THE EFFECT OF SOURCE AND RELATION
PRIMING ON THE RELATIONSHIP BETWEEN
PORNOGRAPHY EXPOSURE AND ATTITUDES
TOWARD SEX, WOMEN, AND RAPE

by
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This study examined the relationship that pornography consumption has with attitudes toward sex, women, and rape. In addition, it investigated the impact of source, relation, and double priming on the relationship between pornography consumption and attitudes toward sex, women, and rape. Source priming occurred when respondents were asked to indicate their level of pornography consumption before completing the dependent measures. Relation priming occurred when a statement was read before the survey indicating the potential relationship between pornography consumption and attitudes toward sex, women, and rape and the dependent measures were assessed before the pornography consumption measures. Double priming occurred when the relation prime statement was read before a source prime questionnaire in which pornography consumption measures were assessed before attitudes toward sex, women, and rape.

Attitudes toward sex, women, and rape were measured using four dependent variables: (a) a commonality of sexual practices measure, (b) the Indiana Inventory of Personal Happiness (IIPH), (c) Burt's Rape Myth Acceptance scale, and (d) a rape sentencing scenario.

It was predicted that pornography consumption would be positively related to commonality of sexual practices estimates, and negatively related to sexual happiness as measured by the IIPH. It was additionally predicted that pornography consumption would have a negative relationship with rape sensitivity as measured
Burt's Rape Myth Acceptance scale and the rape sentencing measure. It was also predicted that source, relation, and double priming would act to reduce the strength of the relationship between pornography consumption and the dependent variables.

A sample of 100 male respondents was used for this study. The only hypothesis supported in the predicted direction was Hypothesis #2, which predicted there would be a positive relationship between pornography consumption and scores on Burt's Rape Myth Acceptance scale. Additionally, opposite to what was predicted, pornography consumption was positively related to general happiness and satisfaction with partner intimacy. No relationship was found between pornography consumption and the rape sentencing measure or the commonality of sexual practices measure.

This research has implications specific to the study of pornography. First, this study helped to define the pornography user in terms of the type of material they typically seek out and also what media they are using to get pornographic materials. Second, this study has methodological impacts on the study of pornography. The findings of this study, overall, are contrary to the majority of experimental research conducted on pornography use. As the results of this study indicate, there is a need to further examine the relationship pornography use has with attitudes toward sex, women and rape using methods other than experimental methods.
Chapter 1

INTRODUCTION

Pornography has long been a topic that has held the interest of scholars in many fields. Along with being the focus of two separate Attorney General’s Commissions in 1970 and 1986, pornography continues to be a heavily discussed and debated topic. Of particular interest to scholars is the relationship that pornography use has with attitudes toward sex, women, and rape. The scientific community, however, is unable to reach a consensus concerning the effects of pornography use (Allen, D’Alessi, & Brezgel, 1995), especially concerning nonviolent pornography. This lack of consensus leads to the twofold purpose of this study. The first purpose is an examination of the relationship between exposure to pornography and attitudes about sex, women, and rape. The second purpose of this study is to determine the effect that source and relation priming have on attempts to assess the relationship between consumption and attitudes.

General implications: societal, economic

This research is important on many levels. For one, it measures young adults’ level of exposure to pornographic materials. The expansion of the pornography industry and the increased availability of pornography resulting from technological innovations may increase people’s frequency of exposure to pornography.
The economic gains of men's magazines leading up to the 1970s have continued as other segments of the industry have found their own niche. The video industry, for example, has exceeded profits of $4 billion for the past two years, up from the reported $1.6 billion in 1992 (Gettlemen, 1999; Gumbel, 1999). With an estimated fifty million adult-oriented web sites, the World Wide Web has also experienced a proliferation of pornographic materials (Gumbel, 1999). The success of the industry, which many consider as a sign of the deterioration of American values, is of considerable concern to many people (Gettleman, 1999). This research helps give a sense of both the frequency of exposure to pornographic materials and the type of materials that young adult users are consuming.

Religious and feminist arguments

Another area of concern shared by both the public and scholars is the effect pornography may have on morals as well as views toward women. Critics see most pornography as portraying immoral acts, especially promiscuous sex outside the confines of marriage and other immoral acts such as child pornography. According to LaHaye (1998), arguing from a moralist perspective, pornography "causes couples to commence a marriage with unnatural expectations . . . How can a chaste, modest wife measure up to the fiendish fantasies in the mind of her pornography-reading bridegroom?" (p. 216).

From the feminist perspective, pornography is viewed as reducing the female "to her sexual parts" (Collins, 1997, p. 396). Feminist scholars view pornography as harmful to women because it may lead men to respond "to women as objects of"
dominance, violence, and rape" (Linz & Malamuth, 1993, p. 44). Both the feminist and moralist perspectives consider pornography to be harmful to society. Of concern to these perspectives would be the type of pornographic material that people use. The comprehensive exposure measure that will be used for this study gives an indication of the type of materials that students from my sample are typically using. As a result, scholars may be able to address specific types of pornography as being more commonly used and therefore more likely to produce potentially harmful effects.

