

**BODYSHAMING ON SOCIAL MEDIA: STUDY OF THE NIGERIA WEB SERIES
'SKINNY GIRL IN TRANSIT' (FACEBOOK, YOUTUBE, INSTAGRAM)**

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**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
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DECLARATION

I, **OMOKOYA ADUKE SARAH**, declare that this work titled: **Body Shaming on Social Media: A focus on a Nigeria Web Series “Skinny Girl in Transit”**, is a result of my research effort in the department of mass communication, college of Arts, Social and Management Sciences, Caleb University, Imota, Lagos, under the supervision of Professor Esan Oluyinka. I declare that it contains no material previously written or published by another person and has been accepted for the award of any degree or diploma of any university or institution of higher learning except where the acknowledgement has been made in text.

.....

Signature/date

OMOKOYA ADUKE SARAH

APPROVAL PAGE

This is to certify that this research work was carried out by OMOKOYA ADUKE SARAH with Matric No: 18/4866, under my supervision and approved as meeting the requirement of the department of mass communication, college of Arts, social and Management sciences (CASMAS), Caleb University, Imota, Lagos, in partial fulfilment of the requirements for the Award of Bachelor of science (B. Sc) degree in Mass Communication of Caleb University, Imota, Lagos.

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DEDICATION

This research work is dedicated firstly to Almighty God, who made it possible to put this work together, for protecting me all through my life, for making me get to this point in my life and above this level, and for the knowledge and wisdom He gave me in appliance to this study.

Also, to my parent, Omofadeshola Omokoya Asake, my only brother Oluwadaisi Omokoya and to my late father Oluwadamilare Omokoya, for being an embodiment of kindness and also for giving me the gift of education which is the best legacy a child can be given. To those who contributed one way or the other to the success and completion of this project, you have simply been everything. I thank you for your love, prayers and support.

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ABSTRACT

Gathering comments, addressing inquiries, and listening to feedback on social media is a terrific method to create customer service. Building ties with influencers and researchers can also be accomplished through social media. It's critical to remember that social media isn't simply for expressing yourself. Listening to what's going on social media might help you figure out what's working and what isn't. It's critical to be aware of what people are saying about your organization and your competitors in real time. Body shaming is embarrassing, and it can have long-term, severe implications. It mocks and stigmatizes its victims, destroying self-esteem and spreading the damaging belief that our individual physical appearances should be compared to airbrushed ideals of 'perfection.' What matters most is our humanity and character. My research examines Body shaming on social media using the study of a Nigeria web series 'Skinny Girl in Transit'. Since media are agents of socialization and social media platforms and their content have become the place young people visit for their entertainment, it is important to assess how people perceive body-shaming as presented to them via social media content. The objectives of this research is evaluate if viewers can identify Body shaming in the web series 'Skinny Girl in Transit', ascertain if viewers can relate to the body shaming issues in the web series and to determine if viewers of 'Skinny Girl in Transit' can identify the effect of body shaming in the series on the main character. The research is backed up by the Spiral of Silence Theory and the Cultivation Theory. Survey Design was employed in the study through the administration of online questionnaires. 358 copies of the questionnaires to Caleb University, Imota, Lagos out of which 200 were returned. It was discovered that viewers of 'Skinny Girl in Transit' could relate to the body shaming issues and could identify the effect of body shaming in the series on the main character. It is recommended that content creators should recognize and celebrate diverse body images that are out there, what seemed like an ideal body shaming should be moved away and not making one feel lesser. It is no longer about body shaming; the lesson we learn about body shaming can also be applied in other forms. In other words, people learn from what they watch on the web so content creators need to be more careful in regulating what messages they put out there.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Mockery of a person's bodily type tends to lead to a decline in mental health and a loss of self-confidence, called body shaming. Body shaming hits hard and wounds deeply, especially among female adolescents/youth. These encounters raise a lot of questions with a lot of solutions based on body shaming and social media.

Social media platforms are applications that have changed the way people connect and communicate all around the world. Social media is not a new notion but it has been there since the beginning of human communication. In recent years, social media has had a significant influence on many facets of human communication. Daily, social media users are bombarded with hundreds of pictures (Statistic Brain, 2014). Image data on social media platforms like Facebook, Pinterest, and Instagram reach millions of individuals, including teen and young adult females. Many of these photos promote slender female body types and feed into flawless body aspirations.

Researchers have discovered a link between media consumption and low body satisfaction in women and girls, and there is rising worry about how body dissatisfaction might lead to eating disorders, low self-esteem, as well as other physical and mental health problems (Dittmar, 2009)

Body shaming is a word that refers to how we assess our own or other people's bodies. Because our bodies and body kinds are stereotyped, it has become a serious issue in our culture. Negative views or prejudice towards someone because of a distinctive attribute, such as a mental illness. Entities strive to be accepted by his or her peers, such as by having the “right” hair, body, clothing, and essentially anything that is considered acceptable by their peers (Collings, 2003). Stigma

refers to unfavourable views or prejudice directed towards someone because of a distinctive feature, such as a mental disease, health condition, or handicap. Individuals strive to be accepted by their peers by having the “right” hair, body, clothing, and essentially anything that their peers consider satisfactory.

When a victim is rejected by peers or forced to persistent regular mocking and humiliation, his or her conduct gradually transforms (Dzurec, Kennison, & Albatineh, 2014). These conditions might cause the person to isolate himself or herself, undertake excessive food allergies, and engage in harmful weight-control methods (Silva, Fiaccone, Conceicao-Machado, Ruiz, Barreto & Santana, 2017). "The scope of body shaming is broad, but it does not include fat-shaming, shaming for thinness, height-shaming, shaming for hairiness, hair-colour, body-shape, one's muscularity (or lack thereof), shaming for looks (facial features), and, in its broadest sense, may even include shaming for tattoos and piercings" (Chen, Hong, and Todd Jackson, 2005: 177-186).

In the 24th century, body shaming on social media is on the increase among people globally. It is when someone is ridiculed for the way they dress, how their appearance is judged, and a variety of other things that make them feel uncomfortable. Many people are subjected to body shaming, which has resulted in a loss of confidence.

(Jayshree, Neelam, Shivesh, & Priya 2016) stated that the internet world has evolved significantly in the previous ten years. Young men and women may now exchange ideas, thoughts, personal information, photos, and videos at an incredible rate thanks to the creation of social media. On the other hand, many students spend endless hours each day on social media platforms like Facebook, Linked In, Twitter, and so on. This may appear to be a waste of time at first glance, but it also assists students in developing important information and social skills, as well as becoming engaged

citizens who create and share material. Globalization has pushed individuals to actively seek and engage in online activities as expected by 21st-century society, social media, known as new media, has developed to be a part of daily life. Social media application has become of interest to all and sundry seeing that its power rests in the ability to connect and share information anywhere, regardless of time and space, therefore, contents may include personal information, documents, pictures, audios, and videos.

According to Antony (2008), social media is best understood as a collection of new types of online media that share the majority or all of the following characteristics. Everyone interested is encouraged to contribute and provide feedback through social media. It blurs the distinction between media and audience. Antony (2008) also stated that most social media services are open to feedback and participation and they encourage voting, comments, and the sharing of information. Unlike traditional media, which focuses on “broadcast” which is the transmission or distribution of content to a large audience, social media is more of a two-way interaction as they allow communities to form quickly and communicate effectively. In the world of connectedness, the majority of social media platforms thrive on their interconnectedness, leveraging relationships to other platforms, sites, resources, and people. Antony (2008).

Social media platforms are mostly accessed through the use of data. Millions of people use social media on a regular basis, and within these multitudes, people aged 18 to 24 make up the heaviest users, with an impressive 98 percent use rate (Statistic Brain, 2014). Social media applications are widely used by a lot of users at different places all over the world. This has captured the activities of young and old minds, most of the events, trends, information at most are found right on so many social networks. Social media platforms allow the use of multimedia elements like pictures, videos, animation, and others. In Nielsen’s most recent study (2014) it was found that 40% of social media

users are actually surfing the sites in their bathrooms and almost half use social media in their cars, offices, and restaurants (Nielsen, 2014).

