

Exposure to Social Media Videos of YahooPlus Victims and its Influence on Attitude Changes among Young Ladies in Nigeria

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Abstract

As parental support and public celebration of wealth gotten from YahooPlus deals by Nigerian youths increases, the number of young ladies whose lives have been ruined by their activities are also increasing. Across social media platforms, video clips of female victims of YahooPlus boys surface at different times. The clips display those running mad, those with decaying private parts and those already dead. In the light of the above scenario, this study investigated whether exposure to these video-clips taught the potential victims of this yahoo business the need to stay away from the predators. The objectives of the study are to ascertain the respondents' frequency of exposure to such videos and understand whether exposure to the videos has decreased their rate of following YahooPlus boys. Survey and covert observation research methods were adopted in studying female students of COOU and NAU with social exchange and reasoned action theories as the theoretical framework. Findings show that although the respondents are exposed to these videos, their rate of following YahooPlus boys is still on the increase. It was concluded that following YahooPlus boys is the new normal among young ladies. It was recommended that while parents of the young ladies should strive to advise them properly, future studies will look at why young ladies continue to follow yahoo boys like flies irrespective of the potential danger that accompanies such behaviour.

Keywords: *YahooPlus, ritual killings, Female Undergraduates, cyber-crime, primary victims.*

Background of the study

Sincerely, while admitting that the advent of the computer and the internet have encouraged development in different aspects of life, it could be very important to equally accept that it has encouraged the evolution of different kinds of social vices which are today, bedeviling the entire human race. The reason for this is that the advent of the internet and computer have created solid opportunities for progress and significant consequences in human lives globally. This was captured more clearly in Aransiola and Asindemade, (2011) where it was argued that since the internet and computer usage are accompanied by unlimited opportunities, they have also created unrestricted possibilities for criminal activities to thrive across the globe. The upsurge in criminal activities aided and abated by the advent of the internet and computer called cybercrime, has in recent time raised public concern.

Studies (Ojedokun and Eraye, 2012; Tade and Aliyu, 2011) have shown that cybercrime is one of the most popular forms of aberration among youths in Nigeria. This is not all, the most worrisome aspect of the state of things in the country is that cybercrime and its attending fraud which ordinarily, should be shunned by parents and society are instead, being celebrated in the present-day society. Significantly, these celebrations of the illegal wealth justify illegality in the society and at the same time force new intakes into

the criminal act. Public acceptance of such ill-gotten wealth had served as a source of encouragement to the perpetrators and as well inspired other youths who have been tired of the poor state of the economy in the country. This marks the sudden upsurge in youth engagement in this crime. Reacting on increase in the rate of cybercrime in the country, Ninalowo, (2016) stated that the fact that the perpetrators are received by some people and social institutions after they have made the money, others who have not joined see such activities as a genuine one and join to be part of the show.

With the increase in the number of cybercrime operators, the market became sour and polarized that the victims have gotten to understand that they are being scammed. Following experience of victims shared, the level of awareness of the victims increases by the day as different defrauding formats and strategies are introduced into the practice by the operators. This led to high rate of awareness on the activities, formats and strategies of the cybercrime harvesters. This means one thing in the system- *end of the road* for the jobless youths who have learnt to enjoy other peoples' wealth. To ensure that the market is still alive, the boys subscribed to the use of spiritual powers to help them in defrauding their victims (Melvin & Ayotunde, 2010). This is what gave birth to the concept of *YahooPlus* around which this topic is built.

Considering the fact that charms and voodoo practices have been introduced into the use of the internet for maximum achievement of evil goals of get rich quick, there arose the need to call for attention towards the security of humanity. The introduction of voodoo which was to help perpetrators get their preys and at the same time, protect themselves from all kinds of attack that could be coming from any source. Since the advent of the YahooPlus activities in the country, ladies have been fallen victims of the spiritual aspect of the business. In keeping with its universality as a prominent source of information to the masses, the social media have been awash with the video clips showing the victims of YahooPlus. These videos are massively seen and shared that the public are aware of their existence.

Like several other social vices in the society, cyber spiritualism has attracted several research interests from different scholars who seek to proffer solution to this ugly practice that is ready to destroy human beings in the interest of the few. However, among the research conducted in this regard, none has examined the potential victims' exposure to the video clips showing the victims and what the potential victims do in respect to the safety of their lives. It was in the interest of the last sentence that this study investigated the female undergraduates who are the major potential victims of this cyber spiritualism.