**Specific implications: Contributions to pornography research**

Along with implications for religious and feminist scholars, this research has implications specific to pornography researchers. One of the main problems with pornography research is inconsistency in the findings, and "the inconsistencies, based on examination of laboratory, field, and historical data, create an inability to find a unifying voice from the scientific community. No consensus exists within the scientific community about the effects of exposure to pornography" (Allen, D'Alessi, & Brezgel, 1995, p. 259). Another factor to consider is that there are various types of pornography available ranging from violent and abusive to soft-core and lovingly sexual, and these varying types may produce significantly different effects. Based on the effects research available at the time, the Attorney General's Report of 1986 concluded that violent pornography and nonviolent/retarding pornography were harmful but that nonviolent/nondegrading pornography and nudity could not be considered harmful. This is a point that has been put forth by Linz, Donnerstein, and Penrod (1984) and Donnerstein, Linz, and Penrod (1987). Linz et al. argue that it is specifically the
materials and (b) the relationship between consumption rates and people's attitudes toward sex, women, and rape.

**Specific implications: Contributions to question order and priming research**

Along with its implications for pornography research, this study has the potential to influence other areas as well. The methodology of this study has implications for both question order research and priming research.

**Question order**

Results of this study have specific implications to knowledge of question order effects. Question order has long been a concern of scholars, as well as public opinion researchers, especially in regards to political polling. For instance, question order has been shown to affect public opinion concerning approval ratings for the president and congress (Moore, 1996), as well as opinions about spending tax moneys for various programs (Benton & Daly, 1991).

In the context of pornography research question order may determine the strength of the relationship between pornography consumption and dependent variables. Garcia (1986), for instance, examined the relationship between consumption of pornography and attitudes toward rape and women. He measured the participants' consumption rates first, followed by attitudinal measures concerning women and rape. He found very weak relationships between exposure to standard pornography and callousness toward women. Additionally, exposure to violent pornography was weakly correlated with callousness toward women and rape insensitivity.
In a study conducted by Frable, Johnson, and Kelman (1997), pornography consumption was correlated with perceptions of masculinity. In this study, however, the attitudinal measures were conducted before the consumption measures were taken. Frable et al. (1997) found that “high exposure men are more likely than low exposure men to perceive a world replete with masculine men” (Frable et al. 1997, p. 329).

Frable et al. (1997) also found that “high exposure men are more likely than low exposure men to perceive women spontaneously in sexual terms” (p. 335). This finding lends support to the notion pornography exposure leads to the perception of women as sex objects.

Although the measures used by Frable et al. (1997) and Garcia (1986) were substantially different, it is useful to note that different testing procedures regarding question order were implemented in their studies. This study gives an indication of the effects of question order specific to pornography. Because pornography is a very salient topic, question order may impact participants responses in regards to their attitudes toward sex, women, and rape.

**Priming**

A second area this research has implications for is priming theory. This study primes pornography and degradation-related cue constructs to test their impact on the relationship between consumption and attitudes about sex, women, and rape. The methodology of this study is similar to one used by Shrum, Wyer, and O’Guinn (1998) in which they tested for a priming effect in cultivation research. Shrum et al. (1998) found that altering the question order so that the consumption measures were gathered
first (source prime), as well as using a prime that made participants aware of the potential relationship between consumption of television and attitudes about crime (relation prime), acted to diminish the cultivation effect. This research tests the effect that source and relation priming have on the relationship between pornography consumption and attitudes about sex, women, and rape.

To test the effect of the source prime for this study, the pornography consumption measures were assessed before the attitudinal measures. The questions concerning the use of pornography were designed to “prime” the participants about pornography and activate pornography-related cue constructs. The relation prime was tested by presenting a short paragraph that explained how pornography use, as demonstrated by research, has resulted in more callous attitudes toward women and rape. In this case, participants were “primed” for an awareness of the influence that pornography use may have on their attitudes about sex, women, and rape.

In addition to the use of source and relation primes for this study, a double prime was also employed. The double prime occurred when both the relation and source primes were presented. Specifically, the respondent was first exposed to the relation prime and then exposed to the source prime.

Summary

The purpose of this study is to look at the relationship pornography consumption has with attitudes toward sex, women, and rape, as well as the effect that source and relation priming have on that relationship. Another important area of this study is to measure the frequency of exposure to pornographic materials as well as the nature of
the materials people are typically consuming. The exposure measure was examined for its relationships with four types of dependent measures: (a) commonality of sexual practices measures, (b) rape myth acceptance, (c) rape sentencing, and (d) the Indiana inventory of personal happiness. In addition to the relationship pornography consumption has with these measures, the effect that source and relation priming have on those relationships was tested as well. This study used survey methods, using four test conditions: (a) standard (control), (b) source prime condition, (c) relation prime condition, and (d) double prime condition.
Chapter 2

LITERATURE REVIEW AND THEORETICAL RATIONALE

Defining pornography

When reading through the pornography literature it is difficult to find a single agreed-upon definition for pornography that is used by researchers. Adding to the confusion, pornography is also often used interchangeably with the terms erotica and obscenity (Linz & Malamuth, 1993). Erotica generally is used to refer to sexual material that is not considered demeaning or degrading. Obscenity, however, typically refers to material that is offensive or disgusting (Linz & Malamuth, 1993). Somewhere within those two contrasting terms lies a definition of pornography. The word is rooted in sex, as porn is Greek for “whore,” but is not always considered offensive or degrading.

