

PROLIFIRATION OF SEXUALITY AMONGST INTERNET USERS IN NIGERIA: A STUDY OF FACEBOOK

DAVID N ETIKA*

ABSTRACT

The Internet is very imperative as far as human communication is concern, social media is an off-shoot of the internet, it came to be through the invention of the internet and both have symbiotic relationship as it compliments itself through its applicability. The world becomes a global village via the advancement of technology and the prolific number of internet users is becoming an issue of concern as different activities going on, on cyber space and chances of curtailing or employing restrain or sanction is very slim. There is a widely held perception that nobody owns the internet. However, the paper focused on facebook as one of the social media platform and the paper is set to examine the negative impacts of internet on its users using facebook as a form of social media. The paper adopted uses of gratification theory to support the work. This theory is based on the assumption that, people get gratification on the things that satisfy their needs. The discussion will be presented using descriptive method.

INTRODUCTION

The concept of internet came to be as the result of the advent of technology; new technology brought several innovations through the help of internet which gave us a new platform of communication that has helped to paved way for online marketing, online media and many other benefits.

There are sundry other social media platforms that emanated shortly after the coming of internet such as; facebook, youtube, Instagram, Twitter, Viber, Tango Linkedin, Whatsapp, WeChat, and many more but to say a few. These platforms are designed by different people for disparity purposes, and the purpose is to enhance communication as the world becomes a global village. But reverse is the case

as people have turned some of the social media apparatus for self-aggrandisement and one of which is the proliferation of sexuality amongst internet users which is very worrisome and needs urgent attention to curb the tide.

Croft (2007, P.2) In February 2004, Mark Zuckerberg, with the help of Andrew McCollum and Eduardo Saverin, launched a website that would change online social interaction forever. The Facebook started on the campus of Harvard University, where the three friends were students, Zuckerberg being a psychology major of all things. Within 24 hours of going live, The Facebook was a community of 1200 Harvard University students.

*Department of Mass Communication, Cross River University of Technology, Calabar.

Correspondence E-mail Id: editor@eurekajournals.com

The Facebook buzz grew on the Harvard campus and within weeks students from Stanford and Yale wanted in. The network was extended and by April 2004, The Facebook was available on all Ivy League servers. But Zuckerberg needed help to grow his little social networking site that could. He would not stop until The Facebook had been installed on all university campuses in America.

In May 2004, only 4 months after The Facebook was born, he dropped out of Harvard and moved to Silicon Valley with McCollum and Dustin Moskovitz. In September 2004, they secured venture capital from PayPal founder Peter Thiel. The \$500,000 investment was a start, but Zuckerberg and friends had big plans for The Facebook. Seeing the potential value in The Facebook, Jim Breyer and Accel Partners ponied up \$12.7 million to assist Zuckerberg in the expansion of his virtual empire. Jim Breyer is an interesting character with many highlevel connections. He served as chair for the National Venture Capital Association (NVCA) with Gilman Louie, who also happened to be CEO of QTel, a CIA established venture capital firm. Breyer also currently sits on the Board of Directors of WalMart Stores Inc, in the capacity of Lead / Presiding Independent Director, and Chairman of the Strategic Planning and Finance Committee. But wait, it gets better. Breyer also sits on the Board of BBN Technologies along with Anita Jones, who, along with Louie, sat on the Board of Directors of QTel.

Previous to entering the private sector, Jones, interestingly enough held the position of Director of Defense Research and Engineering for the U.S. Department of Defense where she was an advisor to the Secretary of Defense and oversaw the Defense Advanced Research Projects Agency (DARPA).

It should be no surprise then, that BBN Technologies has had many research and development contracts with the National

Security Agency (NSA) and DARPA. BBN Technologies has been around for a while, since 1948 in fact, if their corporate timeline is to be believed as accurate. In 1969, BBN Technologies launched ARPANET, the first version of the modern day Internet. In 1982, BBN Technologies “won the contract to build and operate the worldwide Defense Data Network for the Department of Defense” and in 1984, they developed the data encryption standards for the NSA, DARPA and the Air Force. Since then, they’ve worked on a number of military and defense projects, as well as educational and voice recognition software, they’ve won awards from NASA and are, generally, the company that provides the technology and support which powers the Internet.