Statement of problem

Although they failed, when the Rats discovered that the Cats feed on them, they made an effort to bell the Cat so, the bell would alert them of a potential danger. Ironically, the more the videos of victims of cyber spiritualism trend online, the more the business flourishes among youths. The implications of this are that, despite the exposure to such video clips online, people still fall prey to the business. This became a source of worry that triggered this study. Worrisomely, ladies who are potential victims have failed to learn from the experience of others who had been ruined in live in the guise of girlfriend, runs girls and casual hook-ups to the YahooPlus guys. Unarguably, cyber spiritualism had ruined lives of many young ladies in Nigeria. Those whose lives are ruined are part of the human resources of this nation. Painfully, their potential contribution to the economic and social development of this country is untimely brought to an abrupt end without being harnessed. This is a deadly blow to the country. Academically, since the advent of the internet fraud in the country, studies have examined different aspects of the practice including their strategies of getting their victims but little or nothing has been done on young ladies' exposure to video clips of fellow victims and their rate of following YahooPlus guys. It was against this backdrop, that this study examined what potential primary victims of cyber spiritualism do with

the videos they watch showing ruined fellows.

Objectives of the study

The specific objectives of this study included to

1. Ascertain the respondents' frequency of exposure to social media shared video-clips showing female victims of YahooPlus money rituals
2. Find out if exposure to these video clips reduce their rate of following yahoo plus guys
3. Understand why potential victims still follow YahooPlus guys after they have watched videos of other victims.

Significant of the study

Socially, this study will reawaken the conscious of the people to the height of moral decay in the Nigerian society. To the parents, the study is an eye opener to let them see that their acceptance and celebration of YahooPlus business had made their ladies vulnerable to cyber spiritualism. To the ladies who are potential primary victims of this YahooPlus business, the study will rekindle their thought to the need to strive to save their lives by showing heavy resistance to their calls. To policy makers, this study is a call for social reorientation and establishment of strong regulatory institution to help safe our girls who are being used like sacrificial lambs for the service of wealth creation. To the academic, the study will call the attention to future scholar to probe

more on the causes of subscription to YahooPlus guys among present day young ladies.

Scope of the study

This study covers only female undergraduates students of COOU and NAU. The choice of university students was based on the fact that they are the prime target of this cyber spiritualism. Again, peer pressure and porvety including the desire to be among the trending young ladies is rampant in the university environment, this makes the university environmental friendly for the YahooPlus guys to operate especially with the rate at which the make students join the bandwagon effect. Moreover, the fact that female students enjoys going out with these boys makes their choice of target the most appropriate for this study.

Theoretical framework

This study is based on the social exchange and reasoned action theories of media effect.

The social exchange theory

This theory postulate that people consider what is offered to them from the media from the perspective of cost benefit analysis wherein the cost is placed against the benefit. In this regard, the audience of the media accept to act in a particular way if they perceived that way beneficial to them. Relating this theory to the current study, young ladies' exposure to the social media shared video clips on

their fellow ladies who fall victim of cyber spiritualism passed a message which is left for them to filter to know what to do. If after watching the videos and they still feel like the benefit of following *YahooPlus* guys outweighs the cost as portrayed in the videos, they are likely to continue to follow them.

Theory of reasoned action

Propounded by Martin Fishbein and Icek Ajzen in 1975, the Theory of Reasoned Action which is usually classified as the Theory of Planned Behavior, is a theory that is designed to help make sense of human behavior in specific contexts, such as whether or not people will take up healthy habits (LaCaille, 2020). As a cognitive theory and mathematical model, the theory allows scientists to predict behavioral intentions as a function of attitudes and subjective norms (Nickerson, 2022).