Ultimately the determination of whether material is pornographic, obscene, or erotic, depends upon the perspective taken by the definier. Steinem, coming from a feminist perspective, defines pornography as material that has messages of “violence, dominance, and conquest” (Steinem, 1998, p. 91). On the other hand, Allen, D’Allessio, and Brezgel (1995), in a purely scientific fashion, defined pornography as “media material used or intended to increase sexual arousal. Such material generally has verbal or visual images of exposed sexual organs and depictions of sexual behaviors” (p. 259). A third example comes from the Attorney General’s Report of 1986 in which pornography was defined as “material that is predominately sexually
explicit and intended primarily for the purposes of arousal” (p. 229). For this study, pornography will be defined as materials of a sexual nature used primarily for the purpose of sexual arousal.

Categorizing pornographic material

Another difficult task confronted by pornography scholars is putting the wide range of pornographic materials available into appropriate categories. To help solve the problem, the Attorney General’s Commission of 1986 formulated four different classes of pornographic materials: (a) sexually violent material, (b) nonviolent/degrading material, (c) nonviolent/nondegrading material, and (d) nudity. The committee defined sexually violent material as “actual or unmistakably simulated or unmistakably threatened violence presented in sexually explicit fashion with a predominant focus on the sexually explicit violence” (p. 323). This category would include sadomasochism, portrayals of rape, and disfigurement in a sexual context. Nonviolent/degrading pornographic material is defined by the committee as material that “depicts people, usually women, as existing solely for the sexual satisfaction of others, usually men, or that depicts people, usually women, in decidedly subordinate roles in their sexual relations with others” (p. 331). The third category is that of nonviolent/non-degrading material. This type of material is demonstrated when “the participants appear to be fully willing participants occupying substantially equal roles in a setting devoid of actual or apparent violence or pain” (Attorney General’s Report, 1986, p. 335). The final category is that of nudity, which is the presentation of the naked human form.
outcome rape depictions, is the presentation of a rape scenario but without the rape leading to a positive outcome. These categories represent much of the material presented to subjects in experimental research, and although not entirely inclusive for all existing pornographic materials, they are a good start to grouping the material into useful categories.

Three perspectives on pornography

The following section will discuss three perspectives normally taken to study pornography and how each perspective defines and approaches pornography: (a) feminist, (b) moralist, and (c) liberal (Linz & Malamuth, 1993). Each of these perspectives holds a distinctly different viewpoint concerning the implications pornography use has on individuals and society.

Feminist

The feminist perspective holds that pornography dehumanizes and objectifies women, and presents them as enjoying humiliation and even rape (Linz & Malamuth, 1993). As a result, feminist scholars argue that pornography use leads to negative and callous attitudes toward women. Researchers such as Zillmann and Bryant (1982), Linz, Donnerstein, and Penrod (1984), Malamuth (1984), and Donnerstein and Hallum (1978) have studied pornography exposure and its relationship to rape, callousness, or aggression in regards to subsequent behavior towards women. Dworkin (1998) argues that “pornography is the institution of male dominance that sexualizes hierarchy, objectification, submission, and violence. As such, pornography creates inequality, not as artifact but as a system of social reality; it creates the necessity for and the actual
behaviors that constitute sex inequality" (p. 97). In support of the feminist notion, Zillmann and Bryant (1982) found that massive exposure to pornography led to more callous attitudes toward rape. In addition, Persic (1994) found a relationship between voluntary exposure to pornography and higher levels of rape myth acceptance.

**Moralist**

The moralist perspective is similar to the feminist perspective in terms of attributing a harmful effect to pornography. The resulting harm, however, is that "pornography can cause its consumers to behave in ways that undermine other traditional moral judgments about women and sex" (Linz & Malamuth, 1993, p. 16). By depicting immoral acts and behaviors, pornography is seen as leading to the decay of society through the destruction of traditional moral structures. Parker (1998) argues that "pornography attacks the concepts of love, affection, commitment, and fidelity. In fact, it despises them, and it literally teaches contempt for the very glue that holds the marriage and family together" (p. 222). Studies conducted by Zillmann and Bryant (1982, 1988) are examples of research that support the notion that exposure to pornography may affect levels of sexual happiness and sexual satisfaction between partners.

**Liberal**

The third perspective, the liberal perspective, approaches the subject of pornography with the notion that "as long as the recipient restricts his or her behavior to private actions such as sexual arousal, fantasy, or enactment of ideas in pornography with consenting partners, the government should not restrict individuals' basic human
Content Analysis

Content analysis is research that is used to determine the presence of certain themes in the media, as well as the frequency with which those themes occur. Content analyses in pornography research have not been very conclusive, nor have they been conducted with enough frequency and scope to get a good sense of the broad range of content available. Linz, Donnerstein, and Penrod (1987) indicate the need for "systematic content analysis of all forms of pornography, including books, films, and magazines published over a period of at least 15 years" (p. 947). Donnerstein, Linz, and Penrod (1987) assert that many social scientists have gone with the assumption that violence has been on the rise and have discussed it as though it were fact. This assumption may be one reason that content analyses have not been conducted very often since many scholars take for granted the notion that the content of pornography has become more violent. Another reason may be the fact that it is difficult to get a sense of what types of pornography people are really using since a lot of pornography is ordered through the mail and produced by amateurs. The sheer amount of content and the many types of pornography available also make it difficult to get an accurate representation of the material.