According to a comprehensive study conducted by Simon (2021), the global overview report state that social media users' figures may not represent distinct persons. This is due to the fact that certain social media accounts may represent animals, corporations, places, and other non-human things, and some humans may manage multiple social media accounts on the same platform. As a result, social media user counts have been adjusted to make it clear that the numbers don't necessarily represent "people." The source used for social media users in China have caused certain previous data, including worldwide totals, has been altered (Simon, 2021).

Although, the idea of web series is not a new concept globally, it has become more popular in the Nigerian media space in recent times over the last ten years (Osasanya; 2017). Osasanya further explains that as the period of the Nollywood movie began; it began with a resurgence of film culture. Then, like a hit single for a new artist, short films began to appear and be recognized as a sign of talent. Then, at some time, the Web series appeared, which was longer than a short film but not as long as a feature film. She further stated that web series allows young people to watch movies on their phones for free, and it also allows great performers and talented actors to display their skills without having to attend auditions or hunt for contacts to get into the industry. Most importantly, they develop series around their specialty and for those who suffer the same difficulty with what they share, to be encouraged by their content. For example, Ndani TV produces *Skinny Girl in Transit* and broadcasts it on YouTube and Facebook.

(Precious, 2018) has stated the fact that Nigeria is regarded as a behemoth in many ways. With this in mind, it's no surprise that the country's big and expanding population has frequently turned

to local entertainment to relax and unwind. She further noted that while much of the attention of the rest of the world has been focused on Nollywood and the big screen, in order to grab the interest of a much larger and younger audience, Nigerian creatives are turning to smaller screens and snack-able drama series. Web series began as a low-cost opportunity for writers, filmmakers, and producers to show what they could accomplish beyond short films, presenting tales the way they wanted to tell them, which would not be possible if they were commissioned or if the artists had to answer to a financier. Naturally, it served as a showcase for up-and-coming actors, some of whom have gone on to star in feature films.

Elise Moreau (2020), (a freelance contributor and a writer whose work has appeared on Tech vibes, Slash Gear, Lifehack), said a web series is designed like a television series. The main difference between a web series and a TV series is the financial investment required to start and maintain each one. While a television series typically necessitates high production costs, famous stars, and major media corporations. A camera, a show concept, and people to recite the scripted or unscripted lines are all needed for a web series.

Coming from a place of benefits of web series, Elise said web series will sometimes become so popular that it is shown on television. Issa Ray began her career by making *The Misadventures of AWKWARD Black Girl*, a YouTube web series. She was approached by HBO to develop the television series *Insecure* after a good YouTube run. Other web series are created by major media companies and earn the same level of exposure as a television show. These shows have the potential to be shown on television. *Drunk History*, which debuted on the “Funny or Die website” before moving to Comedy Central, is a clear example of such a broadcast. The rise of web series on the continent has resulted in an abundance of content that is freely accessible to anyone, with the hope that the rest of the globe will follow suit (Precious 2018). Osasanya, (2017) stated that

Web series, like short films, has proven to be a showcase for some of the most intriguing work being done in Nigeria's entertainment cultural ecosystem. "Skinny Girl in Transit" is one of the amazing Nigerian web-series and it will be the focus of this study.

Skinny Girl in Transit is a web series generated by Ndani TV and produced by Chiamaka Ebohue and Abimbola Craig, with Abimbola Craig playing the lead character (Tiwalade) and on July 16, 2015, it made its debut. It is a comedy about a young Nigerian plus-sized woman and her attempt to lose weight, as the title suggests. She tries to move from concern level of oversize by satisfying/comforting someone to discomfort oneself and trying to do all it takes to slim down, she tries to lose weight so as to satisfy her so-called 'Holy Spirit' mother played by Ngozi Nwosu, in getting a man to marry, because she assumed that men prefer slim and sexy ladies to fat people like her. Her lazy sister played by Sharon Ooja is a slim and sexy lady who thought she had it all and was always being pompous to show her sister that she is slim and sexy but her love life is never appealing. She is a hardworking on-air-personality who brings most of the issues she faces in her everyday life into a discussion with her audience and finally figures out that that is the best way for her to express herself and to get motivated. The web series is aired on Ndani TV via YouTube, Facebook, which are social media platforms. This chapter will provide a brief background about the influence of body shaming on young viewers in Skinny Girl in Transit.

STATEMENT OF THE PROBLEM

Social media has played a huge role in the lives of youth whether positively/negatively. Based on the literature reviewed by the researcher, a greater percentage of young people are likely to be body-shamed on social media platforms due to the kind of standards society has placed before them, which when they encounter can degrade their self-esteem, self-worth and body image and

will later result to thinking that they are not good enough. This can result in desperation, depression, and in some cases suicide. The stigma of body shaming can be difficult to erase or forget, particularly if the victim does not seek help.

According to Tina (2017), many women battle with the compulsion to be tiny and perfect simply because they are made to feel ashamed and guilty of their bodies and what they look like. Since media are agents of socialization and social media platforms and their content have become the place young people visit for their entertainment, it is important to assess how people perceive body-shaming as presented to them via social media content.

1.3 OBJECTIVES OF THE STUDY:

The following are the objectives of this study:

- I. Evaluate if viewers can identify Body shaming in the web series ‘Skinny Girl in Transit’
- II. Ascertain if viewers can relate to the body shaming issues in the web series "Skinny Girl in Transit"
- III. Determine if viewers of ‘Skinny Girl in Transit’ can identify the effect of body shaming in the series on the main character

RESEARCH QUESTIONS:

The following questions guided this study;

- I. Can viewers identify Body shaming in the web series ‘Skinny Girl in Transit’?
- II. Can viewers relate to the body shaming issues in the web series ‘Skinny Girl in Transit’?

III. Can the viewers of skinny girl in transit identify the effect of body shaming in the series on the main character?

1.5 SCOPE OF THE STUDY

This study intends to use survey method to ascertain how Skinny Girl in Transit as shown on YouTube, has affected the perception of university students in Lagos State on body shaming and its effects. The case study would be the students of Caleb University, Imota Lagos.

1.6 SIGNIFICANCE OF THE STUDY:

The study will provide information as to what impact web series like Skinny Girl in Transit have on people's perception of body shaming. Notably, the findings gathered from the study will be of relevance to students and researchers who may be interested in carrying out additional study. Also, the findings gathered in the course of this study will be relevant to educate the general public with more focus on the content of web series and how it affects the self-concept of young people.

1.7 OPERATIONAL DEFINITION TERMS:

It is vital to identify the fundamental ideas and vocabulary of this research in allowing a broad insight. The description of fundamental ideas and words in the new situation is provided sequentially and is linked with the central piece of the idea.

Body Shaming- The act of degrading someone by making mocking or critical comments about their body shape or size.

Body Image: is an individual's perception of the degree of attractiveness or aesthetics of their own body.

Social Media: It implies sites and applications that empower clients to make and offer substance or to take part in person-to-person communication.

Web series - Web series-A web compilation of planned or spontaneous video clips, often in sequential form, that are posted on the internet and are part of the social media network channels.

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter discuss the different concepts that make up this study as well as the theories that help to explain the perception of social media users on body shaming. It will focus on the perception of body shaming on viewers of Skinny Girl in Transit. It includes the theoretical and conceptual frameworks of this research study as well as empirical review, all of which outlines an understanding of theories, the key concepts to this study, as well as the empirical review which looks at previous related research. It aims to strengthen this study by presenting existing knowledge in terms of the relationship to this current study on conceptual, theoretical and empirical review, summary and gaps in literature of this research study.

2.2 Theoretical Framework

Theories are important methods for generating new ideas and comparing them to existing knowledge. According to Swanson (2013), theories are formulated to explain, predict, and understand phenomena and in many cases, to challenge and extend existing knowledge within the limits of critical bounding assumptions while theoretical framework is the structure that can hold or support a theory of a research study.