Among other things, they currently offer data mining solutions boasting, “There has never been so much information available so easily.” And with a \$13 million investment in the fastest growing Social Networking Site online, they are probably quite right. So by October 2004, Zuckerberg had the money, the manpower, and the institutional backing to go global. Betatesting continued on within the American University population for the next year, and in August 2005, The Facebook dropped the “The” and Facebook.com was registered for \$200,000. The network opened up, and within months anyone with a valid institutional email address from over 30,000 organizations across the planet were eligible for membership, including high school students, government employees and the corporate community.

In September 2006, Facebook expanded once again. Now anyone with a valid email address could sign up and populate their profile with their stats, and signup they did. Even after a bit of bad press with the introduction of the “News Feed” feature, which was labeled intrusive and viewed as a violation of privacy by many of its longtime users, Membership continued to

grow. In fact, between May 2006 and May 2007 Facebook traffic grew by an astonishing 89%. Facebook remained a closed network until May 2007, when Zuckerberg announced that Facebook was to become the “social operating system for the Internet.” Up until that time, the Facebook platform was for Facebook alone, but now, users could integrate all of, their Internet activities into their single Facebook profile. Developers quickly started to build applications for all the popular sites and users started adding them in an effort streamline their virtual identities. Flickr, MySpace, iTunes, YouTube, del.ici.ous, and Digg had official apps, and users started creating unofficial apps for these sites as well.

Plus there was a whole host of independent developers creating quizzes, games, friend organizers and a variety of profile customization apps like virtual gardens and profile picture sketches. CatBook and DogBook allowed users to create profiles for their pets to network with their friend’s pets, and Human Pets allowed users to become pets themselves for other users.

The next step for Facebook was direct advertising. In August 2007 Facebook announced that it was looking to “translate its popularity into bigger profits” by offering advertisers direct access to their targeted demographic consumers. Indeed, Zuckerberg and Co. were certainly within their right to exploit the popularity of the phenomena, why not? What’s the point of offering the service and collecting all this data if it can’t be used towards lining the company’s shareholders pockets? And if Facebook is n’t a massive Homeland

Security Database, as some have speculated, advertising is all they got. As a Wall Street Journal article put it, “While the Web site had roughly 30.6 million visitors in July, the company says it needs to do a better job

profiting from its huge user base.” And through it all, Zuckerberg still plays the role of the dotcom darling, presenting Facebook as a little independent startup who is holding out against the big corporate bullies like Viacom and Yahoo, despite its ties to Accel and Silicon Valley’s corporate elite.

OBJECTIVES OF THE PAPER

The following are the objectives of the paper

1. To find out whether facebook have negative impacts on its users.
2. To ascertain the relevance of facebook on its users.
3. To access the perception of the public towards facebook.

RESEARCH QUESTIONS

The following research questions are set to guide the paper

1. Do facebook have negative impacts on its users?
2. Is facebook relevant to its users?
3. What is the perception of the public towards facebook users?

DEFINITION OF TERMS

SEXUALITY

Sexuality is the total of our physical, emotional and spiritual responses, thoughts and feelings. Sexuality is more about who we are than about what we do.

INTERNET USERS

The Internet is generally defined as a global network connecting millions of computers. More than 190 countries are linked into exchanges of data, news and opinions. Internet users are those people that used the internet for one reason or the other

PROLIFERATION

Proliferation is seen as rapid increase in the number or amount of something. It is a large number of something or is the act increasing or rising; argumentation, amplification, enlargement, escalation, aggrandizement.

FACEBOOK

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.

SEXUALITY

Sexuality according to Resource Center Adolescent pregnancy precaution (ReCAPP) and ETR Association (2011) informed that sexuality is refers to the total expression of who you are as a human being, your femaleness or your maleness. Our sexuality begins at birth and ends at death. Everyone is a sexual being .your sexuality is an interplay between body image, gender identity or gender role, sexual orientation, eroticism, genitals, intimacy, relationships, and love and affection. A person's sexuality includes his or her attitudes, values, knowledge and behaviours. How people express their sexuality is influenced by their families, culture, society, faith and belief.