Although there have been no broad sweeping content analyses, there have been some media specific content analyses conducted. One study was conducted by Slade (1984) in which a history of hard-core pornography was presented with a concentration on the content of stag films. Slade (1984) identified the themes that permeate most stag films while also discussing the level of violence within the stag film. Most stag films
depicted heterosexual oral, genital, and anal intercourse. Slade (1984) found that most stag films had fairly low levels of violent content, and that the number of violent stag films "probably never reached over 10 percent" (p. 161). For instance, from a sample of 1,333 stag film scenes from 1915 to 1972, "rape is used as an enabling device 67 times, or 5 percent of the total" (Slade, 1984, p. 155). Although the number of violent instances may not have increased, the intensity of the violence has increased over the years. Whereas a scene of mild S & M of the 1950s may have included some whipping or light spanking, a similar scene in a 1970s film would include welts and bruises from the whipping.

A content analysis dealing with dominance and degradation in X-rated movies was conducted by Cowan, Lee, Levy, and Snyder (1988). Cowan et al. (1988) found that nearly 80% of the scenes were heterosexual sex scenes, 11% were homosexual scenes (mostly female), and 9% were autosexual scenes (masturbation). More than half of the scenes contained either instances of dominance (28%) or exploitation (26%), and more often than not the victims of dominance and exploitation were women. For instance, 78% of the occurrences of dominance were conducted by men with the domination directed at women. Similarly, 68% of the acts of exploitation were conducted by men toward women. Interestingly enough, over one-third of the acts of dominance and exploitation conducted by female actors were aimed at other female victims. In all, this points to fairly high levels of dominance and exploitation in the films analyzed.
the imagery represented on the covers. Dietz and Evans found that the most common theme was “couples in sexual activity,” which appeared on 37.3% of the magazine covers. The next most common theme was “bondage and domination,” which occurred on 16.7% of the magazine covers. “Woman posed alone” was the next most prominent display, appearing on 10.7% of the covers.

The existing content analyses of pornography give no conclusive insight as to what the prevailing themes of pornography are. Although Cowan et al. (1988) found relatively high (over 50% of scenes) occurrences of dominance and exploitation in X-rated videos, content analyses of other pornographic media have failed to produce such alarming numbers. The findings of Scott and Cuvelier (1987) and Malamuth and Spinner (1980) even lend support to the notion that levels of violence may not be as high as often thought, especially in more widely read magazines such as Playboy and Penthouse.

**Survey research**

While content analyses can give a representation of the content of pornography, survey research can help build a representation of the pornography user and his/her attitudes. Survey research is non-experimental research that uses questionnaires to collect information about participants' attitudes, beliefs, and feelings about a topic and its related issues. In pornography research, surveys are used to gather information about the uses and gratifications of pornography, the frequency of exposure to pornography, and also to gather opinions and beliefs about issues relevant to pornography such as attitudes about women and rape. Data are analyzed using
correlational methods. Although the relationship between pornography consumption and attitudes can be examined, causality cannot be directly assessed.

Perse (1994) conducted a study from a uses and gratifications perspective in which reasons for using sexually explicit materials were correlated with gender-role stereotyping and rape myth measures. Perse (1994) found that there were four main uses of pornography: (a) sexual enhancement, (b) diversion, (c) sexual release, and (d) substitution. She found that there was a gender difference for pornography use as males were more likely to endorse sexual release and substitution than females. Diversion, however, was found to be the most common use for erotica. She also found that “sexual release was a significant, negative predictor of rape myth acceptance” (Perse, 1994, p. 507). Sexual enhancement and substitution were both found to be positively linked to the acceptance of rape myths, however. Rate of consumption was also positively related to rape myth acceptance.

Garcia (1986) also examined the relationship between exposure to pornographic materials and attitudes toward rape. Garcia found little support for his hypotheses in that overall exposure to pornography was not significantly related to callous attitudes toward women or rape for all but one of the “attitudes toward rape” sub-scales. Garcia did, however, find significant, but weak, correlations between exposure to violent themed pornography and more callous attitudes toward women and rape. For instance, exposure to violent pornographic themes was negatively correlated with attitudes toward courtship and marriage. In regards to attitudes toward rape, exposure to violent pornography was positively correlated with the notion that rapists are normal and with
Experimental research

The third category of research typically used to study pornography is that of experimental research. This type of research differs from the previous two because causality between exposure to pornographic materials and specific actions or beliefs can be assessed. The reason causality can be assessed in experimental research and not survey research is because participants in experiments are exposed to a type of stimulus and the effects of that specific stimulus are tested. For example, in pornography research, an experimental study would involve exposing participants to some type of pornographic materials and then the "effects" of those materials on questionnaire and scale measures would be examined. A wide range of dependent variables and pornographic stimuli have been used, the most common being aggression, likelihood to rape, and attitudes toward women measures. Some of the effects associated with pornography exposure that have been identified include an increase in the incidence of coitus on the night after viewing pornographic films (Mann, Berkowitz, Sidman, Starr, & West, 1974), aggression (Malamuth, 1985), and callousness toward women and rape (Zillmann & Bryant, 1982).