The theory is based on a tripod of audience beliefs, attitudes, and intentions. In this context, the individuals' belief explains the chances that the individual thinks that a certain action will generate a favourable outcome. For example, '*if I follow YahooPlus guys, I may end up being their victims one day*'; a lady thinking this way can hardly follow *YahooPlus* guys because she is certain that a consequence awaits such an action. On the other hand, the attitudes towards an action are where the individual examines what action to be taken while paying attention to whether or not the individual thinks

that the expected outcome (to desire to get iPhone 11-pro) is favorable or unfavorable (being a victim of cyber spiritualism). The attitude is what helps the individual to positively and or negatively evaluate an action which he or she intended to take. For example, if a behavioral scientist wanted to predict a lady's intention to follow *YahooPlus* guys, that lady's attitude towards *YahooPlus* guys would be a function of all of the lady's beliefs about whether following *YahooPlus* guys will lead to the outcomes that she desires (which is to get iPhone 11 pro and other luxurious things). Any lady that thinks that following *YahooPlus* guys will lead to desirable outcomes will have a positive attitude towards the action.

Meanwhile, someone who thinks that following *YahooPlus* will lead to undesirable outcomes will have a negative attitude towards the act. At the component of intention, the individual examines the best way to take the action in response to beliefs and attitudes. Significantly, the theory equally relates to the possible expectations of other people around the actor.

Drawing from the above explications, the proponents of this theory are of the view that any action taken by an adult is well thought of and well calculated. It is the views of the proponents of this theory that actions are taken after the actor had concluded the examination of what he wanted to do and what he stands to gain. The theory posits that any action

is voluntary and not forced. Applying the theory to this study, to follow the *YahooPlus* guys on campus is seen as a reasoned action which is considered by the ladies and concluded to be good and acceptable to those who matter to them.

Empirical review

Tade, (2013) investigated the factors responsible for cyber spiritualism and discusses some of the strategies employed in perpetuating cybercrime. The study was based on the fact that EFCC clampdown on the boys and the height of exposure of the strategies caused delay of success from the yahoo market. Using the literature review and covert observation approach, the study which was anchored on the Space Transition Theory of cybercrime, found that the strategies adopted by the boys in getting their victims include ase or mayehun (incontrovertible order), charmed or magical rings (oruka-ere) and incisions made around the wrist, which are used to surf the net, while ijapa (tortoise) is used to navigate profitable sites. Unsuspecting victims fall under the spell of the ase via phone conversation where spiritual orders are made to the victims without objection. This study is related to the current one. The different is that while the previous study looked at the strategies of making their money, the current one is interested in knowing why ladies still fall victims of *YahooPlus* business despite being exposed to the dangers to following them. Again, the study is

based on the primary victims of the business which are the sacrificial lambs while the previous ones was based on the covert observation of the young boys.

Adejoh, Alabi, Adisa, and Emezie (2019) were interested in examining what law enforcement agents, know about the malaise, how young people are initiated into cybercrime, the roles of peer influence, and parents' approval of cybercrime to the evolution and spreading of the business in the country. they used cross-sectional survey and the qualitative design in studying 4 key informants who are law enforcement agents 2 yahoo boys, 7 parents, and seven 7 youths in Lagos metropolis who were purposively selected using snowball sampling technique. The study found that law enforcement agents have considerable knowledge of cybercrime and their strategies of defrauding their victims while frequent interaction between "yahoo boys" and young people was found to be a key player in the initiation of the latter into the business but joining the crime is willful and not by coercion or chicanery. The support and approval of the crime among parents was considered another major reason for triumph of the crime in the society. it was recommended that parents should as matter of urgency desist from approving and celebrating the *YahooPlus* made wealth. Again, this study is related to the current study because it looked at the crime and the strategies of carrying them out.

However, the current study differs in the sense that it is on the primary victims of the crime who they use their blood to get the secondary victim.

Adebayo, Julius, and Fasasi, (2018) investigated the incidence of *YahooPlus* activities among in-school adolescents in Delta State, Nigeria. Using quantitative and descriptive survey design, the researchers surveyed 800 in-school adolescents in secondary and tertiary institution who were purposively selected. The results revealed that students at both secondary and tertiary institutions attested that Yahoo-Plus activities were prevalent due to youngsters' desire to get rich quickly, rather than waiting or toiling. It was recommended that parents should reawaken their responsibility to curb this menace. Similarly, this study is targeting knowledge of the activities of the *YahooPlus* boys in the society. not the primary victims of the activities as is in this study. This current study is interested in finding out relationship between exposure to ruined lives video clips showing victims and attitude change among them.

