



CYBER VICTIMIZATION EXPERIENCE ON SOCIAL MEDIA AMONG UNIVERSITY OF IBADAN UNDERGRADUATE STUDENTS

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ABSTRACT

In Nigeria, evidence abounds that indicate that many youths including undergraduate students are being subjected to cyber victimization by their social media friends and/or acquaintances. While some of these victims experienced monetary exploitation, others have been raped or sexually abused. Against this background, this paper examined cyber victimization experiences of University of Ibadan undergraduate students. The study adopted phenomenological design and lifestyle exposure theory as theoretical framework. Data was generated through in-depth and key informant interviews. Purposive and snowball sampling techniques were adopted in selecting a total of 30 undergraduate students who had experienced victimization via social media, while 4 police personnel were also purposively selected. The collected data were subjected to thematic coding and descriptive statistics. Findings showed that bullying, sexual harassment and scamming were the major forms of victimization experienced by the undergraduate students on the social media. Also, Facebook was identified by most of the victims as the platform through which they were victimised. Relevant law enforcement agencies in Nigeria are urged to show more commitment towards the implementation of the 2015 anti-cybercrime law.

Keywords: *Social Media, Cyber Victimization, Undergraduate Students, University of Ibadan*

INTRODUCTION

The emergence of Internet-enabled social media platforms and networking sites has significantly increased the level of global interconnectedness. Unlike the traditional mass communication which is essentially unidirectional, social media platforms provide their users with opportunity for feedback, engagement, and exchange (Ibrahim, 2013); thereby, making them gain wide acceptance, especially among the youths. In spite of their obvious advantages, social media platforms and networking sites are increasingly providing viable opportunities for online criminals. The growing popularity of social media platforms and networking sites such as Facebook, Friendster, MySpace, WhatsApp, Hi5, Badoo, Zorpia, 2go amongst others has added another dimension to the problem of cybercrime in Nigeria (Akor, 2017; Adebayo & Ojedokun, 2018). The use of ICT tools and social media platforms by the Nigerian youths, particularly undergraduate students for the purpose of socialising and networking is growing at a rapid rate (Adeniran, 2008; Frances, 2012; Ojedokun & Michael, 2012; Radda & Ndubueze, 2013) and this has made some of them susceptible to victimization by online criminals adopting social media platforms to exploit people. While some of these victims have experienced monetary exploitation, others have been raped and/or sexually abused (The Punch, 2017; Dike, 2014). For instance, in 2012, an undergraduate female student, *Cynthia Osokogu*, was raped and murdered in Lagos by two of her Facebook friends, Ezekiel Eloka and Echezona Nwabufor (Ogbo, 2012). Similarly, a 32-year-old man, *IwekaChigoziemNnamdi* was arrested in 2014 by policemen in Lagos State for blackmailing 12 women he wooed on Facebook with their nude videos and photos (Vanguard, 2014). Indeed, the recognition of the pervasive nature of this problem informed the decision of the Nigerian upper legislative chamber to pass into law, seven-year jail-term for perpetrators (The Nation, 2017).

Social media and networking sites constitute potential goldmines for criminals who leverage on their users' personal details for financial opportunities (Ali & Ahmed 2013; National White Collar Crime Centre, 2011). Cyber victimization is associated with mental health and behavioral problems and, consequently, young people need effective coping strategies (Halder&Karuppandan; 2009). According to the National White Collar Crime Centre (2011), there is evidence that low self-control is a significant predictor of person-based cybercrime victimization (i.e., offenses where a specific person was the target), but not computer-based cybercrime victimization. Also, Fredstrom et al. (2011) also found cyber victimization to be related to lower level of self-esteem and higher level of social stress, anxiety, depressive symptoms, and locus of control after controlling for traditional victimization. Furthermore, Bonanno and Hymel (2013) articulated that cyber victimization is related to depression and suicidal ideation above and beyond the contribution of traditional victimization. Recently, the Daily Mail News (2017) narrated how a ninth grader at a Pennsylvania high school in the United States of America committed suicide after a classmate cyber bullied her. It was reported that the student named Julia apparently received a vulgar text message which included a part that said: 'no one care about you'. Forston et al. (2007) submit that victimization may be experienced online due to greater number of individuals accessing the Internet. Similarly, Bauma (2010) contends that there is a great danger in getting close to strangers on social media sites, and that such a situation may expose one to the risk of cyber victimization. Indeed, people constantly get duped, kidnapped or even killed through social media-accentuated means; and these negative effects of social media seem to take more tolls on the Nigerian youths (Ibidapo, 2016).

