

Digital Media, Distressed Wears, Tattoos and Saggy Pants: A Study of the Perception, Knowledge, and Attitude of Students of Select South-South Universities in Nigeria

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Abstract

This study focused on the perception, knowledge, and attitude of students of selected universities in South-South, Nigeria on digital media, distressed wears, tattoos and saggy pants in the Nigerian university system. The descriptive survey method of research was adopted. Adeptness to digital media which influenced students' adoption of tattoos, saggy pants and distressed wears was observed. Students had high positive inclination to digital media which influenced adoption while cognition among them on digital media was very high. The null hypothesis was rejected and a causative effect between students' positive reaction to digital media and adoption of tattoos, saggy pants and distressed wears was established. An interesting aside to this study is that students' savviness to digital media could explain why lecturers may fall victim to their 'entrapments' and proclivity to cyber-crimes.

Keywords: Digital Media, Distressed Wears, Saggy Pants, Tattoos, Attitude