Human sexuality is the quality of being sexual, or the way people experience and express themselves as sexual beings. This involves biological, erotic, physical, emotional, social, or spiritual feelings and behaviours. Because it is a broad term, which has varied over time, it lacks a precise definition. The biological and physical aspects of sexuality largely concern the human reproductive functions, including the human sexual response cycle.

Someone's sexual orientation can influence that person's sexual interest and attraction for another person. Physical and emotional aspects of sexuality include bonds between individuals that are expressed through profound feelings or physical manifestations of love, trust, and care. Social aspects deal with the effects of human society on one's sexuality, while spirituality concerns an individual's spiritual connection with others. Sexuality also affects and is affected by cultural, political, legal, philosophical, moral, ethical, and religious aspects of life.

Interest in sexual activity typically increases when an individual reaches puberty. Opinions differ on the origins of an individual's sexual orientation and sexual behaviour. Some argue that sexuality is determined by genetics, while others believe it is molded by the environment, or that both of these factors interact to form the individual's sexual orientation.

This pertains to the nature versus nurture debate. In the former, one assumes that the features of a person innately correspond to their natural inheritance, exemplified by drives and instincts; the latter refers to the assumption that the features of a person continue to change throughout their development and nurturing, exemplified by ego ideals and formative identifications.

Evolutionary perspectives on human coupling, reproduction and reproduction strategies, and social learning theory provide further views of sexuality. Socio-cultural aspects of sexuality include historical developments and religious beliefs. Examples of these include Jewish views on sexual pleasure within marriage and some views of other religions on avoidance of sexual pleasures. Page needed some cultures have been described as sexually repressive. The study of sexuality also includes human identity within social groups, sexually transmitted infections (STIs/STDs), and birth control

methods. https://en.m.wikipedia.org/wiki/Human_sexuality

UNDERSTANDING YOUR SEXUALITY

Sexuality covers a broad spectrum, and is also deeply personal. It's about understanding the sexual feelings and attractions we feel towards others, not who we happen to have sex with. There are different types of sexuality, and it can take time to figure out what fits right with you. If someone is giving you a hard time about your sexuality, find out what to do and who you can talk to.

Everyone's sexuality is different, and it's not necessarily as simple as being 'gay' or 'straight'. Some people are attracted to only one sex, and others are attracted to a diversity of people regardless of sex or gender, with a lot of different preferences in-between.

TYPES OF SEXUALITY

People use a few common labels to identify their sexuality. Your sexuality isn't defined by who you have sex with-it's about how you feel and how you choose to identify yourself. The important thing is that you choose what label feels comfortable, or you choose no label at all. You might find, like many others have, that the label you choose changes over time.

STRAIGHT/HETEROSEXUAL

Attracted mostly to people of the opposite sex or gender.

Gay/Homosexual

Attracted mostly to people of the same sex or gender (refers to guys-and often to girls, too).

LESBIAN

Attracted mostly to people of the same sex or gender (refers to women).

BISEXUAL

Attracted to both men and women.

PANSEXUAL

Attracted to romantic and sexual partners of any gender, sex or sexual identity. ('Pan' means 'all'.)

POLYSEXUAL

Attracted to romantic and sexual partners of many but not all genders, sexes or sexual identities. ('Poly' means 'many').

ASEXUAL

Not really sexually attracted to anyone.

Some people also choose the labels 'queer' or 'fluid' as a way of expressing themselves by their own personal feelings.

SEXUAL PREFERENCE

Sexual orientation is an enduring pattern of romantic or sexual attraction (or a combination of these) to persons of the opposite sex or gender, the same sex or gender, or to both sexes and more than one gender. These attractions are generally subsumed under heterosexuality, homosexuality, and bisexuality, while asexuality (the lack of sexual attraction to others) is sometimes identified as the fourth category.