Adeniran (2008) submits that technological advances have brought about striking changes to the Nigerian cultures, patterns of socialization, social institutions and social interactions. Equally, Ibrahim (2006) points out that cybercrime in Nigeria is usually perpetrated by youths within the ages of 18 and 30 years, who are outside the secondary schools or are either in the university or about to be admitted into a university. By the end of the first quarter of 2016, Nigeria ranked 16th amongst cybercrime committing countries (The News, 2016). The fact that many undergraduate students of University of Ibadan are account holders of different social media platforms make them susceptible to the risk of being exposed-to cyber victimization. Therefore, a study of this nature is imperative as a way of understanding their experience with regard to the use of social media platforms, the extent to which they get exposed to victimization online, as well as the means through which they protect themselves from falling victims to the antics of criminals employing social media to perpetrate crime. Based on this background, the following research questions guided this study:

- a. What are the common types of cyber victimization being experienced by University of Ibadan undergraduate students?
- b. Why are University of Ibadan undergraduate students susceptible to cyber victimization on social media?
- c. How do social media activities of University of undergraduate students expose them to cyber victimization?

THEORETICAL FRAMEWORK

The lifestyle exposure theory was adopted as the study's theoretical framework. This theory was developed by Hindelang, Gottfredson, and Garofalo in 1978. The basic premise underlying the lifestyle-exposure theory is that demographic differences in the likelihood of victimization are attributed to differences in the personal lifestyles of victims. According to the theory, variations in lifestyles are important because they are related to the differential exposure to dangerous places, times, and other situations where there are high risks of victimization (Meier & Miethe, 1993). An individual's lifestyle is the critical factor that determines risks of criminal victimization. Generally,

lifestyles are influenced by three basic elements. First, the social roles played by people in the society based on the expectations of others (people conduct themselves in certain ways and construct lifestyles more or less conducive to victimization). The second element is position in the social structure (the higher one's position, the lower the risk of victimization-largely because of the kind of activities in which one engages and the places one frequents). The third element is a rational component, in which decisions are made about which behaviours are desirable (based on one's social role and structural position, decisions can be made to restrict routine behaviours to relatively safe ones or to accept risk) (Williams &McShane, 1999). When lifestyle variations are taken into account, victimization experience and potential victimizations are relatively predictable. Therefore, for those whose social and structural background creates greater interaction with offenders and places conducive to crime, there is indeed a great risk of victimization. The online behaviors of undergraduate students go a long way in influencing their risk of exposure to the antics of cyber criminals using social media platforms. Individuals who engage in certain kinds of activities on social media platforms, such as revealing too much personal information, responding to unsolicited business proposals, or engaging in online dating with strangers are at a higher risk of being victimized.

METHODOLOGY

This study adopted the phenomenology research design as this is an appropriate design needed to deal with individuals who are alike and have similar experiences and challenges. 'Phenomenology' refers to a person's perception of the meaning of an event, as opposed to the event as it exists externally to (outside of) that person (Babbie, 2005). A phenomenological study attempts to understand people's perceptions, perspectives and understanding of a particular situation (or phenomenon). This study focused on the University of Ibadan undergraduate students who have experienced one form of cyber victimization or another. The phenomenology research design was used to examine their shared experiences having suffered one form of cyber victimization or another as well as to understand their perceptions about the phenomenon.

Study Area and Study Population

University of Ibadan was the selected location for this study because it has a large population of undergraduate students who are active users and account holders of different social media platforms which make them susceptible to cyber victimization. This study focused exclusively on both male and female undergraduate students of the University who had suffered one form of cyber victimization or another, and who were account holders of social media platforms such as Facebook, Twitter, Hi5, Badoo, amongst others. Purposive and snowball sampling techniques were employed to select 30 undergraduate students who have experienced victimization on social media platforms from Six (6) Faculties. Purposive sampling technique was also employed to select Four (4) Personnel of Nigeria Police Force. The faculties covered were Agriculture, Arts, Clinical Sciences, Education, Forestry, and Social Sciences. Students between 100 and 400 level comprised the population of the study.