Some of the major experimental research involving pornography has been conducted by Zillmann and Bryant (1982, 1986, & 1988). One series of experiments led to the subsequent publication of three studies based on prolonged exposure to pornographic materials. For these studies, participants were exposed to hourly sessions of pornography for a six-week period. Massive exposure to pornography was found to have several effects. Compared to a no-exposure control group, participants in the
massive exposure group perceived various sexual practices such as oral and anal sex to be more common and also recommended shorter sentences for rapists in a mock rape trial scenario (49.8 months compared to 94.6 months for the control group). The massive exposure group, compared to the control group, expressed less support for the women's liberation movement (support rating of 36.6 out of 100 compared a 76.5 for the control group) as well. For this study, Zillmann and Bryant's hypotheses were supported in that massive exposure to pornography led to callous attitudes toward women and rape.

Additional research found that massive exposure led to "excitatory habituation." Zillmann and Bryant's (1986) second study focused on the actions of the participants upon completion of the six weeks of exposure. Upon completion of the study the participants were left in a room with an opportunity to watch one of six movies ranging from a "G" rating to "X" and "XXX-Sadomasochism." Zillmann and Bryant indicate an apparent lack of interest in the G, R, and standard X-rated movies by the exposure group. The exposure group, however, was more likely to spend time watching the more extreme forms of pornography available such as bondage, S & M, and Bestiality. For instance, the mean minutes spent watching bondage, S & M, and bestiality by the exposure group was 2.92, 3.32, and 2.87 minutes respectively. On the other hand, the control group consumed those films at clips of only .54, .60, and .71 minutes.

The third study to come from this experiment demonstrated that massive exposure to pornography led to decreased levels of perceived attractiveness for sexual partners, decreased levels of performance satisfaction, and decreased levels of affection.
viewing aggression with a positive outcome (female comes to enjoy rape) would lead to
greater degrees of aggression toward female confederates than viewing aggression with
a negative outcome (female does not come to enjoy rape). They found that exposure to
positive outcome aggression in an erotic film resulted in greater shock intensities
administered to female confederates. The negative ending resulted in lower levels of
shock intensity. Participants that were angered before exposure to the negative outcome
condition, however, showed greater levels of aggression than non-angered participants
in the negative outcome condition. Donnerstein and Barrett (1978) also found that
"angered" participants showed higher levels of aggression after exposure to
pornography.

Disagreement among scholars

Content Disagreement

One of the most important areas in which there is disagreement and lack of
cumulative findings is in the content of pornography. The Attorney General's Report
(1986) indicates that sexually violent and non-violent/degrading pornography are two of
the more readily available forms of pornography as well as the two most harmful
classes. Although, as indicated above, media and topic specific content analyses have
been conducted for pornography, no broad-based inclusive content analyses have been
conducted, and adequate proof of the availability of these two classes of pornography
does not exist (Linz et al. 1987). One of the major steps toward conducting research is
to reach an understanding of what the prevailing content and themes of pornography
are. Once this is done, further experimental and survey research can use the content
findings as a guide to examining relationships between the most common and prevalent types of pornography and attitudinal measures.

Causality Disagreement

A second area of disagreement among researchers is in the cause of the effects associated with pornography use. After reading a series of studies conducted by such researchers as Zillmann and Bryant (1982, 1986, 1988), the likely conclusion would be that nonviolent pornographic materials promote callousness toward women, callousness toward rape, and decreased levels of sexual satisfaction. However, upon reading such scholars as Donnerstein, Linz, and Penrod (1987) the conclusion becomes very different. Donnerstein et al. support the statement that conclusive results have not been found as to the causality of effects of nonviolent pornography. In essence, no real conclusion can be drawn about this type of pornography because the research findings have varied depending upon the experiment. Donnerstein et al. (1987) assert that the causality of sexual callousness found by Zillmann and Bryant (1982, 1986, 1988) cannot be specifically ascribed to the explicit nature of the material but rather that the material is specifically demeaning to women. This means that the causality is not attributed to sex, but to the degrading behavior that may be accompanying the sex. Donnerstein et al. also argue that the same effects could arise from having other media available that depict sexually demeaning portrayals.

Another source of disagreement among pornography researchers is whether the sex or the violence is the cause of aggression and harshness toward women and rape victims. Donnerstein et al. (1987) argue that a "desensitization" effect occurs when
experimenter’s intent was evident to the participants. As a result, Weaver argues that the effects found by Linz et al. (1984) are essentially unacceptable because they were potentially triggered by cues presented within the questionnaires, as a result, any resulting “effects” found from the study were attributable to the cue-laden questionnaires, not the slasher films. Another point of note is that the questionnaires were presented *immediately* after exposure to the films. This could potentially lead to the effects being attributable to a priming effect.

To determine if the findings of Linz et al. (1984) were indeed corrupted by experimental artifact, Weaver (1991b) conducted an experiment that tested specifically for experimental artifact. Weaver composed questionnaires designed to “cue” subjects about degradation as well as questionnaires that were devoid of such cues. Weaver’s claims were supported when he found that “independent of both the exposure treatment and subject gender, the use of reactive film evaluation measures resulted in subsequent judgments that reflected disparagement of, and a loss of compassion for, female victims of physical and/or sexual assaults” (Weaver, 1991a, p. 346). Weaver’s findings expose two main areas that need further research: (a) research on the effects of violent pornography versus nonviolent pornography, and (b) research in question order and question cueing.