These categories are aspects of the more nuanced nature of sexual identity and terminology. For example, people may use other labels, such as pansexual or polysexual, or none at all. According to the American Psychological Association, sexual orientation "also refers to a person's sense of identity based on those attractions, related behaviours, and membership in a community of others who share those attractions". Androphilia and gynephilia are terms used in behavioral science to describe sexual orientation as an alternative to a gender binary conceptualization. Androphilia describes sexual attraction to masculinity; gynephilia describes the sexual attraction to femininity.

The term sexual preference largely overlaps with sexual orientation, but is generally distinguished in psychological research. A person who identifies as bisexual, for example, may sexually prefer one sex over the other. Sexual preference may also suggest a degree of voluntary choice, whereas the scientific consensus is that sexual orientation is not a choice. https://en.m.wikipedia.org/wiki/Sexual_orientation

FEMALE GENDER

Human female sexuality encompasses a broad range of behaviours and processes, including female sexual identity and sexual behaviour, the physiological, psychological, social, cultural, political, and spiritual or religious aspects of sexual activity. Various aspects and dimensions of female sexuality, as a part of human sexuality, have also been addressed by principles of ethics, morality, and theology. In almost any historical era and culture, the arts, including literary and visual arts, as well as popular culture, present a substantial portion of a given society's views on human sexuality, which also include implicitly or explicitly female sexuality.

In most societies and legal jurisdictions, there are legal bounds on what sexual behavior is permitted. Sexuality varies across the cultures and regions of the world, and has continually changed throughout history, and this also applies to female sexuality. Aspects of female sexuality include issues pertaining to biological sex, body image, self-esteem, personality, sexual orientation, values and attitudes, gender roles, relationships, activity options, and communication. https://en.m.wikipedia.org/wiki/Human_female_sexualit

INTERNET

The internet is the largest computer network in the world, connecting millions of computers. A network is a group of two or more computer

systems linked together. The internet has been very instrumental to human upliftment, many scholars have had different disposition as regards to the concept of the internet.

The Internet is not synonymous with World Wide Web. The Internet is a massive network of networks, a networking infrastructure. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet. The World Wide Web, or simply Web, is a way of accessing information over the medium of the Internet. It is an information-sharing model that is built on top of the Internet.

According to Internet Live Stats, as of August 12, 2016 there was an estimated 3,432,809,100 Internet users worldwide. The number of Internet users represents nearly 40 percent of the world's population. The largest number of Internet users by country is China, followed by the United States and India.

In September 2014, the total number of websites with a unique hostname online exceeded 1 billion. This is an increase from one website (info.cern.ch) in 1991. The first billion Internet users worldwide was reached in 2005. <http://www.webopedia.com>

The Internet is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link devices worldwide. It is a network of networks that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies. The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents and applications of the World Wide Web (WWW), electronic mail, telephony, and file sharing.

The origins of the Internet date back to research commissioned by the United States federal government in the 1960s to build robust, fault-tolerant communication via computer networks. The linking of commercial networks and enterprises in the early 1990s marks the beginning of the transition to the modern Internet, and generated rapid growth as institutional, personal, and mobile computers were connected to the network. By the late 2000s, its services and technologies had been incorporated into virtually every aspect of modern life.

Most traditional communications media, including telephony, radio, television, paper mail and newspapers are being reshaped or redefined by the Internet, giving birth to new services such as email, Internet telephony, Internet television, online music, digital newspapers, and video streaming websites. Newspaper, book, and other print publishing are adapting to website technology, or are reshaped into blogging, web feeds and online news aggregators. The Internet has enabled and accelerated new forms of personal interactions through instant messaging, Internet forums, and social networking. Online shopping has grown exponentially both for major retailers and small businesses and entrepreneurs, as it enables firms to extend their "brick and mortar" presence to serve a larger market or even sell goods and services entirely online. Business-to-business and financial services on the Internet affect supply chains across entire industries.

The Internet has no centralized governance in either technological implementation or policies for access and usage; each constituent network sets its own policies.[3] Only the overarching definitions of the two principal name spaces in the Internet, the Internet Protocol address (IP address) space and the Domain Name System (DNS), are directed by a maintainer organization, the Internet Corporation for

Assigned Names and Numbers (ICANN). The technical underpinning and standardization of the core protocols is an activity of the Internet Engineering Task Force (IETF), a non-profit organization of loosely affiliated international participants that anyone may associate with by contributing technical expertise. <https://en.m.wikipedia.org/wiki/Internet>.