Although the researcher was also a student of the same University as at the time of the study, she had no prior relationship with the selected respondents as students targeted belonged to different faculties and departments different from hers. Hence, there is no role conflict. In the process of selecting/recruiting participants, the students were approached and informally asked if they had ever experienced any form of victimization on any of the social media platforms. It was only those who answered in the affirmative, and willing to participate that were recruited for the study. Snowball sampling technique was adopted such that a respondent who had been victimized facilitated link to some other victims who had had a similar experience. Specifically, only the target population was interviewed, and these comprised undergraduate students who had experienced one form of cyber victimization or the other. Additionally, undergraduate

students, who claimed not to have experienced any form of victimization on social media, were excluded. To make the respondents free and comfortable in expressing their minds, they were asked to suggest a suitable location where they would like to be interviewed. Consequently, some of them were interviewed in empty lecture rooms, while others were privately interacted with at selected relaxation lounge specifically chosen by the respondents. Most of them were willing to be interviewed at the first encounter, while few of them scheduled follow-up appointments. Generally, all the interviews were informally conducted. Hence, the environment was devoid of any form of tension and intrusion. Although most of the interviews were conducted using tape-recorder, field note was used in few cases where respondent did not want their contributions to be tape-recorded. Furthermore, four personnel of the Nigeria Police Force were purposively selected for the study. After explaining the purpose of the study, the researcher was specifically directed to interview four police officials who had handled cases bordering on social media victimization in the past. No form of prior relationship existed between the researcher and the police personnel selected.

Data Collection and Analysis Method

For the purpose of data collection, in-depth interview and key informant interview methods were employed to elicit desired information from the respondents. The adoption of this approach was considered apt because it is capable of ensuring a comprehensive and holistic understanding of the subject matter. Specifically, 30 in-depth interviews were conducted with the selected respondents on their experiences as related to social media victimization. Also, key informant interviews were conducted with four personnel of the Nigerian Police Force (NPF). The inclusion of the personnel of NPF was due to the fact that they have expert knowledge on some of the issues related to social media victimization. Equally, they were likely to have firsthand information about the victimization experiences of some victims who had reported to them. Two separate interview schedules containing 20 and 14 questions were used to collect data from the victimized students and personnel of the Nigeria Police respectively. Responses for both the victimized students and the personnel of the Nigeria Police were captured on a voice recorder with their permission. Data were collected for a period of two (2) months from the undergraduate students on the university campus and Personnel of the Nigeria Police in Ojo Divisional Police Station, Ibadan. The involvement of police personnel was deemed necessary because their profession as law enforcement officials position them as key informant whose opinion will facilitate a holistic understanding of the phenomenon of study. Some of the questions asked in the interview schedule for students were:

- What type of social media do you use?
- What can you say about cyber victimization?
- Have you experienced any form of cyber victimization before?
- What kind of cyber victimization did you experience? Kindly share your experience(s)
- On which social media platform did you suffer cyber victimisation?
- What steps did you take after being victimized?
- Which activities do you usually do on social media platforms?
- What was the nature of your Victimization?
- What activities do you think led you to being victimized?
- How often do you engage in such activities?
- How many hours do you spend on social media platforms per day?

Also, some of the questions contained in the interview guide for personnel of the Nigeria Police were:

- What do you understand by social media platforms?



- What can you say about victimization on social media platforms?
- What kind of cyber victimization cases are you aware of?
- Please share your experience of some social media-related victimization cases you have handled before?
- In your own opinion, what are the social media platforms commonly exposing students to cyber victimization?
- What are factors predisposing students to victimization on social media platforms?

To ascertain the veracity of respondents' claims, they were repeatedly asked same questions considered sensitive in different ways. In addition, the tape-recorded corpus of responses was screened for authenticity by the researcher's project supervisor for the purpose of confirming the authenticity of field report and for ensuring quality. Moreover, the post-field results were also presented orally to the board of Africa Regional Centre for Information Science (ARCIS) to ensure standard and trustworthiness.

A major challenge that was encountered during the fieldwork was that some of the victimized students were initially reticent to share their experiences. However, after carefully explaining to them that the study was purely for academic purpose, they fully consented to participate without any form of coercion. Additionally, in order to ensure that the rights and integrity of the respondents were protected, international ethical standard for research was strictly adhered to by ensuring that participants were fully aware of the nature of the study and its purpose before agreeing to participate. This helped the respondents to make informed decisions about being part of the study or not. The researcher also ensured that respondents' participation in the study was free of coercion. Similarly, no form of incentive was given to respondents as this could sway someone to participate who really preferred not to take part. Equally, steps were taken to ensure that the identity of respondents was kept hidden in the course of analysing and reporting data from the study. No personal detail that could reveal the identity of the respondents was included in the instrument for data collection. The researcher also ensured that no form of harm (physical or psychological, etc) was experienced by the respondents throughout the data collection. Languages and words considered offensive were avoided and the conduct of the interviews was done in environment considered safe and convenient for the respondents. Finally, the researcher ensured that no data was made up or manipulated. Rather, only facts gotten from the respondents were analysed and accurately reported.