For this research work, it is crucial to support the topic under study with a theory that gives more perception on the subject matter but to focus more on the other frameworks that was stated above. Hence, the theory that is considered relevant to this paper is the Spiral of Silence Theory, supporting it with Cultivation Theory.

2.2.1 SPIRAL OF SILENCE THEORY

This theory of Public Opinion, by Elisabeth Noelle-Neumann was published in the Journal of Communication in 1974, and it is recognized as the formal founding of the spiral of silence theory. Throughout the decades that followed, this hypothesis evolved and became increasingly refined. (Xin, Qianying, 2019).

The moderate effects model was developed in the period between the limited effects model and the powerful effects model. The moderate effect model bridges the gap between the limited and powerful effect models by focusing on media, audiences, and some environmental elements at the same time. Based on the concepts included in the spiral of silence, it is clear that this theory considers all of the elements mentioned above, including a dominant view on media coverage (media), attitude certainty (audiences), and perceived public opinion / perceived future opinion (environmental factors). (Xin, Qianying, 2019).

According to the original article, Noelle-Neumann (1974) aimed to experimentally investigate the process of public opinion formation based on some previous findings that for people, avoiding

isolation is more important than being judged. She provided the following variables based on the hypotheses in the original article.

The first hypothesis states that "Perceived distribution of opinion; and perceived future opinion; Intensity of observation, and degree of interest, the perceived possibility of exposure." (Xin & Qianying, 2019). It was further explained by Xin & Qianying (2019) that based on the first hypothesis, some relationships were examined after a survey comprising questions concerning law, morality, value, foreign affairs, and political affairs. These three important relationships stated, "First, perceived opinion distribution and perceived future opinion have a relationship with the willingness to express. Second, the more frequently an opinion is displayed, the more likely public would think it as a dominant opinion; third, the more the public perceives an opinion as dominating, the more likely they believe it will continue to be powerful in the future. However, when there is a divergence between perceived opinion and perceived future opinion, the perceived future opinion will mainly influence the willingness to express." Xin & Qianying (2019).

As a result of "Xin & Qianying" findings (2019), Noelle-Neumann came to the conclusion that this is an interaction spiraling process in which individuals who perceive themselves to be in the minority will continue to be silent, making the sound of the minority quieter and the voice of the majority louder. In a 2004 research work, McDonald, Glynn, Kim, & Ostman, (2001), corroborated the important role played by spiral of silence in political elections, highlighting the forces of the hardcore in the original theory, and explaining the relationship between social isolation and fear of isolation through the second analysis of data collected during the 1948 presidential election (as cited in Xin & Qianying, 2018). Researchers discover some new relationships fourteen years later, based on the current media background. Congenial content has a positive association with opinion expression on long-term concerns, while perceived unpleasant

material has a beneficial connection with opinion expression on transitory and emergent fears (Gearhart & Zhang, 2018).

Moreno-Riao (2002) as cited in (Xin & Qianying, 2018) puts the silent spiral theory to the test and develops the conceptual hierarchy of opinions, categorizing them into micro, macro, and group levels and examining their various effects on respondents. The experiment's findings demonstrate how the relevance of an individual's consensus affects their ideas, and that their impression of macro and group opinion levels is a complement to the perceived majority. Gunther (1998) conducted an experiment in which he constructed four distinct versions of two articles and discovered that favorable material can influence respondents' perceptions of public opinion and vice versa. The exemplar distribution (Perry & Gonzenbach, 2000) has no association with the spiral of silence effect, but it can influence perceived future opinion. Dietram & Patricia (2000) pointed out in their article "Twenty-Five Years of the Spiral of Silence," that public opinion impressions are important not only because people are aware of their surroundings, but also because these views have the power to influence individual behavior and attitudes.

2.2.2 CULTIVATION THEORY

The cultivation theory was propounded by George Gerbner. It is one of the main theories of mass communication. People who watch television regularly, according to the thesis, are more likely to be influenced by the messages broadcast on television. The effect is so strong that their worldview and views begin to match what they see and hear on television on a regular basis. As a result, television is known to play a role in how individuals interpret social reality on their own. In the research work by Eman (2015), it was stated that cultivation theory looks at how television affects viewers over time. According to the hypothesis, television's threat resides in its power to mold people's moral ideals and general perceptions about the world, rather than a specific point of view

on a specific topic. The hypothesis is based on several principles, including the symbolic environment, storytelling, and television's symbolic role to be discussed below (Eman 2015).

According to the concept of Symbolic Environment, Human beings are the only beings we know of who exist in a world beyond the risks and satisfactions of their local environment, in other words, our understanding is derived through a range of stories rather than personal experiences. According to Gerber (as mentioned in Eman 2015), there are three types of stories in the concept of storytelling: The fictitious stories that highlight human life's unseen characteristics, the news stories that reaffirm a society's visions, regulations, and objectives, laws, and religion are examples of stories about value and choice. Together, these three forms of stories make up culture, which is increasingly spread through television. According to the third notion which is The Symbolic Function of Television, television has become an important source of information about the world around them, as it provides them with relevant concepts about life, people, society, and authority. For example, scenarios described in fiction, drama, and news, whether realistic, fantastic, tragic, or humorous, provide the finest setting for the spread of values and morals in a suitable and pleasurable manner. According to Gerbner (as cited in Eman (2015), cultivation is a type of haphazard learning that occurs as a result of increasing media exposure and what the spectator sees on the screen provides the foundation for the individual's mental image of the social practical state of values, population features, and the many cultural norms shared by the society's categories and persons (Eman 2015).

In its most basic form, cultivation effect is the relationship between the amount of time people spend watching television and the perceptions they hold about the world. The main hypothesis is that the more people watch television, the more their worldviews are influenced by the prevailing narrative messages broadcast on television (Shrum 2017).

However, the Content analyses of television programming based on the research work of (Shrum 2017), plainly show that the world of television differs from the actual world in a number of ways. The world of television, for example, is more violent in general than the actual world. There are also significant differences between what is seen on television and what is true. Television, for example, regularly depicts a picture of material wealth. On television, luxury and affluence, as well as overall levels of materialism, are overrepresented (O'Guinn & Shrum, 1997) as cited in (Shrum 2017). Many researchers have been interested in the impact of mass media on the general public since it was first introduced. If watching television cultivates social reality perceptions that are congruent with the world depicted on television, then the more individuals watch television, the more they should believe that the real world matches the world depicted on television (Christine 2019). Television has become an important source of information about the world around them, that's why the convergence of television with other portable platforms, mobile devices, internet, now made it easy that people can review television anywhere. There is a blur in between Television and Social Media. In as much as Television has an advantage in which people can call in for a show they like on Television to ask questions and or give comments, as well as moving to another station of choice, this have a consequence of the fact that one can only be on a spot or at home to watch Television. In relations to this research study, the more audience consume media the more they are going to be impacted by it and they more it will shape their minds, especially when one perspective is being seen based on how the media presents what is different from the actual life like portraying slim ladies for modelling while the plus sized get affected by it.

2.3 CONCEPTUAL FRAMEWORK

A conceptual framework is a researcher's synthesis of the literature on how to explain a fact. In other words, it is the researcher's understanding of how the particular variables in his study connect with each other (RegoSniel,2015). Conceptual Framework is an analytical tool that steers the whole research by bringing clarity and focus, it's a framework that helps the reader understand the research work better and have a clear meaning. In this research “the effect of the web series Skinny girl in transit on Nigerian youths”, the researcher will explain key terms as used in the context to ensure understanding and clarification of the work.

2.3.1 BODY SHAMING

Body shaming has become a serious issue in our society where stigma is attached to our body and body type, if it does not conform to acceptable norms. This concept of body shaming has been popularized by the social media and media in general; criticizing others on how ugly or beautiful they are on the basis of their looks.