**Criticisms of Pornography Research**

Just as there are criticisms of the findings of pornography research, there are criticisms of the way the topic is studied. One of the main criticisms is concern for the external validity in experimental pornography research. Brannigan and Goldenberg
(1987) argue that “the ability to create or facilitate aggression in the laboratory tells us little about factors operating in the real world to produce assault, crimes of violence, and rape” (p. 265). This concern was echoed by Davies (1997) in why she chose to study pornography using survey methodology. Donnerstein, Linz, and Penrod (1987) argue that “aggression experiments in the laboratory may well underestimate a subject’s aggressive response to a given stimulus because the subject is very concerned with complying with societal norms and values and does not wish to appear overly aggressive or deviant” (p. 14). They are essentially arguing that the results of aggression studies involving pornography may only give some indication of the potential aggression resulting from pornography use. Donnerstein et al. (1987) also indicate, “only when we have both experimental evidence obtained from the laboratory in which exposure to sexual violence has been manipulated as an independent variable, and evidence collected from field studies, are we completely justified in coming to the conclusion that there may be a robust effect” (p. 174). In any case, it could be argued that aggression studies alone do not always deliver “true” results.

Another criticism of pornography research is that the majority of the participants in pornography research are male, yet males and females in pornographic films are portrayed in similar manners. Christensen (1986) argues that men are displayed just as hypersexual and promiscuous as women. He then asks why only effects on attitudes toward women are studied. “There is something very strange about the idea that movies which portray men and women as alike should lead to a negative view of only one sex” (Christensen, 1986, p. 175). Donnerstein et al. (1987) argue that males, especially
use than experimental research does. This research gives an indication of what attitudes and beliefs are normally held by the participants as opposed to those attitudes and beliefs being influenced by recent exposure to pornographic materials (as in experimental research). As a result this research helps to develop an idea of what types of pornographic material people are typically consuming, and what the relationship between their level of consumption and attitudes toward sex, women, and rape is.

**Theoretical basis for part 1 of this study**

Cultivation analysis is a theoretical approach to studying the mass media that “is concerned with the more general and pervasive consequences of cumulative exposure to cultural media” (Morgan & Signorielli, 1990, p. 16). Cultivation research has typically studied the relationship that television use and consumption has with attitudes about the real world. This theory holds that people who watch more television “are more likely to perceive the real world in ways that reflect the most common and repetitive messages and lessons of the television world” (Morgan & Signorielli, 1990, p. 16). Research conducted from the cultivation perspective has shown that heavy television users have ideas about the world that more closely resemble the world as it is presented in television than do light television users.

Support for the cultivation hypothesis has been found in a variety of realms. McCreary and Sadava (1999) examined the impact television viewing had on “people’s perceptions of their general health, weight, and physical fitness” (p. 2345). Based on the fact that content analyses have demonstrated that health and weight are typically misrepresented on television, they hypothesized that television viewing would be
negatively related to perceptions of health, physical fitness, and weight. Their hypothesis was supported in that “those who watch more television perceive themselves to be more overweight” (2357). In this example, television is “cultivating unrealistic body images in frequent viewers” (McCreary & Sadava, 1999, p. 2357) by misrepresenting portrayals of people’s body weight and fitness.

Signorielli and Lears (1992) also found support for the cultivation hypothesis in regards to children’s perceptions of what a healthy diet is and whether or not they consume a healthy diet. Using a sample of fourth and fifth grade students, Signorielli and Lears (1992) found that television viewing was positively related to having poor eating habits (r = .485, p ≤ .001). There was also somewhat weaker support for a relationship between television viewing “and having unhealthy conceptions about food and the principles of nutrition” (Signorielli & Lears, 1992, p. 254).

Another area that this theoretical perspective could be applied is that of pornography research. Approaching pornography from the cultivation perspective leads to the notion that heavy users of pornography will have ideas, attitudes, and opinions about sex that more closely resemble their portrayal in pornography than will light pornography users. The attitudes and opinions of heavy pornography users would therefore reflect the images and messages that are more commonly portrayed in pornography, namely excessive sex, limitless libido, group sex, etc.

Research conducted by Zillmann and Bryant (1982) has shown what could be considered a cultivation effect resulting from pornography use. They found that “subjects massively exposed to pornography perceived the use of particular sexual
found that exposure to pornography resulted in lesser sentences handed out to rapists in mock trial scenarios. One theoretical approach that can potentially explain why pornography users develop more callous attitudes toward women and rape is that of a desensitization effect.

The origins of the desensitization effect go back to psychology and the use of a "desensitization" process to help patients deal with phobia. The process typically involves gradual exposure to the phobia source so that the patient develops a level of "desensitization" to the phobia target. Eventually the patient may develop a sufficient level of insensitivity to the phobia source and may be able to confront the phobia. Lang and Lazovik (1965) used a desensitization process to treat a group of college students' phobia toward snakes. They found that by gradually exposing the students to snakes they became "desensitized" to them and experienced a reduction in their level of fear.