Data Analytical Technique

At the analysis stage, the generated data were carefully transcribed and member checking was done to ensure trustworthiness of the analyses. Qualitative data generated from the in-depth and key informant interviews were extracted through the process of content analysis. Analysis was performed on the data through thematic analysis. Thematic analysis is one of the most common forms of analysis within qualitative research (Braun and Clarke, 2006; Guest, MacQueen, and Namey, 2012) which emphasizes identifying, analyzing and interpreting patterns of meaning (or "themes") within qualitative data (Guest, MacQueen, and Namey, 2012). In using this approach for analysis, we adopted a 5-step procedure based on the work of Caulfield (2019) as follows

Step 1: Familiarization

At this first we went through the interview transcripts to get to know and have an overview of our data. This involved reading through the text and taking initial notes, and generally looking through the data to get familiar with it. It also involved a careful transcription of the recorded interview transcripts and field notes.

**Step 2: Coding**

Next step was the coding of collected data. It involved highlighting sections of the text – usually phrases or sentences which enabled us to come up with shorthand labels or “codes” to describe their content. Having gone through the text, we collated all the data into groups identified by code. These codes allowed us to gain a condensed overview of the main points and common meanings that recur throughout the data.

Step 3: Generating themes

In step three, we looked through the created codes to identify patterns among them, and start coming up with themes in relation to the research questions that guided our study. All responses were studied carefully to draw out and/or create a clear picture of the emerging themes to further enhance the robust interpretation of the findings.

Step 4: Reviewing themes

In step four, we ensured that the themes we generated were useful and accurate representations of the data. We further interrogated the data and compared the themes with it.

Step 5: Writing up

In this final step, we write up our analysis of the data. The results were presented based on the themes as derived from the research questions.

Ethical Considerations

This research was presented to, reviewed and approved by the ethical board of the Africa Regional Centre for Information Science, University of Ibadan Also, in order to ensure that the rights and integrity of the respondents were protected due to the sensitive nature of issues generating on cyber victimization, this study adhered strictly to the international ethical standard for research by ensuring that participants were fully aware of the nature of the study and its purpose before agreeing to participate. The objectives of the study were carefully explained to them, and they were also informed of their right to voluntary participation, as well as their right to withdraw from the study at any time they deemed necessary. This helped the respondents to orally make informed decisions about being part of the study or not. The researcher also ensured that respondents' participation in the study was free of coercion. Similarly, no form of incentive was given to respondents as this could sway someone to participate who really preferred not to take part. Equally, steps were taken to ensure that the identity of respondents was kept hidden in the course of analysing and reporting data from the study. No personal detail that could reveal the identity of the respondents was included in the instrument for data collection. The researcher also ensured that no form of harm (physical or psychological, etc) was experienced by the respondents throughout the data collection. Languages and words considered offensive were avoided and the conduct of the interviews was done in environment considered safe and convenient for the respondents. Finally, the researcher ensured that no data was made up or manipulated. Rather, only facts gotten from the respondents were analysed and accurately reported.

RESULTS AND DISCUSSION

In this section, the major findings established in this study are carefully presented and thematically discussed.

Demographic Characteristics of Respondents

Table 1 Depicts the demographic characteristics of respondents represented in the study. It shows the distribution of the respondents on the basis of their faculty, level of study, sex, age, marital status and religion.

Table 1: Demographic Characteristics of Respondents

Demographic Variable	Frequency (N=30)	Percentage (%)
Faculty of Education	3	10.0%
Faculty of Social Sciences	10	33.3%
Faculty of Agriculture and Forestry	3	10.0%
Faculty of Law	5	16.7%
Faculty of Arts	4	13.3%
Faculty of Clinical Sciences	5	16.7%
Level of Study		
100L	3	10.0%
200L	11	36.7 %
300L	6	20%
400L	9	30%
Sex		
Male	11	36.7%
Female	19	63.3%
Age		
16-20	10	33.3%
21-25	5	16.7%
26-30	7	23.3%
31-35	8	26.7%
Marital Status		
Single	26	86%
Married	4	14%
Religion		
Muslim	7	23.3%
Christian	23	76.7%
Social Media Platforms		
Facebook	28	33.3%
Whatsapp	15	17.9%
Twitter	15	17.9%
BlackBerry Messenger	10	11.9%
Instagram	6	7.1%
2go	6	7.1%
Pinterest	1	1.2%
Badoo	1	1.2%
Insta Chat	1	1.2%
WeChat	1	1.2%

