their bodies and increased investment of time or money in the ideal appearance/body. Most social media influencers as producers of appearance-related content are generally slim. Also, the study of the influence of young and rich influencers on social media shows that they connect with followers by sharing YouTube content on luxury lifestyles and daily appearance management. These contents make it easy to form homogeneousness with influencers because daily-created fashion-related content are more relatable for young female viewers (Abidin, 2016). Furthermore, it is possible to form intimate relationships due to the selective information on YouTube and interacting with followers or influencers using verbal/non-verbal communication, which have various effects on viewers' body dissatisfaction (Grabe et al., 2018). The portrayal of women with the ideal body on YouTube contributes to social comparison of viewers' appearance on a daily basis. Moreover, Keum (2016) asserts that female undergraduate's frequent use of smartphones has led to active use of social media platforms, and that the body images presented by YouTubers form a standard that viewers compare their own body image to. In the last 10 years, a new consumption culture, which involves acquiring information from YouTube rather than from traditional media such as television, radio and magazines, has been established. YouTube is easy to use and provides seamless access to user-based content (Lee and Watkins, 2016). In addition, YouTubers also engage in two-way communication, which allows subscribers or fans to catch a glimpse of their private lives. Though their content is produced by advertisers, YouTubers are perceived as consumers, similar to viewers and unlike celebrities on television. Thus, the communication between an influencer and a viewer is assumed to be authentic and reliable (De Veirman, Cauberghe and Hudders 2017). As a result, information producers on social media influence numerous people through indirect relations with 'followers' in various complex manners. Accordingly, YouTube influencers play an important role in the fashion industry (Wiedman, Hennings and Langner 2019). Viewers feel that they will receive positive feedback on their appearances if they copy celebrities' dress sense (Djafarova and Rushworth, 2017) and learn and practice the appearance management behaviour of their favourite celebrities. However, YouTube influencers deliver intimate information about their personal and daily life to viewers and communicate with them actively. This can have a variety of

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effects on female students, who are active in online communities and are very interested in appearance management.

THEORETICAL FRAMEWORK

- **Social Cognitive Theory (Bandura 1986):**

Social cognitive theory was proposed by Albert Bandura (1986). The social cognitive theory examines psychosocial components which motivate human thought and action. Social cognitive theory works under the assumption that social mechanisms can affect behavior. According to Bandura, social cognitive theory is based on modeling which are factors that influence an individual's behavior. The three factors that make up an individual's interaction with others include personal (cognitive reasoning), behavioral (actions of others), and environmental (social context). These factors or models define the process by which individuals observe others and create socially constructed meaning which in turn affects the behavior of the individual. Social cognitive theory has been used to examine gender differentiation as well as media influence. It is argued that society is responsible for defining gender. Gender differences are observed and gender-related behavior is evaluated within a social environment which in turn influences gender behavior characteristics in children and adults (Bussey and Bandura, 1999). Besides gender, media has frequently been examined within the context of social cognitive theory. According to Bandura (2016), media is considered a mechanism of the environment. People are greatly affected by their social environment through both textual and visual cues which affects cognitive processes and behavioral outcomes. In relating social learning theory to dress sense among female undergraduates, one can rightly say that these female undergraduates learn dressing pattern from peers and social media celebrities by observing, imitating and modelling. They learn these Western values of dressing from the internet, television, magazine and newspaper. An important theory which has been used to better understand the role of fashion orientation is the theory of symbolic interaction.

- **The Immodesty Theory:**

The Immodesty Theory also known as Sexual Attraction Theory was proposed by Westermarck and Havelock Ellis (1921). People first wore clothes in order to attract attention to the private parts "dress is a powerful sexual tool". This theory popularized by Westermarck and Havelock Ellis, maintains that the intent and purpose of clothing in the begging was salacious, designed to attract attention to sexual organs and sexual functions and in general to make the wearer a greater object of sexual interest. This is the Doctrine that familiarity breeds indifference and that concealment especially pretend or partial concealment increases interest. According to the immodesty theory, the body was first covered as sexual lure and

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clothes were used to call attention to the body parts that were covered. Women still use clothing to cover the body in various degrees, with attraction as the major purpose.

METHODOLOGY

Survey research design was adopted for the study. The area of the study was University of Uyo, Uyo in Akwa Ibom State, Nigeria. The population of the study was approximately 10000 female undergraduate students but the sample size was 370 female students using the simple random sampling technique. A structured questionnaire titled The Influence of social media on Dress Sense of Female student in University of Uyo, Questionnaire (SMDSFS) was used for data collection of this study. The study employed descriptive and statistical methods through the use of mean, standard deviation was used to analyze the research questions while Analysis of Variance (ANOVA) was used to analyze the null hypotheses of at 0.05 level of significance.

RESULT

Research Question One: What is the influence of Instagram on the Dress Sense of Female Students in University of Uyo, Nigeria.