In an online blog called Body lore created by Dr. Amy K. Milligan, an article was published named ‘Fat Shame: Stigma and the Fat body in American culture’, it states that fatness was considered an admirable trait. In the Renaissance era, displaying one's fortune and influence by size was widespread. This link was developed as a result of demographically reservoir individuals being able to afford the enjoyment of food while the impoverished could not. As a result, the heavy set has come to be regarded as the perfect body type. In contrast, now the heavy set to being seen to be poor and/or lazy. Globalization, aided by processed food, has resulted in changes in modern sociocultural perspectives. The underprivileged can now have junk food, enabling their households to be obese, whilst the fit, wealthy ones can have organic foods, making them healthy. Wealth should not be used to determine one's physical appearance. Despite the problems in our

government systems, the issue of body shaming comes from implicit associations about our own bodies.

According to a health survey conducted by Yahoo, which gathered data from 2,000 people in the United States between the ages of 13 and 64, 70% of male respondents are either body positive or neutral, while 66% of female respondents are body negative or ambivalent (have a love hate relationship with their bodies). According to CNN statistics from 2012, anorexia nervosa affects 13 million American women and a million men, while 80 percent of children have at least one eating disorder. More web series with a positive message about body image should be welcomed, given the strong influence of the media on people, not only that, but their path to acceptance should be documented as well, because sometimes people believe that everyone is fine, but if they see the struggles that others face, they will feel better about themselves.

2.3.2 SOCIAL MEDIA

According to (Datar. 2019), social media is an incredible tool for connecting with people all over the world. People may freely share their thoughts, views, and ideas. It does, however, have a negative impact on "body image," which necessitates a careful approach to counteract. Many people's lives have become intertwined with social media sites like Instagram and Facebook. Given that teenagers and young adults, especially young women, are the primary users of such sites, the issue of whether social media usage affects self-concept, self-esteem, body image, and body dissatisfaction is critical.

Hudson (2019) characterizes social media as platforms and applications that are intended to permit individuals to exchange content quickly, efficiently, and continuously. Many people associate

internet-based life with apps on their smartphone or computer, but this advanced interface actually started with PCs.

Social media platform not only exposes young girls to certain beauty standards and but also propel them for following the cultural ideals of women hood or perfect womanist. The internalization of body shaming and weight bias on social media platforms has no doubt weighed heavily on the minds of adolescents, women, and young girls, and they now live in a world where their bodies define who they are. People who deal with body shaming or who have a body image concern feel distressed and unhappy about their physical appearances, weight or shape.

REPRESENTATIONS OF BODY SHAMING IN THE MEDIA

Many studies have found that women frequently have negative thoughts about their bodies, and that the media plays a significant role in this. The media propagates socio-cultural ideals about ideal body shape and size, resulting in a perception of the ideal man and woman (Sinead, 2015). There has been significant discussion on whether media portrayals of women's bodies are a risk factor for bad body image in both men and women, especially in women. According to Sinead, (2015) Body image has evolved into a significant factor in one's mental health, self-esteem, and overall well-being. Pictures of unrealistic body ideals abound in publications, television commercials, movies, and social media sites in Western society, and these images largely reflect those of thin idealized women. In the research carried out by Sinead (2015), it was discovered that for most people, especially young ones, social media has recently become an integral part of their daily lives. This is owing to continuous technological improvements over the last five decades. Many research and arguments have been conducted to determine if the media has a positive or harmful impact on society as a whole, but the negative hypotheses appear to outnumber the positive. While the media can offer us with news and entertainment, and can even be instructive

sometimes, there is growing concern about its detrimental impacts on men and women (Sinead, 2015).

Thin models and actresses appear to be the norm in today's media, with thin models and actresses appearing in magazines, films, and websites. In order to sell apparel, accessories, and other things to young women, advertisements feature sleek and beautiful models in ideal situations. Kristen & William (2012), stated in their research work that in today's culture, there is a mediated standard for body image, and it is characterized by bodies that are thin. According to (Hendriks & Burgoon, 2003) in our society, attractive people achieve more; they are seen as more successful and content with their life. As a result, women who consume a lot of thin-ideal media may develop the belief that thinness is socially acceptable, experience more body dissatisfaction, and participate in weight loss and cosmetic surgery to try to meet the standard they see, some women may regard their body form and weight as a social value "measuring stick."(Kristen & William 2012).

AUDIENCES PERCEPTION OF BODY SHAMING IN THE MEDIA

According to Park (2005), as cited in (Kristen & William 2012), the body size of women depicted in the media has been continuously shrinking. In the media, there are specific messages about bodyweight; media icons are frequently considered as the epitome of success and social desirability. Their physical appearance and beauty are typically linked to their success, but overweight actresses and models are routinely mocked in the media. This is particularly noticeable in thin-ideal media Kristen & William, (2012). It's vital to remember what Shrum (2009) said about body image effects (as cited in Kristen & William 2012): cultivation doesn't necessarily generate attitudes, but it often reinforces them. The more women see "thin ideal" photos, the more readily these images become available to them. Furthermore, the thin-positive ideal's connotations

may become more readily available. On the other hand, the more unfavorable associations with overweight persons that are noticed, the more retrievable they may be, increasing the significance of keeping a slim body form. Thinness is beneficial, but being overweight is bad, according to these retrieved relationships Morgan and Shanahan (2010) have pointed out that viewers frequently seek out material that reflects and reinforces their pre-existing opinions, so reinforcing attitudes. (Kristen & William, 2012).

MEDIA RESPONSIBILITIES

Any democracy's backbone is the media. Their job is to educate, criticize, and promote discourse. What can be done to encourage the media to take a more active part in this critical function? Peter M. (2012) explains the fact that Being responsible entails not only telling the truth but also abiding by the law and gathering information in an honest manner. If the press begins to disobey the law, it will lose the trust of its readers and the nation. (Amartya 2011) explains further in her work that the mass media and other forms of communication technology have a huge impact on how people think and feel. Newspapers, television, and radio are all valuable sources of fundamental knowledge about other people and places, and when delivered in a fair, balanced, and non-inflammatory manner, they can serve to foster understanding. The media is also an important vehicle for accountability in which it raises significant concerns, such as corruption, that would otherwise go unnoticed or unaddressed. However, (Amartya 2011) gave another view that in some situations, the media can be used to disseminate inaccurate and provocative ideas and ideals that do not foster respect or temperate conversation and discussion and negative messages have the potential to divide communities and contribute to the perpetuation of stereotypes that foster violence.

MEDIA ROLES IN THE SOCIETY

The media has many different effects on society. Information, education, entertainment, and economic progress are all areas where media plays a significant influence. Access to the media entails the availability of facts and documents that aid in the acquisition of knowledge and information. As news and opinion providers, the media plays a critical role in preparing humanity for the twenty-first century.

The media has had a significant impact on modern culture. The media has monopolized the leisure business, according to Nnorom (1994), Literature, music theater, dancing sport, engagement with resourceful individuals, culture amusement, and so forth. which are well-liked by the general audience, such as some of the performances.

WHAT MEDIA RESPONSIBILITY IS IN SOCIALIZATION PROCESS

Sarah & Daniel (2017) explains some key points based on the responsibility of the media in the process of socialization which states that Individuals adopt and engage with values and social standards of a specific society and culture through the process of socialization, which occurs throughout their lives. The media is seen as a major socialization agent, shaping an individual's socialization process. Family, school, peers, media, religion, work, ethnic background, and political atmosphere are all major socialization forces. Agents of socialization influence our thoughts and perspectives on our neighborhood, country, and the world at large through shaping our norms and ideals about appropriate behavior and how we interact with others. Socialization was once thought to be an external process in which people adapt to their social surroundings.

2.3.4 THE WEB SERIES.

Elise Moreau (2020), (a freelance contributor and a writer whose work has appeared on Tech vibes, Slash Gear, Lifehack), she said a web series is designed like a television series. They contain a number of seasons that narrate a drama and to provide content. The key contrast with both a short film and a Movie is the cost expenditure required to operate and nurture each.

While a television series typically necessitates high production costs, famous stars, and major media corporations. A camera, a show concept, and people to recite the scripted or unscripted lines are all needed for a web series.