Table 1 indicates that the Faculty of the Social Sciences had the highest number of respondents 10 (33.3%), while Faculty of Law and Faculty of Clinical Sciences had 5 respondents (16.7%) each. Similarly, students in 200 Level had the highest representation 11 (36.7%), while 100 Level students were the least represented 3(10%). Also, female respondents were more with



19(63.3%) compared to males with 11(36.7%). Furthermore, the majority (33.3%) of the respondents were between ages of 16 and 35. Married respondents constituted 14%, while 86% were single. Respondents who were Christians were 76.7%, while Muslims were 23.3%. The responses of the victimized students when asked about the social media platforms they used showed that the majority 28(33.3%) used Facebook,

The Common Forms of Cyber Victimization Experienced by University of Ibadan Undergraduates

From the in-depth interviews conducted, it was discovered that the cyber victimization experience of University of Ibadan undergraduate students included: cyber harassment (sexual harassment), cyber stalking, luring for money ritual, account hacking, impersonation, falling into deceitful relationship, scamming, unsolicited pornographic posting, cyber bullying, posting negative things about others' religions/ethnic groups, and identity theft. Also, the key informant interviews (KII) conducted with 4 personnel of the Nigeria Police Force showed that the types of cyber victimization they had treated were identity theft, rape cases, hacking of victims' account and fraud. Responses of some of the victimized students when asked about the types of cyber victimization they have experienced while using social media platforms are: In one of the interviews conducted, a respondent said:

"I have experienced cyber stalking and harassment on social media platform. My boyfriend's ex-girlfriend got my contact and felt that Facebook platform was the best medium to deal with me for snatching her boyfriend. She and some of her friends harassed me on Facebook to the point that I had to close my account"
(Female/24years/400L)

The respondent narrated that she was threatened by her boyfriend's ex-girlfriend who used to harass her by insulting her on Facebook and by also stalking her while taking her pictures without her consent, and thereafter sending same to her on a social media platform (Facebook) with the threat that she knew her movement and that she was going to deal with her.

Another respondent narrated her experience this way:

"I have once suffered sexual harassment on Facebook because of a picture that I posted on Facebook which some people considered as ungodly"
(Female/31years/200L)

The above response showed that this respondent suffered sexual harassment as a result of an indecent picture she posted on her Facebook account which some of her friends considered provocative and offensive. Her action got her victimised.

Another respondent reiterates:

"I actually engaged in online dating, where I met a guy on Facebook who invited me to his house for the first time, the guy made an attempt to put charm into my private part in the middle of the night but I later escaped. I could not report to the school authority because I was scared" (Female/26years/400L).

This respondent narrated how she fell victim of a deceitful relationship online. She visited her boyfriend she met on Facebook, and slept over in his house. In the middle of the night, the boyfriend attempted to use her for money rituals by putting charm in her private part.

Another respondent explains:



“They used my Facebook page to ask for money from my relatives without my knowledge. An account was created in my name and my friends on Facebook were added on Facebook. My unsuspecting friends thought I created another Facebook and accepted the friend request sent using my name. Thereafter they fell victim of fraud when the impersonator started sending messages to them that he needed this and that. Some of my friends actually sent money and telephone vouchers to him. But some called my phone number to confirm from me” (Male/25years/300L)

The victim narrated how he was impersonated on Facebook by criminals who used his online profile information and pictures to scam his close relatives and friends. Furthermore, sample quotes of some of the Personnel of Nigerian Police officers when asked about the cases of cyber victimization of students they have handled:

A respondent said

“Deceit of personality to obtain money from unsuspecting friends” (Male /Police officer)

Another respondent mentioned

“Obtaining money under false pretense by giving out untraceable account number to the victim” (Male /Police officer)

Another respondent reiterated

“Obtain money under false pretense, fraud”

(Male /Police officer)

Another respondent said

“Rape, obtaining money under false pretense, hacking of victims account and fraud “(Male /Police officer)

Findings revealed that the types of cyber victimization experienced by the respondents included: cyber harassment (sexual harassment), cyber stalking, online scamming, ritual experience, social media account hacking, impersonation, falling into a deceitful relationship, lies (unrealistic proposal), unnecessary posts, cyber bullying amongst others. This finding is similar to the submissions of Das and Sahoo (2011) and Mitchell, Becker-Blease and Finkelhor (2005) that cybercrimes commonly perpetrated on social media and networking sites include: posting objectionable content on users’ profile, creating fake profile to defame a person, getting access to someone’s profile by hacking, impersonating others online, stalking people online, and threatening people with violence. Findings also supported some of the observations of The Punch (2017) and Dike (2014) that in Nigeria, many youths, including, undergraduate students have been subjected to cyber victimization by their social media friends and/or acquaintances. Some of the victims experienced monetary exploitation while others have been raped or sexually abused.