Table 1: Mean Analysis of the Influence of Instagram on the Dress Sense of Female Students in University of Uyo, Nigeria. (N=363)

Instagram on Dress Sense	$\bar{x}$	Decision
Watching fashion videos on Instagram	3.64	VHI
Desiring to dress like the trendy fashion post on Instagram	3.81	VHI
Following my celebrity fashion dressers on Instagram	3.51	VHI
Like viewing fashion post of my celebrity friends on Instagram	3.54	VHI
Wearing trendy fashion dresses	3.69	VHI
Grand Mean	**3.62**	

I=Influence VHI=Very High Influence

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Table 1 shows that the mean analysis of the influence of Instagram on the Dress Sense of Female Students in University of Uyo, Nigeria. Findings revealed that civil servants Watching fashion videos on Instagram (3.64), Desiring to dress like the trendy fashion post on Instagram (3.81), Following my celebrity fashion dressers on Instagram (3.51), Like viewing fashion post of my celebrity friends on Instagram (3.54), a and wearing trendy fashion dresses (3.69) with a grand total of 3.62. This means that Instagram has a very high influence on the Dress Sense of Female Students in University of Uyo, Nigeria.

Research Question Two: What is the influence of YouTube on the Dress Sense of Female Students in University of Uyo, Nigeria?

Table 2: Mean Analysis of the Influence of YouTube on the Dress Sense of Female Students in University of Uyo, Nigeria. (N=363)

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YouTube on Dress Sense	$\bar{x}$	Decision
Streaming lasted fashion styles on YouTube	3.42	HI
Subscribing to fashion video on YouTube	3.47	HI
Setting-up notification updates on trendy fashion videos	3.34	HI
Downloading fashion videos on YouTube	3.49	HI
Desiring to appear like my fashion YouTubers	3.46	HI
Grand Mean	**3.58**	

I=Influence; HI=High Influence

Table 2 shows that the mean analysis of influence of YouTube on the Dress Sense of Female Students in University of Uyo Nigeria. Findings revealed Streaming lasted fashion styles on YouTube (3.42), Subscribing to fashion video on YouTube (3.47), Setting-up notification updates on trendy fashion videos (3.34), Downloading fashion videos on YouTube (3.49), Desiring to appear like my fashion YouTubers (3.46). All the items had their mean scores above the cut-off point of 2.50 with the

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grand mean of 3.58. This means that YouTube has high influence on the Dress Sense of Female Students in University of Uyo Nigeria.

Hypotheses One: There is no significant influence of Instagram on the Dress Sense of Female Students in University of Uyo, Nigeria.

Table 3: Analysis of Variance (ANOVA) of the influence of Instagram on the Dress Sense of female students in University of Uyo, Nigeria.

Sample Square	Sum of Square	Degree of freedom	Mean	F-cal	Sig.
Between					
Sample	382.753	1	382.753	6.821	0.0128
Within					
Sample	3422.834	61	56.112		
Total	**3805.587**	**62**	**61.380**		

Source: Researcher's Computation Using SPSS (2021).

Table 3, F-calculated value of 6.821 at 0.05 level of significance and degrees of freedom is 1 and 61 is greater than F-critical value of 4.0012. Based on this result, the null hypothesis was rejected implying that there is significant influence of Instagram on the Dress Sense of Female Students in University of Uyo, Uyo Local Government Area. Also, the research question was answered implying that Instagram has a significant influence on the Dress Sense of Female Students in University of Uyo, Nigeria. This finding is in-line with the study of Erica and Jennifer, (2019); Miller, (2019). The study reviewed that Instagram app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with preapproved followers. Users can browse other users' content by tags and locations and view trending content. Users can like photos and follow other users to add their content to a personal feed, influencer also uses this as a marketing platform on their followers. Because how fanciable and entertaining the app is females so engaged on all of its activities. Therefore, the Instagram is major factor on the dress since of female student in University of Uyo, Nigeria.

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Hypothesis Two: There is no significant influence of YouTube on the Dress Sense of Female Students in University of Uyo, Nigeria.

Table 4: Analysis of Variance (ANOVA) of the influence of WhatsApp on the Dress-Sense of female students in the University of Uyo, Nigeria.

Sample Square	Sum of Square	Degree of freedom	Mean	F-cal	Sig.
Between Sample	334.120	1	334.120	4.201	0.0247
Within Sample	3260.486	61	79.524		
Total	**3594.606**	**62**	**57.977**		

Source: Researcher's Computation Using SPSS (2021).

Table 4, F-calculated value of 4.201 at 0.05 level of significance and degrees of freedom is 1 and 61 is greater than F-critical value of 4.0012. Based on this result, the null hypothesis was rejected implying that there is significant influence of YouTube on the Dress Sense of Female Students in University of Uyo, Nigeria. Also, the research question was answered implying that YouTube has a significant influence on the Dress Sense of Female Students in University of Uyo, Nigeria. This finding is also is the study of Myers and Crowther, (2019). Moreover, Keum (2016) asserts that female undergraduate's frequent use of smartphones has led to active use of social media platforms, and that the body images presented by YouTubers form a standard that viewers compare their own body image to. In the last 10 years, a new consumption culture, which involves acquiring information from YouTube rather than from traditional media. Therefore, the YouTube is major factor on the dress since of female student in University of Uyo, Nigeria.

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CONCLUSION

The main purpose of the study was to investigate social media (Instagram and YouTube) and dress of female students in University of Uyo, Nigeria. Findings from the study revealed that there is a significant influence of both Instagram and YouTube on the dress sense of female students in the University of Uyo. On the basis of the findings, the researcher concludes that social media (Instagram and YouTube) has influence on the dress sense of female students in University of Uyo, Nigeria.

RECOMMENDATIONS

Based on the conclusion of the study, the following recommendations were made:

- Student should use Instagram to view, like share and follow celebrity fashion influencers that model modest school acceptable clothing styles.
- Student should use YouTube platform in streaming to videos where they can learn how to recreate fashion styles to suit their values.

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