The internet could be a means of connecting a computer to any other computer anywhere in the world via dedicated routers and servers. When two computers are connected over the Internet, they can send and receive all kinds of information such as text, graphics, voice, video, and computer programs.

No one owns Internet, although several organizations the world over collaborate in its functioning and development. The high-speed, fiber-optic cables (called backbones) through which the bulk of the Internet data travels are owned by telephone companies in their respective countries.

The Internet grew out of the Advanced Research Projects Agency's Wide Area Network (then called ARPANET) established by the US Department Of Defence in 1960s for collaboration in military research among business and government laboratories. www.businessdictionary.com

SOCIAL MEDIA

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 networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

Social media are interactive Web 2.0 Internet-based applications. User-generated content,

such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.

Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups. Users typically access social media services via web-based technologies on desktop computers, and laptops, or download services that offer social media functionality to their mobile devices (e.g., smart phones and tablet computers). When engaging with these services, users can create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals.

Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of techno self studies. Social media differ from paper-based media (e.g., magazines and newspapers) or traditional electronic media such as TV broadcasting in many ways, including quality, reach, frequency, interactivity, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources to many receivers).

This is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers), such as a paper newspaper which is delivered to many subscribers or a radio station which broadcasts the same programs to an entire city. Some of the most popular social media websites are

Baidu Tieba, Facebook (and its associated Facebook Messenger), Gab, Google+, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, Tumblr, Twitter, Viber, VK, WeChat, Weibo, WhatsApp, Wikia, and YouTube. These social media websites have more than 100,000,000 registered users. www.sxc.hu/profile/nickwinchicrossing.co.uk/ebooks

CHARACTERISTICS OF SOCIAL MEDIA

Social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics:

PARTICIPATION

Social media encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.

OPENNESS

Most social media services are open to feedback and participation. They encourage voting, comments and the sharing of information. There are rarely any barriers to accessing and making use of content-password-protected content is frowned on.

CONVERSATION

Whereas traditional media is about "broadcast" (content transmitted or distributed to an audience) social media is better seen as a two-way conversation.

COMMUNITY

Social media allows communities to form quickly and communicate effectively. Communities share common interests, such as a love of photography, a political issue or a favourite TV show.

CONNECTEDNESS

Most kinds of social media thrive on their connectedness, making use of links to other

sites, resources and people. www.sxc.hu/profile/nickwinchicrossing.co.uk/ebooks >

SOCIAL MEDIA PLATFORMS

Here are some prominent examples of social media:

FACEBOOK

facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.

TWITTER

twitter is a free micro-blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.

Google+ (pronounced Google plus) is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project's slogan is "Real-life sharing rethought for the web."

WIKIPEDIA

Wikipedia is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article for publication; registration is not required to edit articles. Wikipedia was founded in January of 2001.

LINKEDIN

This is a social networking site designed specifically for the business community. The

goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

REDDIT

This is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities, known as "sub-reddits." Each sub-reddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "redditors," submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.

PINTEREST

This is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them. An image of blueberry pancakes might take you to the recipe; a picture of a whimsical birdhouse might take you to the instructions.

Brian Solis created the following social media chart, known as the conversation prism, to categorize social sites and services into various types of social media. (See a larger image)

CONVERSATION PRISM

Conversation prism - small media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social components, such as comment fields for users. In business, social media is used to market products, promote brands, and connect to current customers and

foster new business. <http://whatis.techtarget.com/definition/social-media>.

BLOGS

Perhaps the best known forms of social media, blogs are online journals, with entries appearing with the most recent first.

WIKIS

These websites allow people to add content to or edit the information on them, acting as a communal document or database. The best-known wiki is Wikipedia⁴, the online encyclopaedia which has over 2 million English language articles.