Equally, Mitchell et al.’s (2005) study also found that youths reported being victimized while using online sites in two major ways; and these are: sexual and nonsexual victimizations. According to Mitchell et al. (2005), one of the methods is harassment, which is often accomplished by “posting



defamatory or embarrassing personal information about others, impersonating others online, stalking people online, threat of violence, and physical and emotional abuse". This observation is also similar to the submissions of The News (2016) that by the end of the first quarter of 2016, Nigeria ranked 16th among the cybercrime countries in the world.

Social Media Platforms Making University of Ibadan Undergraduates Susceptible to Cyber Victimization

From the interviews conducted, most of the cyber-victimized respondents reported that they were victimized on Facebook. However, few people mentioned Whatsapp and Blackberry Messenger as the social media platform through which they got victimised. Also, the 4 policemen interviewed also confirmed that most of the criminal cases handled showed that the social media platform in which the victims experienced cyber victimization is mostly Facebook. However, they also but they also mentioned that few of the cases involved Whatsapp and 2go platforms. These are some of the responses of some of the victimized undergraduate students:

A respondent said this:

"I experienced it on Facebook" (Female/23years/300L)

Another respondent said:

"I suffered it on Facebook" (Female/22years/200L)

Another respondent mentioned:

"I experienced it on Blackberry Messenger" (Female/20years/100L).

Also, the submissions of the interviewees were equally corroborated by the data yielded by the key informant interviews conducted with personnel of the Nigeria Police Force.

One of the police officers said:

In most cases, victims reported they were victimised mostly on Facebook but there were cases involving other platforms such as 2go and WhatsApp (Male /Police officer/ 30years / Corporal)

Another respondent said:

"Facebook, WhatsApp" (Male /Police officer/35years/Sergeant)

Furthermore, findings also revealed that the social media platforms that mainly exposed University of Ibadan undergraduates to cyber victimization is Facebook; this is as a result of the fact that many undergraduate students are subscribers or account holders of this particular social media platform. This finding is in line with Ali and Ahmed's (2014) study which found that 73% of the youths using social media platforms owned Facebook account. Also, Statscounter (2020) established that Facebook is the most used social media platforms in Nigeria.

Types of Online Activities Exposing University of Ibadan Undergraduate Students to Cyber Victimization

Before asking the respondents of the activities that led them to being victimized, the researchers first asked them of the activities they often engage online. The common activities mentioned were: meeting new people, advertising businesses, chatting with friends, following trends on twitter, posting of opinions, messages or comments, posting of pictures, engaging in group discussion, and reading what others have posted. Thereafter, they were asked of the activities

which led them to being victimized. Most of them mentioned meeting new friends, sharing of religious-related information, online job hunting, movie/song downloading, online dating as the activities they were involved-in when they experienced victimization. To further buttress these points, the key informants were also interviewed about activities exposing social media users to victimization. All the police officers sampled stated that it was carelessness on the part of the victims usually expose them to victimization. A student described the activity that led her to being victimized this way:

"I was victimised when I uploaded my picture on Facebook and people started commenting and started spreading my pictures and emphasising on it that I exposed my body and started abusing me and that I am harlot" (Female/22years/200L)

Another interviewee said:

"I often get victimised whenever I post things bordering on religious and tribal statements" (Male/20years/400L).

In the words of another:

"The enthusiasm to make new friend exposed me to online victimization on the Facebook platform. Initially, people who were my friends on Facebook platform were less than 50, so I sent out friend requests to a lot of people. This was what got me into trouble" (Male/30years/300L).

When asked about the factors that led students to being victimized, a police officer said

"Carelessness: Victim received message from his friend in uk asking him to send money into the account number sent to him without calling him to confirm, he went to bank and send the money, later he discovered that the friends account has being hacked by some fraudsters" (KII/Male /Police officer).

Another Respondent mentioned

"Brainwashing and infatuation" (KII/Male / Police officer).