Although "desensitization" was originally a term applied to a style of psychiatric treatment, it can also be applied to analogies of mass media effects. Linz and Donnerstein (1989) argue that exposure to violent mass media can result in desensitization to real life violence. Thomas, Horton, Lippincott, and Drabman (1977) studied this concept by exposing viewers to violent police shows and then testing their skin responses to real-life violence portrayed in a riot film. They found that participants exposed to violent police shows "displayed significantly fewer galvanic skin responses" when exposed to a real life riot film than subjects who had not previously watched violent television. Thomas et al. (1977) argue that "repeated observation of violent acts
Another aspect of pornography research that a desensitization hypothesis can be applied to is to that of increased callousness toward women and rape. Experimental research (Zillmann and Bryant, 1982) and survey research (Perse, 1994) have both demonstrated a relationship between exposure to pornography and more callous attitudes toward women and rape. Bryant and Zillmann (1982) found that exposure to pornography resulted in lesser sentences handed out to rapists in mock trial scenarios. The massive exposure group, for instance, recommended a sentence of only 63.4 months, whereas the no exposure group recommended sentences of 119.1 months. Consistent exposure to the content of pornography, which typically objectifies women and displays scenes of dominance and degradation toward women (Cowan, Lee, Levy, & Snyder, 1988) results in beliefs that rape is not harmful and that women are “hysterical about any type of sexual stimulation” (Zillmann & Bryant, 1982, p. 19). Perse (1994) found a relationship between pornography exposure and callousness toward rape as demonstrated by Burt’s (1980) Rape Myth Acceptance scale. Consistent exposure to scenes of rape, hyper-sexuality, and extremely sexual women may lead to decreasing levels of anxiety and sensitivity concerning attitudes toward women and rape. Consistent with a desensitization hypothesis, this study makes the following hypotheses:

Hypothesis 2: There will be a positive relationship between pornography use and rape myth acceptance.

Hypothesis 3: There will be a negative relationship between pornography use and length of recommended sentences in the mock rape trial scenario.
comparer's expectancies regarding his or her relative status on the comparison dimension" (Major et al. p. 239). Essentially, the result of a comparison will be determined by how important the attribute is, how it measures up to the comparison other, and ultimately what can be done about it, if anything. People are basically seeking to minimize the discrepancy's in their ability and opinion and are striving for uniformity in ability and opinion with social comparison others (Festinger, 1972).

One area to which social comparison theory can be usefully applied is that of physical appearance comparisons. Cash, Cash, and Butters (1983) assessed the influence exposure to physically attractive models had on judgements of individual's own feelings of self-attractiveness. Cash et al. (1983) found that "subjects exposed to attractive persons rated their own physical attractiveness lower than subjects exposed to stimulus persons who were plainer in appearance" (p. 354). Weaver, Masland, and Zillmann (1984) found that exposure to “beautiful” females resulted in males rating their mate’s body type as less “hypervoluptuous” than males exposed to unattractive females.

Along with having an influence on ratings of self-attractiveness and physical appearance, social comparisons have been shown to have an influence on ratings of mate and sexual partner attractiveness. Kenrick, Gutierres, and Goldberg (1987) conducted experiments concerning attractiveness ratings of strangers and mates after exposure to attractive models found in Playboy and Playgirl. They found that individuals exposed to the attractive models rated "average" looking strangers as less attractive. They also found that "males' ratings of their mates' sexual attractiveness
the likelihood that the concept is used to interpret information to which it is applicable.

One way to interpret the mass media's influence is through the use of priming theories. Essentially, priming theory rests on the notion that priming a concept increases the likelihood that the concept is used to interpret information to which it is applicable.

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**Theoretical basis for part 2 of this study**

**Hypothesis:** There will be no relationship between pornography use and personal happiness.

**Hypothesis +:** There will be a negative relationship between pornography use.

Consistent with social comparison theory, this study makes the following hypotheses:

1. **Hypothesis 1:** There will be a negative relationship between exposure to pornography and personal happiness.

This goes along with social comparison theory in that personal happiness, during exposure to pornography, generally will not be the attribute under comparison. Consequently, individuals comparing their sexual lives and level of sexual happiness with that of pornography stars may feel diminished happiness.

As indicated above, Zillmann and Bryant (1988) found no relationship between exposure to pornography and scores on the personal happiness aspect of their test.

**Theory:** This study makes the following hypotheses:

**Hypothesis 2:** There will be a negative relationship between pornography use and sexual happiness.

**Hypothesis 3:** There will be no relationship between pornography use and personal happiness.

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Theoretical basis for part 2 of this study.

One way to interpret the mass media's influence is through the use of priming theory. Essentially, priming theory rests on the notion that priming a concept increases the likelihood that the concept is used to interpret information to which it is applicable. Some level of dissatisfaction may be felt when the participants in pornography arc experiencing and may be a result of the comparison. Pornography use may feel that their partner does not provide the necessary level of enjoyment they are accustomed to. The use of priming theory in this study makes the following hypotheses:

1. **Hypothesis 1:** There will be a negative relationship between exposure to pornography and personal happiness.

This goes along with social comparison theory in that personal happiness, during exposure to pornography, generally will not be the attribute under comparison. Consequently, individuals comparing their sexual lives and level of sexual happiness with that of pornography stars may feel diminished happiness.

As indicated above, Zillmann and Bryant (1988) found no relationship between exposure to pornography and scores on the personal happiness aspect of their test.

**Theory:** This study makes the following hypotheses:

**Hypothesis 2:** There will be a negative relationship between pornography use and sexual happiness.

**Hypothesis 3:** There will be no relationship between pornography use and personal happiness.
and consequently influences judgments and behavior to which the information is relevant" (Wyer & Srull, 1989, p. 151). The process by which this works involves the excitation of concept nodes. The concept nodes are excited by the activation of schema. When specific schema are activated or excited, the likelihood of the concept node being accessed in the future is increased. Additionally, increasing the number of times the concept node is activated, or primed, will increase the level of excitement as well as the likelihood the node will be used in future judgement (Wyer & Carlson, 1979). Conversely, when a node is not activated, or not excited for a period of time, the priming effect will be diminished and the potential for accessing the node decreases.