Relying on the problems of cybercrime in the society, Olayinka and Babajide, (2019) studied 15 yahoo boys and 30 community members using interview method of enquiry. The findings from the study show that cybercrime in Nigeria is drastically increasing by the day with different strategies. The researchers recommended that since these strategies continues to unfold, more

research should be employed to divulge them for the safety of the society. This study's recommendation provides the gape that this current study is here to fill. Again, while the previous study is concerned with the strategies, this current one is interested in the continued survival of the cyber-spirituality in Nigeria despite that height of exposure to their strategies among the people.

In another study, Suleman, (2018) examined the representation of the Nigerian cyber-fraudsters in hip-hop music using lyrics from 18 hip-hop artists, which were subjected to a directed approach to qualitative content analysis. Findings revealed that the ethics of Yahoo-Boys, as expressed by musicians, embody a range of moral disengagement mechanisms, they also shed light on the motives for the Nigerian cybercriminals' actions. Further analysis revealed additional findings: "glamorization/de-glamorization of cyber-fraud" and "sex-roles-and-cultures". Having operated within the constraint of what is currently available (a small sample size), this article has drawn attention to the notion that Yahoo-Boys and some musicians may be "birds of a feather." Secondly, it has exposed a "hunter-and-antelope relationship" between Yahoo-Boys and their victims. Thirdly, it has also highlighted that some ethos of law-abiding citizens is central to Yahoo-Boys' moral enterprise. Yahoo-Boys, therefore, represent reflections of society.

Arguably, given that Yahoo-Boys and singers are connected, and the oratory messages of singers may attract more followers than questioners, this study illuminates the cultural dimensions of cyber-fraud that emanate from Nigeria. In particular, insights from this study suggest that cyber-fraud researchers might look beyond traditional data sources (cyber-fraud statistics) for the empirical traces of “culture in action” that render fraudulently practices acceptable career paths for some Nigerian youths.

Why ladies still fall victims of yahoo guys’ charms

Generally, different actors prevail on the primary victims of the *YahooPlus* strategies. A critical look at some of the victims and their kind of problem show that some can be existential problem that had thrived from the family background. The issue is that, it has happened to somebody, the victims were also displayed in the social media space where virtually everybody get exposed to it. But tomorrow, another person will be there and a similar story will be told again making the boys richer by the day. In several research findings, peer pressure has been documented as a major cause of some social action leading to social ills in the society. This was empirically confirmed in Ajayi *et al.* (2010) where it was found that the major causes of cultism in tertiary institutions is the influence of peer group.

Significantly, other outstanding factors that could aide social vices in the society include but not limited to parental background and parental training, gross decay in societal decadence; erosion of social standards, desire to be like others, bandwagon, total lack of correctional facilities and abilities. As is the case in this current study, the above stated factors contribute to the growth of internet fraud in the country. It was also the reason why the primary victims of cyber spiritualism continue to fall into the trap. The general acceptance and celebration of wealth related to *YahooPlus* had made it a career among the Nigerian youths.

Beyond this is the transfer of moral burden from one group to another in the society. It is not that those who are into the business are not aware that what they are doing is bad but the fact that there is existential challenge that left everyone ready to transfer the burden to another. Any *YahooPlus* guy confronted with the challenge that he is doing evil will ask what is he expected to do when the government had failed to take care of the people. Again, they will transfer the burden of the crime to the victims who they claim are guilty of greed (Suleiman, 2018). The same answer will come from the parents of such boys. Instead of admitting that they are wrong for not taking full responsibility over the training of their children, they resort to challenging the government and calling names on those in power as

not being able to do well for the masses.

This is not all, Nigeria as a country has failed institutional framework to get defaulters punished accordingly. In a country where the evil activities of the youths are praised instead of being scolded can be as a result of failed institutions. The Nigerian institutional framework has failed to the extent that there is no punishment for criminals again. The people were left with no option than to accept what they see and enjoy the reproach of crimes. The parents who enjoy this wealth are aware that they are not doing the right thing but instead of allowing the children and the entire family to remain in poverty and suffering, choose to allow them make money fraudulently. This same applies to the ladies. It is the same parents that celebrated the wealth of *YahooPlus* guys that gave birth to the young ladies used in getting the money. So, when they approve the activities of the boys, the ladies will be left with nothing than to lean on those guys who turn their services to life adventure where the girls hardly return from.