Coming from a place of benefits of web series, Elise said web series will sometimes become so popular that it is shown on television. Issa Ray began her career by making *The Misadventures of AWKWARD Black Girl*, a YouTube web series. She was approached by HBO to develop the television series *Insecure* after a good YouTube run. Other web series are created by major media companies and earn the same level of exposure as a television show. These shows have the potential to be shown on television. *Drunk History*, which debuted on the Funny or Die website before moving to Comedy Central, is a clear example of such a broadcast.

2.3.5 SKINNY GIRL IN TRANSIT

PREMISE

Tiwa is magnificently plus-sized, even though she has a sister, Shalewa, who is the contrary, the real model form, but nevertheless that which we extract from this whole episode is that even Shalewa wants Tiwa to reveal the key to her beautiful charisma, and we have many reasons to applaud the writer for that episode alone. They are drawn to Tiwa's lifestyle as a plus-sized person, not her determination to shed weight. Her fearlessness is attractive. It might be difficult to

understand why 'Skinny Girl in Transit' provides the perfect dose of motivation if a person has never had to struggle with an extra kilogram or had to do the most terrible stuff to lose weight.

Ngozi Nwosu is perfectly cast as Tiwa's mother; her name screams Igbo but she plays the hilarious Yoruba mother. Her own husband gallivants around trying to sort out the family while she busies herself in the kitchen and to her that is enough. That is what she also wants for her daughters. Tiwa, as the first daughter, is under a lot of pressure; her every decision is closely attributed to marriage. Mama Tiwa is so irrational that she shames her sister, Dupe, for pursuing a job rather than a marriage. Mama Tiwa is so irrational that she shames her sister, Dupe, for pursuing a job rather than a marriage. She has sold marriage to them as wholly perfect; she wants them to aspire to it so aggressively that she helps them when the men they have interest in come around.

2.3.5.2 MAIN CHARACTERS

Abimbola Craig as Tiwalade Awosika

Tiwalade Awosika is the lead character of the series is an on-air personality with a little weight problem. It focuses on Tiwa's journey to lose weight, her love life, her encounter with the people at her work place and her interesting family. Tiwalade (Abimbola Craig) is a plus-sized radio personality who apart from online, fights body shame by her mother (Ngozi Nwosu) and younger sister Shalewa, who is very materialistic (Sharon Ooja Egwurube).

Sharon Ooja Egwerube as Shalewa Awosika

Shalewa is Tiwa's intolerable younger sister, who often joins forces with her mother to bully Tiwa about her weight and failure to find a boyfriend. She has been described by everyone as being very materialistic, unreal and sometimes very selfish but deep down she is a very lovable and family

orientated person who sometimes has been the voice of reasoning in very difficult family issues and her maturity has been evident throughout the seasons especially during the messy split between Tiwa and Mide where unlike herself, she was the middleman in the split and ultimately pushed Mide into considering forgiving her.

Ayoola Ayolola as Olumide “Mide” Macaulay

Mide is Tiwa`s boss turned lover with whom who he is still at loggerhead hence the attraction. Their relationship is threatened by his ex-girlfriend Nadine, his sister Derin and Fabrice who for their personal motives attempt to make the relationship collapse. He is a perfect gentleman who displays a very high level of intelligence, cleverness and sophistication both in his work environment and in his personal life. After a serious fight, he proposes to Tiwalade which she happily accepts.

Timini Egbuson as Mohammed

Mohammed is Shalewa`s coworker turned lover. He manages to restrict her crazy and demanding nature and is a regular subject of Shalewa`s tantrums and pranks as shown when she faked her fainting just so he could shower her with care and love by bringing her home and checking up on her. Their relationship is endangered by Shalewa`s demanding nature and her past relationships with older men (sugar daddies) for financial gain. When she advises him to take her shopping to a boutique, she knows he can't afford, they have a big disagreement.

Bisola Aiyeola as Didi

She is Tiwa's best friend and coworker, and she is extremely dramatic and incredibly emotional. She has been by Tiwa's side during her struggle, and she has inspired her to be a better person, even putting Tiwa before herself even at work.

Ngozi Nwosu as Tiwa's Mother

When it comes to her family and principles, she embodies the traditional Nigerian mother by being excessively dramatic and extra. She is a self-described prayer warrior who does not waste much time connecting anything that happens in the physical world to the spiritual realm and finding answers from pastors and seers.

She is convinced that Tiwa's failure to have a long-term relationship is due to her weight, and that she should lose weight and be more like her slender, outgoing sister, whom she seems to prefer and who is always the center of attention. Her antics and unusual ways of expressing affection have caused a huge rift between her and her independent-minded sister (Tiwa).

2.4 EMPIRICAL REVIEW

In our culture, social media has become a very important medium of communication. It has progressed beyond its original purpose of communication and has become an integral part of our daily lives. Social networking, on the other hand, is notorious for causing as much damage as it is for good. Bullying and body shaming have all found a home on social media, and these behaviours have been linked to mental health issues. Several research articles and studies have shown that the effect of body shaming on youth can be based on their exposure to social media.

Julia, (2013) gave an illustration in her research work that body dissatisfaction among women has become such a prevalent occurrence that it has become ingrained in a woman's life and perspective

of her body. Females are particularly targeted by the media when it comes to what the "ideal body type" should be, and as a result, they are frequently driven to be skinny and attractive in order to fulfil Western society's standards. Julia (2013) further made a note on her research Girls are moulded to the slender ideal body type pushed in the media as early as infant years, according to research, when they are still learning basic abilities like speech and communication. Even young girls, as early as six years old, are under pressure to be skinny, with one research finding that 40% of six-year-olds wished to be thinner. Park (2005) as cited in Julia (2013).

According to Katelyn J (2017) in her research article 'Negative Effects that Social Media Causes on Body Imaging' body shaming can be defined as shaming someone because of his or her body type or how that individual look. Social media has thrown burden on people to conform on whatever civilization depicts as attractive and flawless, and these social pressures have resulted in binge eating and illnesses. The effects of social media can cause young men and women to go to great extremes in order to get the ideal body in society's eyes. In her research it was stated that the use of social media has increased dramatically. In 2016, 68 percent of adults in the United States used Facebook, 28 percent used Instagram, and 21 percent used Twitter. As a result, some people may find it difficult to break free from the grip of technology. The continual availability of media has brought body image concerns to the forefront more than ever before. Social comparisons are becoming more common as a result of the media and social media. When images are viewed, the individual may form harsh judgments toward him or herself, which might lead to obsessive grazing or unenthusiastic thoughts and emotions. (Moran, 2017) stated in Katelyn (2017) research work that individuals not only have unrestricted access to mass media images, but they can also stream these false visuals at any time during the day. Due to the ongoing barrage of technology like social

media, mass media, and media icons, individuals can no longer turn his or her concerns off at the end of the day.

Taryn Bland Teeters (2018) buttresses this in his 'Why a Negative Body Image? A study on Gender, Social Media and Mass Media' by stating that social media elicits negative social comparison by viewing an unrealistic profile about an idolized person or celebrity, which elicits harsh self-evaluation. Negative self-evaluation leads to body image disorders; therefore, connecting a negative body image to the use of social media.

Abraham (2018) wrote an article. In her research paper "Effect of the Seasonal Movie Power on Caleb University Students," Abraham (2018) concluded that seasonal movies expose Caleb university students to a variety of values such as body-shaming, drugs, sex, crimes, education, culture, and so on. All of these values are more prevalent in the classroom than positive values. Nowadays, young people find it difficult to connect or express themselves without resorting to vulgar language, which leads to a variety of harmful habits.

2.5 GAP TO FILL

Based on the foregoing, this research study fills the void of other study that are just on the negative effect of social media on Youths, this research aims to find out if young people view the world according to the reality portrayed to them by the series, and also if the series are used as a medium for promoting cultural values.

