

# Pornography

How it is Reinventing Sex and Why You Should Care



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# Goals

1. Promote media literacy.
2. Provide you with research-based information to talk with students, clients, and other student affairs professionals about the effects of pornography.

## Growth of The Porn Business

- 4 to 13 **Billion** since 2001 (USA) (Ropelato, 2007)
- Porn provides 25-30% of revenue for TV pay per view orders (Paul, 2005)
- About 20% of all pornography traded over the internet is child pornography (NCMEC, 2003).



## Who is Profiting?

**Millions** in revenues are earned by:



## Big Business

- A \$13.3 Billion Dollar Industry in the U.S.
- More than the NFL, the NBA, MLB combined.

# PORN



## Worldwide Profits

- In a recent year,

**\$100,000,000,000**

over twice the sales of **Microsoft**



## Big Business Motives

- Lose money if business is threatened.
- Look for new markets.
- Current growth markets
  - Young teens/children
  - Girls and women



## It's Reach to Teens/Tweens

- 93% boys, 62% girls have seen online porn before turning 18.
- Most exposure begins around age 11.
- Boys view online porn more frequently and view a wider variety of images.



• Liebert (2008), Malarek (2009), Sabina, Wolack & Finkelhor, 2008

## Male College Students

- About 85% of male college students view pornography monthly.
- About 50% view it weekly.



(Carrol, et al., 2008; Foubert, Brosi, & Bannon, 2011)

## College Women and Porn Use

- About 33% of college women use porn monthly
- 3% use it weekly



• (Foubert, Brosi & Bannon, 2011; Carrol et al., 2008)

## What the Porn Industry Doesn't Want You to Know

### Research on Pornography



Dr. Mary Anne Layden  
Director of Psychopathology Program  
University of Pennsylvania

"I've been a psychotherapist for 25 years. I specialize in the treatment of sexual violence victims and perpetrators and sex addicts. I spend all day, every day talking to rapists, and rape victims, pedophiles and incest survivors, sex addicts, pornography addicts, prostitutes, strippers and pornography models. After I had done this work for about 10 years, I had a sudden realization that **I hadn't treated one case of sexual violence that didn't involve pornography.** You don't have to have a Ph.D. in psychology to realize something's going on here."



### Why male-female anal sex is in porn movies

“Essentially it comes from every man who is unhappily married, and he looks at his wife who just nagged at him about this or that or whatnot and he says, ‘I’d like to fuck you in the ass.’ He’s angry at her, right? And he can’t, so he would rather watch some girl taking it up the ass and fantasize at that point he’s doing whatever girl happened to be mean to him that particular day, and that is the attraction, because when people watch anal, nobody wants to watch a girl enjoying anal.”

– A Porn Industry Producer

(Jensen, 2007, p. 58)

### Trend in Pornography Over Time



### Violent Content = Normative

- **88%** of scenes: Spanking, open-hand slapping, hair pulling, choking, and bondage
- **41%** of movies: man puts penis in a woman’s anus then her mouth (ATM)
- Another practice: Showing penis down throat to cause gagging and vomiting (Malarek, 2009).



• (Bridges, Wosnitzer, Scharrer, Sun, & Liberman, 2010; Malarek, 2009).

### Porn teaches violence: How the Script for Sex is Being Rewritten

- When men hit women in porn, **95%** of the time women respond with pleasure or not at all.
- Lesson for **men**: Women like to be hit.
- Lesson for **women**: Enjoy being hit or comply.



(Bridges, Wosnitzer, Scharrer, Sun, & Liberman, 2010).

### What does porn do to the brain?



Brian researchers found pornography as addictive as cocaine and methamphetamine.

Addiction to porn leads people to stop activities necessary for basic survival.

Modifies neural pathways to favor virtual rather than real people

(Hilton & Watts, 2011).

### Connection to Sexual Violence

- **Men who view pornographic magazines, websites, videos, or who go to strip clubs are more likely to commit sexual violence than those who do not.**
- Porn use = Higher Likelihood of Sexual Violence

• (Carr & VanDeusen, 2004).

## Specific Harms of Porn

- **20%** increase in men's risk of experiencing difficulty in intimate relationships
- **31%** increase in men's acceptance of attitudes that condone rape and other false beliefs about rape
- **22%** increase in men's risk of committing sexual assault

BE AWARE:  
**PORN  
HARMS**

• Oddone-Paolucci, Genus, and Violato's (2000)

## Porn and Attitudes

- Consensual = Support Sexual Aggression  
Cause Effect
- Non Violent = Support of Sexual Aggression  
Cause Effect
- Violent = Huge Support of Sexual Aggression  
Cause Big Effect

16 experimental studies, 2,000 people.

• (Malamuth, Addison & Koss, 2000).

## Porn and Attitudes

- Non-experimental studies
- Result: Positive correlation between pornography use and attitudes supporting violence against women.
- Both violent and nonviolent pornography.