Method of the study

Relying on the research objectives, this study was based on survey, covert observation and in-depth interview of the respondents who willingly subscribed to take part in the study. The survey was used to provide answers to the quantitative views of the respondents on their exposure to

these videos. Whether such videos scare them from following the guys was done through combination of covert observation and survey while, why other ladies still follow *YahooPlus* guys irrespective of their exposure to these videos was investigated using one-on-one in-depth interview. A total of 334 students were covered by the study with 15 others interviewed. The cover observation was done among the entire students who were observed for three weeks in campus and university environments within the university communities of the two campuses understudy. The study used snowball sampling technique is selecting the participants considering the nature of the study and what it has to offer to the public. The 334 respondents surveyed were selected using Taro Yarmani's sample size determination formular while the interview was based on voluntary acceptance.

Data presentation and analysis

Table 1: Ascertain the respondents' level of exposure to social media shared video-clips showing female victims of *YahooPlus* money rituals

Response category	Frequency	Percentage
Frequently	139	41.6%
Very frequently	105	31.4%
Sparingly	90	26.9%
Very sparingly	0	0%
Total	334	100

Source: Researchers' field survey, 2022

This table shows the respondents level of exposure to social media shared video clips on the shared video clips on YahooPlus victims. This table shows that an overwhelming majority of the respondents are well exposed to social media shared video clips on the victims of yahoo plus spiritual activities. This implies that social media is there for the people to share and receive information that could be source of safety to them. The implication of this is that the social media is a prominent information channels through which the masses can be enlightened.

Does exposure to these video-clips on female victims of YahooPlus Boys reduce young ladies’ rate of following YahooPlus guys in the street.

Variables	Frequency	Percentage
Yes	74	21.8%
No	118	35.3%
Can’t say	88	26.3%
Total	334	100

Researchers’ field survey, 2022

This table show that even when the ladies are aware that there is danger that someone could be a victim by joining or following yahoo guys, majority of them admitted that the videos of their friends and fellow ladies has not forced them to stay away from the bad boys. This is a dangerous revelation that requires probe to understand the reason for such persistent in the face of grave danger.

Reasons potential victims still follow YahooPlus guys after they have watched videos of other victims.

Table 3: Reason for following YahooPlus guys even after being exposed to videos of their victims

Response category	Frequency	Percentage
Being a victim is not their portion	101	30.2%
Those victims are less smart and intelligent	43	12.8%
Peoples desire to be like friends cannot be quenched	70	20.9%
Poverty and joblessness know the reason for everything	120	35.9%
Total	334	100

Source: Researcher’s field survey, 2022

According to this table, there are several reasons that compel the ladies into going out with yahoo plus. However, poverty and joblessness formed the major reason why the ladies still fall victims. Moreover, the fact that ladies rely on it is *not my portion* prayers is dominant in the study with 30.2% of the respondents relying on that. The implication of this data is that without getting poverty and joblessness handled, yahoo plus business will forever thrive because their potential victims will continue to fall into their traps which are numerous to count.

Data from the focus group

When asked whether they have been seeing videos of young ladies running mad and those with decaying cunts, the discussants were trouble. Their response shows that they have seen fellow ladies who had fallen victims of this circumstance. According to 5001 student of NAU, *“I have some of the videos including the one from our school”*. Among the discussants, a 3001 student of Mass communication said that she had been hearing of private part infested magot but hasn't seen that on social media. Apart from her, every other discussant admitted being frequently, exposed to video clips of victims of yabooplus guys.

On this note, the researchers probed further to know if their exposure to these video clips makes them to be afraid of being victimized. These questions generated different reactions from the respondents. Generally, they were afraid of being victimized as those who they watch on the screen but does that change their attitude towards some risk behaviours is another issue. *Chayiii!!!! Who is not afraid of death? Seeing the ladies in that condition is both disgusting and heart-reaping* says a 2nd year student of COOU. In the words of another participant from the same group, a 4001 student, *it is the wish of every lady to be among the happening ones in the society and at the same time be safe. So, those who fall victims do not know that they will and they never intended to fall victims.*

On whether the discussants know that some students inside the campus and those outside are still exhibiting the risk behaviour that can expose ladies to the danger of being a victim, the discussants share different opinions. *Life is risk itself. So, everything you do is risk. What you called risk behaviour may be a survival strategy to another. Those you see that are mad have not done more than those of us here had done before but that is where their God failed them* said a 3001 student in group one. *She summarized it. Like myself, I wake up in the morning and ask God for safety and move my way though I apply my senses at each point in time. I hardly move where I have no clue. We must be two moving with some guys and we don't follow the top rich ones,* says a 2001 students of NAU.