In addition, the online activities of undergraduate students of University of Ibadan which exposed them to victimization on social media platforms include: the enthusiasm to make new friends, the frequency and intensity of social media platforms usage, sharing of personal information, online job hunting, inadequate password security/protection, unnecessary downloading, making negative comments about other people's religion or tribe. This result contradicts what the lifestyle exposure theory predicts that males will be at higher risk of victimization than females. This expectation is built on the notion that males and females have different role expectations that often place males in more high-risk situations. Hence, this study corroborates the submission of Hindelang et al. (1978) that an individual's lifestyles may expose him/her to the risk of being victimized. This is similar to the findings of this study that University of Ibadan undergraduate students get victimized through social media as a result of their online activities.

More so, a study by Okereke and Lucky (2014) titled *The Impact of Social Media on the Academic Performance of University Students in Nigeria* in 4 tertiary institutions has equally shown that social media usage among students is not for academic purposes. Rather, students used social media for reaching out to close/distant friends and to get general information about life. This is in tandem with the submission of Nigeria Internet Registration Association (NiRA) (2019) that social media serves as communication tools among loved ones irrespective of location. This has exposed them, especially youths to cyber victimization due to lack of control/negligence over personal information posted online without realizing the associated risks.

Differences in online victimization experiences of male and female undergraduate students of University of Ibadan

From the findings, the responses of the students showed that the victimization experience of male respondents differed from those of female respondents. In one of the interviews conducted, a male respondent explained:

“They used my Facebook page to ask for money from my relatives without my knowledge. An account was created with my name and everything and my friends on Facebook were added because you can easily see ones friends on Facebook and my unsuspected friends thought I created another facebook account therefore they fell victim of fraud when the criminal started sending them messages that he needed this and that and some friends have sent money to the account, credits to phone numbers while some called to confirm from me” (IDI / Male/25years/300L)”

The victim narrated how he was impersonated on social media platform which is Facebook by criminals who used his online profile information and pictures to scam his close relatives and friends.

Another male respondent narrated

“I clicked a link on facebook to read an article. Thereafter, they started sending things I am not interested to me which appear on my wall like tagging some things which do not go with what I stand for morally” (IDI / Male /22years/100L)

The respondent said he saw an article link on social media platform which is facebook and after clicking the link to read the article he started sending him immoral things on his walls like posting unpalatable pictures on his wall by tagging him and also posting different unnecessary comments on his wall etc.

Female Respondents

“I have suffered sexual harassment on Facebook because of a picture that I posted on Facebook which some people considered as ungodly” (IDI/Female/25years/200L)”

The above response shows that this respondent suffered sexual harassment as a result of an indecent picture she posted on her facebook account which some of her friends considered as provocative. Her action got her victimised.

Another respondent reiterated

“I actually engaged in online dating, where I met a guy on Facebook who invited me to his house for the first time, the guy made an attempt to put charm in my private part in the middle of the night but I later escaped. I could not report to the school authority because I was scared” (IDI / Female/26years/400L)”

This respondent narrated how she felt a victim of a deceitful relationship online. She visited her boyfriend she met on Facebook and after they slept in the middle of the night the guy made an attempt to use her for rituals by putting charm in her private part.

The study revealed that the type of cyber victimization experience of male respondents included: impersonation, identity theft, falling into deceitful relationship, pornography, scamming, hacking as well as cyber bullying, while the Female respondent's cyber victimization experiences include: impersonation, identity theft, deceitful relationship, pornography, scamming, cyber bullying, cyber stalking, sexual harassment and luring for money rituals. Generally, the results show that there is a difference in online victimization experience of male and female undergraduate students in university of Ibadan because online activities of male are different from those engaged in by their other female counterpart.

Table 2: Proportions of Male and Female Students' Victimization Experiences on Social Media

Types of Victimization	Male	Female	Total
Cyber bullying & Harassment	0 (0%)	1 (4.8%)	1(3.33)
Cyber bullying	1 (11.1%)	7 (33.3%)	8 (26.67)
Identity theft & Impersonation	1 (11.1%)	0 (0%)	1(3.33%)
Hacking & Scamming	1 (11.1%)	0 (0%)	1(3.33%)
Sexual harassment	0 (0%)	5 (23.8%)	5(16.67%)
Pornography	1 (11.1%)	0 (0%)	1(3.33%)
Luring for ritual	0 (0%)	1 (4.8%)	1(3.33 %)
Scamming	4 (44.4%)	3 (14.3%)	7(23.33%)
Impersonation	1 (11.1%)	0 (0%)	1(3.33%)
Identity theft & Stalking	0 (0%)	1(4.8%)	1(3.33%)
Deceitful relationship	0 (0%)	1(4.8%)	1(3.33%)
Stalking	0 (0%)	1 (4.8%)	1(3.33%)
Pornography & Harassment	0 (0%)	1 (4.8%)	1(3.33%)
TOTAL	9	21	30 (100%)