PODCASTS

Audio and video files that are available by subscription, through services like Apple iTunes. www.sxc.hu/profile/nickwinchicrossing.co.uk/ebooks >

PROLIFERATION OF SEXUALITY ON SOCIAL MEDIA

Sexuality as we have heard is the act of indulging on sex between one or two persons, it could be man and woman, woman to woman in the case of lesbians and it could be man to man in the scenario of homosexual. However, we are primarily concern on the increasing rate of sexual trend on social media and its negative consequences on users.

Majority of people particularly girls that are very desperate to attain wealth by all means, usually engage on online sex in exchange for money. This act is becoming trending on social media, a situation that has made some girls to be posting nude pictures on facebook and asking friends to comment if she look good on the picture or not.

Phone sex or online sexuality have caused a lot of hiccups to internet users at different level

even those that are married are also affected because most of them engaged on such diabolic act and when their husbands or wives discover these, it leads to breakup or it caused them serious problem in their marriages.

This trend, in spite of its bumper effects on users. Most users are still not mindful of this heinous act and they are still falling prey especially on facebook. Majority of people have become sex addicts because of these online sex practices, whereby nude photographs are sent to each other in the course of conversing and they find it hard to desist from such act.

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website. This platform is mostly used by social media users across the world and nasty things are equally done through this medium apart from the good side of it. Experience has shown that, yahoo boys also use it to get their clients under the pretence of online relationship or phone sex.

Majority of people have been affected by this holocaust act and they have had their marriages and life in shamble which caused most of them excruciating anguish owing to the alleged inducement of online sexuality. While many others have lost their lives as the results of these, for instance, about 2010 to 2014 there was a case that transpired on facebook involving two opposite sex, that took the life of one miss Cythia said to be a daughter of a prominent Nigerian who was induced by a man with the intent to meet and engage on amorous affair otherwise known as sexual relationship. And there have been other cases that left many in trouble as well as wrecked devastating consequences on them.

THE RIPPLE EFFECTS OF SEXUAL TREND ON INTERNET

The effects or the negative impacts of internet sexuality is enormous, It could leads to sex addiction when over indulge on it, and there are other negative implications attached to it apart from been addicted.

Compulsive sexual thoughts and/or behaviour leads to increasingly serious consequences, in both the addict's internal and external worlds. The consequences may include severe depression, often with suicidal ideation, low self-esteem, shame, self-hatred, hopelessness, despair, helplessness, intense anxiety, loneliness, moral conflict, contradictions between ethical values and behaviors, fear of abandonment, spiritual bankruptcy, distorted thinking, remorse, and self-deceit.

For example, 70-75 percent of addicts have thought about suicide. Many sex addicts suffer from broken relationships. Forty percent experience severe marital and other relationship problems. Sexual activities outside the primary relationship result in loss of self-esteem to both partners as well as severe stress to the relationship. The sex addict is frequently absent, resulting in a loss of time in parental role modelling. Pressure is placed on the partner to provide parental support and nurturing of the children. Partners of sex addicts may develop their own addictions and compulsions, psychosomatic problems, or depression and other emotional difficulties.

These factors can result in an unstable family environment. Physical, sexual, and/or emotional abuse and neglect of the children may occur. In one study, 72% had been physically abused in childhood, 81% had been sexually abused, and 97% emotionally abused. Growing up in such a home increases the risk for the next generation to have addictive disorders.

Health consequences of sex addiction may include HIV infection, genital herpes, syphilis, gonorrhea, and other sexually transmitted diseases (STDs). Sex addicts have an increased risk of STDs. Genital injury may result from excessive sexual activity or the use of sex aids and foreign objects. Addictive sadomasochistic sex can lead to physical damage to the body. Automobile accidents can result when sexual activity causes the driver's attention to stray.

Some sex addicts go to jail, lose their job, get sued, or have other financial and legal consequences because of their compulsive sexual behavior. Financial difficulties from the purchase of pornographic materials, use of prostitutes and telephone and computer lines, travel for the purpose of sexual contacts, and other sexual activities can tax the addict's financial resources, sometimes to the point of bankruptcy, as can the expenses of legal representation. Sixty percent of addicts have faced financial difficulties, 58% engaged in illegal activities, and 83% of sex addicts also had concurrent addictions such as alcoholism, eating disorders, or compulsive gambling.