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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

Methodology can be described simply as the method in which data is obtained. This chapter focuses on the perception of university students in Lagos State on body shaming and its effects, using Caleb University students Imota, Lagos State. Therefore, this chapter covers the method or design used in the collection of data for the research method, description of the population and

sample for the study, the statistics collecting instrument, study population, and methodology of the study

3.2 RESEARCH DESIGN

This study focused on examining body shaming on social media and how the viewers of *Skinny Girl in Transit* perceive body-shaming in the web series. To achieve the above objective, the researcher adopted a survey method.

According to Asika (2008), research design is the process of organizing a study with the goal of discovering variables and their interactions. Research design is the framework for the study that is used in collecting and analyzing a set of data. Survey is an empirical study that uses questionnaires or interviews to discover descriptive characteristics of phenomenon. Survey method is the most popular techniques of that collection among communication researchers to gain information on various topics of interest.

There is a need to closely observe the elements that make up the population in order to put in place a perception based on population features or make assertions about how variables in the population contribute or comment about some phenomenon (Aday. 2006). Therefore, it comes to be essential to attempt sample questionnaires of the population elements so as to assert the interest that are based on facts. Surveys are required to accumulate data on the elements or the primary units that form the population so as to have facts on the population, answer examined questions or make conclusions. The survey method enables researchers to get data and to make use of in planning and for program advancement. Properly designed Sample surveys are verified technique to gather precise data. Survey research designs can be conducted online which makes it easier to conduct. Furthermore, the research design allows the researcher to distribute the set questions with less ease

and cost. With the use of survey research, data can be gathered from a larger number of respondents. A disadvantage with regards to survey research, some respondents may be unwilling to render accurate information with respect to the item of discourse. Lesser validity would occur when survey is conducted using closed ended questions may have lesser than any other question type. Non response error that could be likened to data error could occur in survey research

3.3 POPULATION OF THE STUDY

Population is commonly associated to the number of people living in a certain country. Osuala (2001) as cited in Noheli (2012) quipped that a research study population is also known as a well-defined collection of individuals or objects known to have similar characteristic. The research focused on getting information from the Students of Caleb University.

SAMPLES SIZE

Sample size refers to a selected portion of the population that are selected from a larger population for measurement. The sample would be representative of the whole population to ensure that the researcher can generalize the findings from the research sample to the population as a whole. For the purpose of this study, one Private University of the Universities in Lagos have been chosen.

The Private University is Caleb University, Imota, Lagos State. Students of this university would be used as samples in gathering data needed for this study. The age range of respondents for this study is pegged at 18-31 years, because individuals 18 and above are tagged to have been in university/ higher institution and they are qualified as young adults in Nigeria. The Initial general population of this project work comprises of viewers of Skinny Girl in Transit which is one million (1 million population approximately) derived from getting an average mean of the addition of the

lowest number of viewers of skinny girl in transit on YouTube (522,000) and the total number of episodes (69). It was discovered from the outcome that they are not all accessible because they are from different places. Therefore, the accessible population will be used for this study are the Students of Caleb University student population. The students of Caleb University were chosen because it is easily accessible. Secondly, due to the fact that we are in the modern world, they can relate with web series and they make use of social media platforms very often. Also, due to happenings in the state occurring at this period, it is safe to make use of a Private University of within location closer than expected. According to Academics Affairs (2021), The total population of full-time students of Caleb University is three thousand, four hundred and twelve (3,412) in number.

The formula was used to create the sample for this investigation. The selection of the sample was done through the Taro Yamane sampling method on a precision of $\pm 5\%$. Since the study focused on Caleb University Students (Yamane, 1967),

However, the sample size decided for this research would be for (358) viewers of the Nigeria web series Skinny Girl in Transit; convenient sampling is a procedure that allows for equal chances of being selected among the population.

Using Taro Yamane method of sample size formula, at the confidence level of 95% which makes the margin of error (e) = 0.05, the total calculation is being solved below;

Taro Yamane Formula = $n = \frac{N}{1 + N(e)^2}$

$$n = \frac{3412}{1 + 3412(0.05)^2} \quad n = \frac{3412}{1 + 8.53} \quad n = \frac{3412}{9.53}$$

$$n = 358$$

$$n = \frac{N}{1+N(e)^2} =$$

$$n = \frac{3412}{1 + (0.05)^2}$$

$$n = \frac{3412}{1+8.53} =$$

$$n = \frac{3412}{9.53}$$

$$n = 358.0272822665267 \quad n = 358 \text{ Approximately.}$$

SAMPLING TECHNIQUES

Sampling technique is the method involved in selecting samples from a population. According to Taherdoost (2016), the main types of sampling techniques are non-probability and the probability sampling techniques. For the purpose of this research study Therefore, the technique Convenient Sampling with the use of online questionnaire.

3.5 SOURCE OF DATA

Data collection is an essential stage in research. For this study, data would be sourced from online questionnaires to be conducted with 358 respondents.

3.6 DATA COLLECTION INSTRUMENT

The main data collection instrument would be a questionnaire which would specifically be an online questionnaire through the use of Microsoft forms. It is the most familiar used data collection in behavioral science and it combines a set of questions on various subjects to elicit the study population about a phenomenon. A questionnaire is a survey of instrument that includes sequence of questions so as to gather information data from the respondents.

3.7 INSTRUMENT VALIDATION AND RELIABILITY

The consistency with which a technique examines something is referred to as its credibility. The study is regarded credible if the same finding can be continually obtained by using the same techniques under the same conditions. A research that has high validity is regarded as one that produces results that correspond to real properties, characteristics, and variations in the physical or social world (Fiona M. 2019).

According to Oliver (2010), validity is considered to be a compulsory requirement for all types of studies. For the instrument to be validated, the instrument will go through face, construct and content validation by the supervisor in charge of this study to ensure effectiveness and validity of instrument in the field of study. While validity relates to how concisely a method measures what it is supposed to measure, reliability difficulties are almost always linked to bias, and once a researcher takes a bias approach to the study, the work's dependability is jeopardized (Wilson, 2010). Since data would be retrieved directly from primary sources – the respondents, the probability of reliability would be very high. The questionnaire to be used for this research study would be designed to gather data relevant to the research and reduce error of unreliability to a minimum.

3.8 METHOD OF DATA ANALYSIS

Data analysis is the procedure of Cleaning, converting, and modeling data to identify usable information for commercial decision-making. The purpose of data analysis is to extract useful information from data and taking the decision based upon the data analysis. The data analysis technique to be adopted for this work is simple frequency count and percentage that will include the use of tables and charts.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSES AND DISCUSSION

4.1 INTRODUCTION

This chapter discusses the results and analysis of data collected and presentation of data that were gained from the respondents involved in this study, which were university students in Lagos State and the focus were the students of Caleb University, Lagos, Nigeria. This chapter presents its findings using frequency distribution tables and percentages and analyses the data and then interpreting such analysis to make the data useable. For the purpose of this study, 358 questionnaires were distributed online and 200 were used for the study. There was also the use of both the open ended and close ended questions. In addition, it includes answers to the research questions, the summary of the findings as well as discussions of findings.

The research instrument includes four sections; SECTION A consists of responses that address demographic data, while SECTION B, C, & D consists of questions that address the research study.

4.2 DATA PRESENTATION ON ANALYSIS

Table 1: Sex Distribution.

Variable	Frequency	Percentage
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Male	54	27%
Female	146	73%
Total	200	100%

TABLE 1: This table shows that 54 (27%) of the respondents were male and 146 (73%) of the respondents were females. Therefore, females participated more in the survey.

Table 2: Age

Variable	Frequency	Percentage
18	40	20%
18-22	125	63%
23-27	29	15%
28-31	3	2%
31 years and above	2	1%
Total	200	100%

TABLE 2: This table shows that 40 (20%) of the respondents are within the age range of 18, 125 (63%) of the respondents are within the age range of 18-22, 29 (15%) are within the age range 23-27, 3 (2%) are within the age range 28-3 and 2 (1%) are within the age range 32. This table

also shows that most of the respondents which are the prominent age group is within the age bracket of 18-22 years.