Significantly, if risk behaviours are seen as a matter of God's protection, then, there is no change of attitude for safety. So, what they do is called survival strategy instead. And such behaviours have taken many to the grave. In this regard, the attitude of the respondents reveals their beliefs about the guys which motivate their intentions to follow them around leading to the videos that are shared online.

Further the researchers decided to know the why ladies still fall victims of the yabooplus guys. To this question, *incessant desire to be like others* in the circle of friends were reported. Human nature of *I am different from this person and I can do*

it better than she did' also was spotted as a factor. One of the discussants started by saying the victims will continue to fall. *That is nature. When has crime started? It is as old as man. Several punishments have been meted to criminals including capital punishment, yet criminals continue to operate in the society. Why? Those not caught in the act believed that those caught were armature. The same thing applies to this issue under discussion here. Yes, we see the ladies but we forget that they fall because of this same thing we are doing now.* She is of view that it happened by God's will. To another discussant from group 1, *there are different strategies for getting the preys. They are not same so one may be conversant with this one, avoid that route and they will use another strategy to get you. Their plans never finish be that ooo na only God go help girls because they are many roaming the street.* The views above are weak and less realizable. No one will go to the road and throw himself to the trailer and expect God to do magic. *Well, to me, I am aware that of all these factors we are talking about, the most dangerous of all is poverty, joblessness and hopelessness. My dear, many who are victims are poor. That is just the truth. I can't fall for that because I have enduring spirit. What they have is not pricking my fancy. So, I rely on what I have and they have been enough for me.* The above was the words of a discussant from group three. The lady is coming from the angel of contentedness. This

is attitude which is at the center of beliefs and intentions.

Discussion of findings

The first research question which examined the respondent's level of exposure to the video clips showing female victims of cyber spiritualism shows that female undergraduate students of the two universities understudy, are very well exposed to the videos. This finding reveals that the majority of the Nigerian students are on social media. This is rampant among the female counterparts especially those who use expensive phones. Drawing from this finding, media advocacy on Yahoo activities and the potential dangers can best be carried out using the social media platforms if the students are to be targeted. The implication of massive exposure to social media shared videos is that the social media as a source has done its expected role of informing the targets of the danger involved in the act of following yahoo boys. The finding equally corroborated previous scholars (Tayo, Adebola, & Yahya, 2019; Peary, Shaw, & Takeuchi, 2012; Slater, Nishimura & Kinstrand, 2012a; Yoshimura & Inoue, 2012) where social media have been classified as the most permeating channel of communication especially, when the youths form the target audience. The social media role in projecting public information to the people is hereby acknowledged with the peoples' belief, attitude and intention of taking a given action respected as a determinant of

their decision making on media messages.

Considering the second research question which investigated whether exposure to the videos of young ladies who are used for rituals by yahoo boys had reduced the rate at which primary potential victims follow the boys, data from survey, in-depth interview and covert observation show that exposure to these videos does not translate to decline in following the boys among the ladies. Eventually, there is an attitude driven by the belief that young female undergraduates have about *YahooPlus* guys which lead to the intention to follow them. Drawing from the research finding above, it could be concluded that female undergraduates have positive attitude towards following *YahooPlus* guys. This finding agrees with the position of the reasoned action theory which According to Nickerson, (2022), places action taken as a function of expected outcome in which the profit is weighed against the lost. This points to earlier scholars' argument that setting agenda for the people is different from acting them (Ikegbunam & Agudoso, 2021). According to the proponents of reasoned action theory, what determines the action to be taken by an individual are his beliefs, attitudes and intention which are all motivated by the possible expectations of other people around the individual/actor. This is where the role of the parents and peers who celebrate yahoo plus made money came into play. The society's acceptance of such