Legal consequences of sexual addiction result when illegal behaviors such as voyeurism, exhibitionism, or inappropriate touching, result in arrest and incarceration. Child molesting and rape in some cases are addictive behaviors. Sexual harassment in the workplace can be part of a sex addict's repertoire, and may result in legal difficulties on the job.

Many sex addicts are also addicted to alcohol and other drugs. When multiple addictions coexist, untreated sex addiction complicates recovery from chemical dependency and makes relapse to drug use more likely.

Both men and women are objectified, and therefore placed at greater risk to be victimized, in a society which provides many services to sex addicts and which uses women

as sex objects in advertising to sell automobiles, liquor, and other products. This promotes an attitude that sex is the answer to many problems.

The physical, emotional, spiritual, financial, legal, and family consequences of sex addiction demand that we pay greater attention to this widespread problem. <http://www.cybersexualaddiction.com/articles/consequences-of-sex-addiction-and-compulsivity>.

CONCLUSION

Internet has been very useful for societal growth, communication being a sign-queen to human co-existence has been enhanced by the internet. The coming of new technology have had tremendous impacts on humans or its users, as people have the privilege to communicate with friends and well wishes across the world, but the prolific negative impacts posed to users is something that is very worrisome and prompt efforts needs to put in place to arrest this ugly trend.

Majority of marriages have been broken, owing to the negative implication of internet sexuality. A situation that has done adverse harm on its users, and many families are on fire because of this scourge.

Facebook was introduced by Mark Zuckerberg as a social media platform to enhance human communication and the purpose that it was put in place was for good but some segment of users have turned it to something else which is contrary to the motive of the originator. The growing percentage of internet sexuality is alarming. For example, 50 to 70 percents of facebook users are sexually harassed by other users that practice the act on the social media. As nude or naked pictures are posted to their inbox in the course of conversing with each other and many in the process are lured to phone sex while others that did not buy the

idea or were resistance enough, ended up being harassed sexually.

Facebook as a medium of communication that many people used to reach out to their love ones and create acquaintances or make new friends. And there should have a proper mechanism that can monitor the activities that are contrary to what users are not suppose to do as most websites have terms and conditions that binds its users. More so, people should as a matter of fact desist from such act as it is capable of destroying their homes or marriages.

In recent time, Facebook has been identify as the new medium of online fraud and sexual activities platform, as most of them are under the guise of online relationship, creating acquaintances, establishing of amorous affairs etc. which have left dystopia consequences to many as they have been paying deaf ears to the existence of online fraudster and other negative implications of social media sexuality.

REFERENCES

- [1]. Croft, C (2007) A Brief History of Facebook published online via Wikipedia.com.
- [2]. Chrome (2017) Retrieved on the 2nd of September via <http://whatis.techtarget.com/definition/social-media>.
- [3]. Resource Center Adolescent pregnancy precaution (ReCAPP) and ETR Association (2011).
- [4]. Wikipedia (2017) Retrieved 29th August on www.sxc.hu/profile/nickwinchicrossing.co.uk/ebooks >.
- [5]. Wikipedia (2017) Retrieved on the 31st of August via <http://www.cybersexualaddiction.com/articles/consequences-of-sex-addiction-and-compulsivity>.
- [6]. Wikipedia (2017) Retrieved on the 31st of August through Nick Winchester (2014) www.sxc.hu/profile/nickwinchicrossing.co.uk/ebooks.

- [7]. Wikipedia (2017) Retrieved on the 2nd at www.businessdictionary.com.
- [8]. Wikipedia (2017) Retrieved on the 2nd sept via. <https://en.m.wikipedia.org/wiki/Internet>.
- [9]. Wikipedia (2017) Retrieved on sept 3th through https://en.m.wikipedia.org/wiki/Human_female_sexualit.
- [10]. Webopedia (2005) Retrieved via this sites [.http://www.webopedia.com](http://www.webopedia.com).
- [11]. Wikipedi (2017) Retrieved on the 3th September via https://en.m.wikipedia.org/wiki/Sexual_orientation.
- [12]. Wikipedia (2017) Retrieved sept 4th via https://en.m.wikipedia.org/wiki/Human_sexuality.