Table 3: Level of Respondents

Variable	Frequency	Percentage
100 LEVEL	12	6%
200 LEVEL	64	32%
300 LEVEL	41	21%
400 LEVEL	83	42%
Total	200	100%

This table shows that 12 (6%) of the respondents are in 100 level, 64 (32%) are in 200 level, 41 (21%) of the respondents are in 300 level, 83 (42%) of the respondents are in 400 level. The table also shows that a larger population of the respondents are 400 level students.

Table 4: College of Respondents

Variable	Frequency	Percentage
CASMAS	125	63%

COPAS	56	28%
COLENSMA	19	10%
TOTAL	200	100%

This table shows that 125 (63%) of the respondents are in CASMAS, 56 (28%) are in COPAS, and 19 (10%) of the respondents are in COLENSMA. The table also shows that a larger Population of the respondents are CASMAS students.

SECTION B

1. TABLE 5: Do you use social media?

Variable	Frequency	Percentage
Yes	195	98%
No	5	2%
Total	200	100%

TABLE 5: This table shows that 195 (98%) use social media, while 5 (2%) of them do not use social media. The table also shows that a higher population of the respondents make use of social media.

TABLE 6: Which Social Media Platforms do you use the most?

Variable	Frequency	Percentage
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YouTube	38	19%
Instagram	107	54%
Facebook	24	12%
Twitter	31	16%
Total	200	100%

TABLE 6: This table shows that 38 (19%) of the respondents uses YouTube the most, 107 (54%) of the respondents uses Instagram the most, 24 (12%) of the respondents uses Facebook the most and 31 (16%) of the respondents uses Twitter the most.

TABLE 7: How often do you use social media?

Variable	Frequency	Percentage
Daily	172	86%
Three times a week	16	8%
Two times a week	5	3%
Once a week	2	1%
Once a Month	5	3%
Total	200	100%

This table shows that 172 (86%) of the respondents uses social media daily, 16 (8%) of the respondents uses Three times a week, 5 (3%) of the respondents uses social media twice a week, 2 (1%) of the respondents uses social media once a week, and 5 (3%) of the respondents uses social media Once a Month.

Table 8: Whether respondents do watch web series

Category	Frequency	Percentage
Yes	140	70%
No	60	30%
Total	200	100%

This table shows that 140 (70%) of the respondents do watch web series, and 60 (30%) of the respondents does not watch web series.

Table 9: If yes or no in line with table 7, why?

This is an open-ended question and the respondents gave diverse responses based on their understanding on why they watch or they do not watch web- series depending. Due to avoidance of repetitive response by some different respondents, the key and important point will be selected for review.

Some respondents stated the fact that why they watch it is because it is short and simple, some said they do not know what “web series” mean, many of the respondents said because it is interesting and they find it interesting. some respondents said it is for education purpose and at

times just to learn something new. Some respondents said that there is lesson to learn from it because it is highly educative and they are real life problems. some said “Because I love the media space and I work in it.” some said “to burn time” some said they love it so much, its short, you expect more and its entertaining and interesting, some respondents love to watch web series because the more episodes come, the more fun and interesting the series become. Some said because they are educative and interesting/ they learn better through visual aid. Some said it kills boredom, more so, they are huge fan of web series, some enjoys it more than just a movie, watching it also makes them work on their grammar and learn new words, they always wind up to a predestined and cliffhanging ending, making them want to watch more of every season of the series.

While some chose the reason why they love to watch web series, some others also stated reasons why they do not like to watch web-series. some of the respondents said they are not a TV fan, some said do not have a particular reason. some said they are not interested while some said they do not much about it. some others stated the fact that web series are too long and always not updated on time, and some said there is no available time for them because they are always busy. Some respondents said it consumes data that is why they are not interested, some also said time is wasted. meanwhile, some respondents have not heard of ‘web series before. I don't really watch web series because it's mostly suspenseful. some respondents also stated the fact that they really don't wait on each episode or seasons to be aired.

Therefore, is being concluded that majority of the respondents are positive about watching web-series, which means more of the respondents love to watch web series preferably, when compared with.

Table 10: Whether respondents by any means come across the Nigeria web series Skinny Girl in Transit

Category	Frequency	Percentage
Yes	130	65%
No	70	35%
Total	200	100%

Table 10, the responses show that 130 (65%) respondents said that they have come across Skinny Girl in Transit, while 70 (35%) said that they do not know about the Nigerian web series.

Table 11: Whether respondents understand what body shaming is

Category	Frequency	Percentage
the act of mocking someone about the way they look	158	79%
to insult someone because their body is overweight	32	16%
Others	10	5
Total	200	100%

In table 11, the responses show that 158 (79%) of the respondents gave the meaning of body shaming as “the act of mocking someone about the way they look”, 32 (16%) of the respondents read the meaning of body shaming as “to insult someone because their body is overweight”, while 10 (5%) of the respondents gave other definition of body shaming in their opinion.

Table 12: Whether respondents have seen any Body shaming scene in the web series “Skinny Girl in Transit”

Category	Frequency	Percentage
Yes	121	61%
No	79	40%
Total	200	100%

In Table 12, the responses show that 121 (61%) of the respondents could relate to the Body shaming scenes in the web series Skinny Girl in Transit, while 71 (40%) of the respondents could not relate.

Table 13: How respondents feel after watching scenes that have body shaming in the web series Skinny Girl in Transit

Category	Frequency	Percentage
I felt bad	77	39%
I felt Angry	0	0%
I felt ashamed because I have done it to others before	15	8%
I was indifferent	36	18%
I did not think it was real	11	6%
Others	61	31%
Total	200	100%

Table 13 shows that 77 (39%) respondents felt bad after watching body shaming scene in the Nigeria web series “Skinny Girly in Transit”, 0% respondent felt angry, 15 (8%) respondents felt ashamed because they have done it before, 36 (18%) respondents were indifferent, while 11(6%) respondents think that it was not real. 61 (31%) respondents made other response as related to the question.

Table 14: Do you think that body-shaming had any effect on any of the characters?

Category	Frequency	Percentage
Yes	161	81%
No	39	20%
Total	200	100

Table 14 shows that 161 (81%) respondents said Yes to the question of if body shaming had any effect on any of the characters or not, while 39 (20%) respondents said no.

Table 15: Which of the characters as regards Table 14?

Category	Frequency	Percentage
Tiwalade	128	64%
Shalewa	35	18%
Others	37	19%
Total	200	100

Table 15 shows that 128 (64%) respondents said that body shaming had effect on the character ‘Tiwalade’ while 35 (18%) of the respondents said that body shaming had effect on the character

‘Shalewa’ who happens to be Tiwalade sister in the web series “Skinny Girl in Transit”. 37 (19%) respondents made other comments.

Table 16: How respondents think the character was affected by the body-shaming?

Category	Frequency	Percentage
She had low-self esteem	77	39%
Her pride	15	8%
Made her shy	13	7%
Made her aggressive	11	6%
Made her more considerate of others	5	3%
Affected her love life	30	15%
Others	26	13%
Total	200	100%

Table 16 shows that 77 (39%) respondents think that the character had low self-esteem, 15(8%) respondents think it made her Proud, 13(7%) respondents think it made her shy, 11 (6%) respondents thought that it made her aggressive, 5 (3%) people thinks it made her more considerate of others, 30 (15%) respondents gave a comment that it affected her love life and 26 (13%) respondents gave other opinion as to how it affected the character.

TABLE 17: Respondents described the effect of body shaming on the character?

Variable	Frequency	Percentage
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Positive	30	15%
Negative	128	64%
Neither	42	21%
TOTAL	200	100%

This table shows that 30 (15%) of the respondents said it affected the character positively, 128 (64%) of the respondents said it affected the character negatively while 42 (21%) respondents said it was neither positive nor negative.

4.2 DATA ANALYSIS

This section analyses the data and answers each research questions stated in chapter one.