• Hald, G.M., Malamuth, N. M., Yuen C. (2009). Pornography and attitudes supporting violence against women: revisiting the relationship in nonexperimental studies. *Aggressive Behavior*.

## Porn and Behavior

- Porn Causes Aggressive Behavior

• 33 Experimental Studies, Several Thousand Men

• Both Violent & Nonviolent Porn

(Malamuth, Addison & Koss, 2000).

More use and more violent porn = more rape

- **Men who use porn more frequently and who use more violent porn commit more rape.**

(Malamuth, Addison & Koss, 2000).

## Women and porn use

- Women who use pornography more frequently are more likely to be sexually coercive.



(Kernsmith & Kernsmith, 2009).

## Partner's Feelings

- Feel unloved
- No longer have a place in the world of their partner
- Vast majority say "betrayal," "cheating," and "affair"
- "He's more attracted to the women depicted in his movies, magazines, and websites than he is to me, and I feel completely unable to compete with these women."



## Effects of Frequent Exposure to Erotica

1. Developing **tolerance** toward sexually explicit material, requiring more novel or bizarre material to achieve the same level of arousal or interest;
2. Diminished trust in intimate partners;
3. Developing cynical attitudes about love;
4. Developing a negative body image, especially for women

• (Zillman, 2000):

## Porn and Helping Others

- College students (men and women) who use porn are less willing and able to intervene to help a friend at risk of being sexually assaulted.
- Over time, pornography dulls students sense of difference between sex and violence, don't understand they need to intervene.
- Male porn users more likely to commit rape and other forms of sexual assault.

(Foubert, Brosi & Bannon, 2011; Brosi, Foubert, Bannon & Yandell, 2011)

## Question:

- If you knew that you were financially supporting a group that was hurting other people, would you continue to give them your money?

## Question:

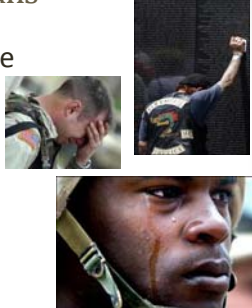
- **What is PTSD?**
- **When was it first identified using that term?**

## PTSD Symptoms

- "flashbacks" about the traumatic event
- feelings of estrangement or detachment
- nightmares
- sleep disturbances
- impaired functioning
- occupational instability
- memory disturbances
- family discord
- parenting or marital difficulties

## Vietnam Veterans

- One out of three Vietnam Veterans suffered from PTSD after serving in the war.



## The Trauma of War



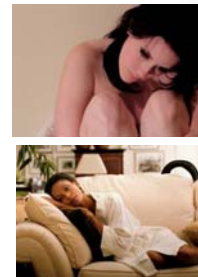
## Question

- **When one out of three people have the same set of symptoms after they have a common experience, what do you conclude?**

## Strippers, Prostituted Women, Porn Film Stars

- Two out of three workers in the sex industry suffer from post traumatic stress disorder

(Farley, Cotton, Lynne, Zumbeck, & Spiwak, 2003).



## Question

- **When two out of three women in the porn industry experience post-traumatic stress disorder – a level twice as high as veterans of the Vietnam war – what do you conclude about how their line of work effects them?**



## If so....

- **Can one reasonably conclude that going to strip clubs, buying porn, and visiting porn sites (creating demand), is just harmless fun? Is it just a victimless crime?**



**Or does it hurt real people?**

### A Porn Industry Veteran Said...

- “I’d like to show what I believe the men want to see: violence against women. I firmly believe that we serve a purpose by showing that. The most violent we can get is the cum shot in the face. Men get off behind that, because they get even with the women they can’t have. We try to inundate the world with orgasms in the face.”



- (Jensen, 2007, p. 70).

### Ways People Harm Others Through Porn Use

- Pay for a porn movie in a hotel, online, or pay per view.
- Pay a cover charge to enter a strip club
- Visit a porn website, paid or free (advertising revenue)
- Financially support a business  
2/3 of employees suffer from PTSD.

### What Can College Leaders Do?

- Increase your media literacy about pornography and its harms; talk with others about those harms.
- Avoid financially supporting violence against women in the pornography industry. This means:
  - Encourage your campus book store to stop selling pornography, if they do. Appeal to their corporate values (if run by an outside vendor).
  - Don’t sponsor or reserve space for pornography movies on campus (even if ‘free’)
  - Avoid showing other pornographic material on campus.

### More That College Leaders Can Do

- Host discussions that discuss the content of pornography (be content neutral about discussions) but avoid showing that which research has shown is harmful.
- The supreme court has found pornography that is ‘obscene’ is illegal.
  - Prosecutions are likely in the future based on these obscenity laws.
  - Steer clear of showing obscenity; in the spirit of academic freedom, discuss content.
- More research: [www.pornharms.com](http://www.pornharms.com)

### Resources

- <http://pornharms.com/>
- [www.purelifeministries.org](http://www.purelifeministries.org)
- [www.settingcaptivesfree.com](http://www.settingcaptivesfree.com)
- [www.covenanteyes.com](http://www.covenanteyes.com)