Based on the analysis above, there was a difference in the type of cyber victimization experienced by male students to female students. Although some of the victimizations were experienced by both male and female respondents. Nevertheless, female students experienced some types of cyber victimization that were not experienced by their male counterpart. Specifically, only female respondents experience Cyber Bullying and harassment 1(4.8%), Sexual Harassment 5(23.8%), Luring for money rituals 1(4.8%) Identity theft and Stalking 1(4.8%), Deceitful Relationship 1(4.8%), Stalking 1(4.8%) as well as Pornography and Harassment 1(4.8%). Conversely, only male respondents experienced Identity theft and impersonation 1(11.1%), Hacking and

Scamming 1(11.1%), Pornography 1(11.1%) as well as Impersonation 1(11.1%). This is similar to the findings of Wright and Wachs (2020) that females suffered high level of cyber victimization when compared to their male counterpart.

This finding revealed that there is a difference in the type of victimization experience of male and female undergraduate students. However, female undergraduate students experience more types of cyber victimization than male as the number of cyber victimization experience of male undergraduate students is six (6) while female undergraduate students experienced nine (9) types of cyber victimization. This result contradicts a proposition of lifestyle exposure theory which states that males will be at higher risk for victimization than females. Furthermore, the result gotten from personnel of the Nigeria Police Force shows that the kind of cyber victimization they are aware of and have handled before are identity theft, rape, hacking of account and the social media platforms they reported are Facebook, WhatsApp and 2go. It was revealed that the steps taken as police officers after reporting to them are explained below.

In the case of identity theft, the statement of the victim was obtained freely, a letter was written to the bank where the money was paid to request for the vital details of the person who owns the account where the money was paid into. Generally, the perpetrators are arrested and charged to court in order to forestall future occurrence and at the same time to serve as a deterrent to other upcoming perpetrators. When asked of how victimization is handled by the police. The majority said it is confidential but nonetheless they said that it is usually pursued to the logical conclusion. However, a respondent said it is treated as a criminal case and handled as such.

Conclusion

The major concern of this paper has been on the examination of the cyber victimization experiences of University of Ibadan undergraduates on the social media platforms. Findings revealed that some of the University of Ibadan undergraduate students experienced cyber victimization. The type of cyber victimization experienced by the students included impersonation, identity theft, falling into deceitful relationship, pornography, scamming, account hacking, cyber bullying, cyber stalking, sexual harassment, luring for money rituals, deceitful relationships and unsolicited posting. The social media platform making most University of Ibadan undergraduate students susceptible to cyber victimization was Facebook. The study also identified online activities of undergraduate students exposing them to cyber victimization as including: posting immoral pictures or comments, enthusiasm to make new friends, chatting with strangers, online dating as well as the number of hours individual spend online per day led them to being victimized. This study also found out that there is a difference in the online victimization experience of both male and female undergraduate students. In addition, the data gotten from Nigeria personnel of the Nigeria Police Force showed that the kind of cyber victimization cases they had handled included: identity theft, rape, and hacking of account. The social media platforms the victims mentioned were Facebook, Whatsapp and 2go. Equally, it was revealed that police officers usually take different steps to resolve social media victimization cases.

Based on the recognition of the fact that many undergraduate students are falling victims to cyber victimization via social media platforms, hence, it becomes important to make some useful recommendations that can be adopted to solve this problem. First, the management of the University of Ibadan should design a framework through which their undergraduate students can be enlightened on the dangers associated with unregulated online lifestyles and risky online activities. This task can be championed by the Department of Student Affairs through a periodic organisation of lectures and seminars. Second, the Federal Government of Nigeria in collaboration with relevant law enforcement agencies, especially the personnel of the Nigeria Police Force and the officials of the Nigeria Security and Civil Defence Corps (NSCDC) should



ensure that the recently formulated anti-cyber crime law is fully implemented. Finally, victims of cyber victimization who suffer serious harm like rape or identity theft should be encouraged to report their experience to appropriate authorities in order for the offender to be prosecuted. In addition, the National Orientation Agency should see it as its responsibility, the task of enlightening youths in Nigeria on how to securely protect themselves online.

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