wealth makes ladies to join the bandwagon with less consideration to the unfavourable consequences of the act which is getting a ruined life after the act. The negative aspect of following *YahooPlus* guys were beclouded by the desire to get iPhone brand of any kind which is the expectation of the peers around the potential *YahooPlus* victims. This finding agrees with the views of the critic of the cultivation media effect who argues that the media have limited power in making the people to act, rather it succeeds in telling the people what to do (Asemah, 2011). The inability of the respondents' high exposure to this video clips of the victims of *YahooPlus* to translate into decline in the rate of following *YahooPlus* guys confirms earlier research finding made in Ikegbunam and Agudoso (2021) where it was argued that one thing is for the media to tell the people what to do by cultivating the agenda while another is for the people to decide whether to do or not to do based on their positive and or negative evaluation of the action which he or she intended to take in respect to the cultivated agenda. This finding is in line with the social exchange theory which places high attention on the media users self-calculated gains as a determinant of the next action after being exposed to a given media content (Njoki, 2013). Therefore, all actions taken in a given communicated action is subject to what the peoples' beliefs, attitudes, intentions and expectations of the

people that matter to them who are around them. The social media in this context have performed a serious task of informing the ladies that there is danger in seeking for iPhones and other material things from the pockets of yahooplus guys and the onus is placed on them to adhere to the agenda and save themselves or remain adamant and get their lives ruined as those who have been used.

The third research question which investigated why potential victims still follow *YahooPlus* guys after they have watched videos of other victims, data from the survey shows that there are several reasons why victims continue to fall. Among the reasons include *poverty and unemployment* and some unrealizable prayers of *it is not my portion* which is rampant among the young ladies today (see table 3). Unfortunately, engaging in dangerous activities and saying that it is not one's portion alone cannot be scientific enough to defend one from the impending consequence of the action that one has taken. The implication of this is that to stay away from the dangers of being a victim of *YahooPlus* cyber spiritualism, one has to refrain from following them. It is not my portion cannot save the victims. On this same question, research finding reveals that female undergraduates' desire to be like friends (get their iPhones) and the beliefs among the potential *YahooPlus* victims

That those who fall victims are less smart and intelligent also play

significant roles in why people still fall victims. These beliefs determine the attitude they have that lead to the intention to follow them still despite getting exposed to the videos of the victims on social media. These factors were also confirmed by the qualitative enquiry where popular opinion suggest that poverty and desire to be among the happening ones increase the chances of being a victim among the people.

Summary of findings

Among the major findings were that the video clips on victims of cyber spiritualism were very much in the social media space and the potential victims of the act are grossly exposed to the videos through their social media handles enabled by their smart phones. Being a study on a trending event, the practice is of cyber spiritualism is succeeding because of the support given to the act by the entire society which forms the expectations of the people around the actors and victims of the business. Poverty, unemployment rate, inordinate desire to belong among babes and belief that it is not our portion formed the reasons for continued sustenance of the cyber spiritualism ravaging the country. The impact of these videos cannot be entirely dismissed from playing any role in the need for safety of the people because, it has created awareness on the dangers of following yahooplus guys though it has not drastically or

significantly reduced followership among the target victims.

Conclusion

Drawing from the data, it is concluded that exposure to video clips displayed on social media on magot infested private parts, mad ladies, dead ones dumped by yahoo guys is high among respondents. The universality of the social media was acknowledged for bringing such contents to public sphere for the safety of the potential victims. The study shows that although exposure is high, it does not significantly translate to refrain from following the guys among the university female undergraduates. Finally, cyber spiritualism survives and will continue to survive for its general acceptance by the Nigerian society, the inordinate ambition among the youths, iPhone demands among the ladies, it is not my portion thing, and the beliefs that one is better and smarter.

Recommendations

This study recommended that

- The Nigerian society should refrain from celebrating ill-gotten wealth to restore the countries moral values, norms and culture. A typical African society is known for frowning at all kinds of evils in the society. This turn around in behaviour of endorsing yahoo plus activities by parents and societies is a gross deviation from normal and must be put to a

stop if the society is going to be safe for all.

- Nigerian female students and all other young ladies must strive to learn to be contented and do nothing with materialism to save their lives. This will save them more that it is not my portion that full their lips.
- Since poverty and unemployment were also identified as the reason for the continued followership of the YahooPlus among the female undergraduates, government should do something to create an enabling environment to reduce poverty in this country.

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