Research Question 1: Can viewers identify Body shaming in the web series ‘Skinny Girl in Transit’?

Table 12 answers this research question, from table 12, it is clear that a 61% of the study’s population could identify “body shaming” in the web series Skinny Girl in Transit, while 40% of the study population could not identify due to the fact that they have not seen the web series before.

Research Question 2: Can viewers relate to the body shaming issues in the web series ‘Skinny Girl in Transit’?

Table 13 answers this research question, from table 13, the respondents could relate differently to the body shaming issues in the web series “Skinny Girl in Transit”. 77 (39%) respondents felt

bad after watching body shaming scene in the Nigeria web series “Skinny Girly in Transit”, 0% respondent felt angry, 15 (8%) respondents felt ashamed because they have done it before, 36 (18%) respondents were indifferent, while 11(6%) respondents think that it was not real. 61 (31%) respondents made other response as related to the question.

Research Question 3: Can the viewers of skinny girl in transit identify the effect of body shaming in the series on the main character?

Table 14, 15, 16, and 17 answers to this research question. From Table 14, it shows that 161 (81%) respondents said Yes to the question of if body shaming had any effect on any of the characters or not, while 39 (20%) respondents said no which is assumed that the reason why the 20% respondents said no is because they have not watched it before. Also, majority of the respondents said that body shaming had effect on any of the character. From Table 15, it shows that 128 (64%) respondents that have watched the Nigeria web series “Skinny Girl in Transit” said that body shaming had effect on the lead character ‘Tiwalade’ (the plus sized lady, while 35 (18%) of the respondents that have also watch the web series said that body shaming had effect on the character ‘Shalewa’ who happens to be Tiwalade sister in the web series “Skinny Girl in Transit”, and 37 (19%) respondents made other comments and from those other comments they made it was concluded that they have not seen or watched the web series before. From Table 16, it shows that 77 (39%) respondents think that the character had low self-esteem, 15(8%) respondents think it made her Proud, 13 (7%) respondents think it made her shy, 11 (6%) respondents thought that it made her aggressive, 5 (3%) people thinks it made her more considerate of others, 30 (15%) respondents gave a comment that it affected her love life and 26 (13%) respondents gave other opinion as to how it affected the character. It is concluded that the highest respondents said it made the character have low-self esteem and the respondents that

gave other opinion gave it because they had not watched the series before. Table 17 shows that 30 (15%) of the respondents said it affected the character positively, 128 (64%) of the respondents said it affected the character negatively while 42 (21%) respondents said it was neither positive nor negative.

4.3 DISCUSSION OF FINDINGS

Several things were derived from the analysis above:

The statistics above shows that over average of the study population have come across the Nigerian web series “Skinny Girl in Transit” before, but the percentage of the study population that have seen different body shaming scenes in the web series “Skinny Girl in Transit” is 5% lesser than the respondents that have only seen the series either by advert or by inconsistency in watching the series due to lack of data or other reason. The percentage of the study population that have not seen the body shaming scenes in the web series is similar to the percentage of the study population that have not come across the web series at all, the difference is 5%. All the study population understand what body shaming is even though they gave different definitions.

30 of the study population described the effect of body shaming on the character as positive while 128 of the study population described the effect of body shaming on the character as negative and 42 people described the effect of body shaming on the character as neither positive nor negative. The fact from the study is that most of the study population supported the fact that the character experienced a negative effect in the web series “Skinny Girl in Transit”.

The study observes that the spiral of silence theory of the media supports the underscores of the respondent’s actions and decisions after they see Nigerian web series or other series that relates to what they face like body shaming, which is concluded in the fact that impressions are

important not only because people are aware of their surroundings, but also because these views have the power to influence individual behaviour and attitude.

The study's result affirms the cultivation theory's view that the more people watch television, the more their world views are influenced by the prevailing narrative message broadcast on television. social network is now the modern television of young adults in the world today.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

The purpose of this study was to ascertain how Skinny Girl in Transit as shown on YouTube, has affected the perception of university students in Lagos State specifically Caleb University Imota Lagos, on body shaming and its effects. The chapter gives a summary of this research work as well as recommendations and conclusion.

5.2 SUMMARY

This chapter focuses on the perception of university students in Lagos State on body shaming and its effects using Caleb University students Imota, Lagos State as case study. The study to ascertain how Skinny Girl in Transit as shown on YouTube, has affected the perception of university students in Lagos State on body shaming and its effects. Therefore, the research questions were:

- I. Can viewers identify Body shaming in the web series 'Skinny Girl in Transit'?
- II. Can viewers relate to the body shaming issues in the web series 'Skinny Girl in Transit'?

III. Can the viewers of skinny girl in transit identify the effect of body shaming in the series on the main character?

In chapter one, the background to the study was given and the research problem was stated. Due to the research objectives, the research stated three research questions stated as above. The significance of the study and the scope of the study were discussed as well as the operational definition of terms.

Chapter two reviewed past literature on the subject matter. The theories used were the Spiral of Silence theory and the Cultivation Theory. The study reviewed different concepts of the study, it looked at the history of body shaming, Social Media, Representation of Body Shaming in the media, Audience's perception of body shaming in the media, Media Responsibilities, Media Roles in the Society, What Media Responsibility is in socialization process, and concluded on that part with looking at web series in general and Nigerian web series "Skinny Girl in Transit" precisely. It then carried out an empirical review and found out that previous studies had focused on Body shaming on social media which is based on the fact that effect of body shaming on youth can be based on their exposure to social media, women being the target by the media when it comes to what "ideal body type" and the fact that the continual availability of the media has brought body image concerns to the forefront more than ever before, thus leaving a gap for which this study was to fill as it looked at focusing on web series and Nigeria web series "Skinny Girl in Transit" to be precise, and the effect it had on the perception of Lagos State University.

Chapter 3 focused on the methodology used for this study, this study used a descriptive design employing a questionnaire as its primary tool to gather information from online survey of 358 respondents whereby 200 respondents were later used as samples for the study. These respondents were student in Caleb University, Imota, Lagos State. The method used for the

analysis of the results was frequency distribution tables and percentages, analyses the data and then interpreting such analysis.

Chapter four presented, interpreted and analysed the data generated for this study. In sharing questionnaire, the researcher was able to share 200 questionnaires online to the students of Caleb University. The chapter further analysed the research questions that was generated for this study.

The chapter five summarized the whole project and provided conclusion and recommendations for the study.

5.2 CONCLUSION

The conclusion derived from the research and data analysis is that movies like *Skinny Girl in Transit* which are naturally entertaining and informative do not just perform function but can be used as a tool to motivate the youths and correct the false and distorted image and perception that has been created by the media in the past and that movie storylines like *skinny girl in transit* are capable of passing information about topical issues like body shaming etc. all of which were successfully achieved in the movie. This study concludes that the media's constant availability has pushed body image issues to the forefront more than ever, using the case study of a Nigeria web series “*Skinny Girl in Transit*”, body-shaming is readily apparent in the series and on online platforms. The viewers of *Skinny Girl in Transit* saw the effect of body shaming in the web series and could relate and identify the effect on the character. Social media and what people watch can influence them into becoming who they are. There is no definite history of web series and web series in Nigeria.

Finally, the respondents agreed that Skinny Girl in transit is a true depiction of the typical life of a young Nigerian meaning that producers are aware of the findings and are utilizing it in their storylines.

5.3 RECOMMENDATIONS

This study recommends that

- More movies that discuss topical issues should be created as opposed to the clichéd storylines.
- Skinny Girl in Transit as a web series although very effective should be introduced to cable Television in order to increase the effect that it has and ultimately increase the popularity of the show.
- More movies that promote a nice blend between the African culture and the urban life should be produced.
- More movies that address issues like body shaming should also be produced.
- There should be a balance between content creators and social media consumers in balancing how one should look instead of one attribute more than the other.

5.4 AREAS FOR FURTHER RESEARCH

- Further research is required on social media and the long-term effect of body shaming
- The role of movies in preserving culture and promoting unity.

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