Some research has dealt with priming effects resulting from exposure to sexual materials. Wyer, Bodenhausen, and Gorma (1985), for instance, found that exposure to pictures portraying women as sex objects resulted in increased beliefs among males that victims of rape were more responsible for the rape. They also found that slides showing women as sex objects primed males to view women as such. In this case, when males were exposed to pictures portraying women as sexual objects, schemas specific to "women as sex objects" were activated. As a result, because schema for "women as sex objects" was primed, subsequent questioning lead to responses that showed the men to feel that women are sex objects.

Priming theory has been tested in survey research as well. Shrum, Wyer, and O'Guinn (1998) tested the effect "source" and "relation" primes had on subsequent survey results concerning television consumption and attitudes about crime. For the source prime, Shrum et al. made participants aware of their television viewing by
Chapter 3
METHODOLOGY

Participants

The typical participant pool for a pornography study is comprised of males between the ages of 18 and 22 (Donnerstein, Linz, & Penrod, 1987). Consequently, most of the research and discussion has centered on the effects exposure to pornography has on males. For this study, data were collected using students from two entry-level communication courses (N = 322). Participants were asked to volunteer on the basis of receiving extra credit points for those enrolled in COMM 245, and course credit for those enrolled in COMM 301. Both male and female participants answered surveys, however, for this study only the data collected from male participants was used for analysis (n = 100). The age of the male participants ranged from 18 to 26 (M = 20.05, SD = 1.29).

Design and Experimental Manipulation

In order to test the impact of source and relation priming on the relationship between pornography exposure and the dependent variables, participants were randomly assigned to one of the four test conditions: (a) standard condition (n = 26), (b) source prime condition (n = 24), (c) relation prime condition (n = 26), and (d) double prime condition (n = 24).

The standard (unprimed) condition, assessed the dependent measures first, and then presented the independent measures. This condition was referred to as the "standard condition" because it was the equivalent to a control condition in which no
manipulation was occurring. The “source prime” condition was an adaptation of Shrum, Wyer, and O’Guinn’s (1998) source prime, and was designed to prime pornography as a source for attitudes about sex and women. In this condition independent measures were asked before the dependent measures.

The third survey condition, the “relation prime,” is a variation of the relation prime used by Shrum et al. (1998), but is more specific to pornography and the potential negative effects of its use. In this condition participants read along with a verbal statement about pornography’s potential influence on their responses, especially regarding attitudes toward women and rape. Then, participants completed a questionnaire like that in the “unprimed” condition, with dependent measures followed by independent measures.

In the “double prime” condition, both the source and relation prime were administered. That is, participants read along with the relation prime and then completed a “source prime” survey in which independent measures were assessed before dependent measures.

**Exposure to Pornography, Attitudes about Sex, Women, and Rape**

The first purpose of this study was to examine the relationship between consumption of pornographic materials and attitudes toward the commonality of sexual practices, women, and rape. In order to test hypotheses for this study, a comprehensive exposure measure was designed to give an indication of how much and what types of pornographic material people typically use. Along with assessing frequency of use of various types of pornographic media such as videos, the World-Wide-Web, and
magazines, the measure assessed the level of exposure individuals had to various
pornographic themes such as Sadomasochism, oral sex, and anal sex (see Appendix 1).

Nine items assessed frequency of exposure to pornography: (a) purchasing adult
movies, (b) renting adult movies, (c) watching adult movies, (d) reading sexually
explicit books, (e) using the Internet to view pornography, (f) reading sexually explicit
magazines, (g) reading men’s magazines, (h) watching adult television network’s, and
(i) reading magazines showing male nudity. Responses were averaged and ranged from
0.00 to 3.56 (M = 1.21, SD = .64, α = .86).

The second measure of exposure to pornography determined the type of
pornographic material to which users were typically exposed. Participants indicated
how often (0 = never, 1 = rarely, 2 – sometimes, 3 = often) they saw: (a) naked women,
(b) naked men, (c) heterosexual intercourse, (d) homosexual intercourse, (e) female to
male oral sex, (f) male to female oral sex, (g) female to female oral sex, (h) male to
male oral sex, (i) bondage or sadomasochistic behaviors, (j) anal intercourse, (k)
bestiality, (l) bestiality, (m) behaviors that are degrading to women, (n) behaviors
that are humiliating to women, (o) sexual violence, (p) infliction of pain on women, and
(q) infliction of pain on men. Because these types appeared to be multidimensional,
factor analysis using varimax rotation was conducted. The analysis identified four
factors. The first (eigenvalue = 6.50) item reflected exposure to common elements of
standard pornography such as naked women, female to male oral sex, and heterosexual
intercourse. The second factor (eigenvalue = 1.83) reflected exposure to pornography
that was considered degrading and humiliating by the participant. The third item
(eigenvalue = 1.30) was comprised of exposure to homosexual intercourse and male-to-male oral sex. Factor four (eigenvalue = 1.03) was comprised of exposure to pornography containing infliction of pain on both men and women.

Scores on each of the four factors were averaged. Standard porn ranged from 0.00 to 3.00 (M = 2.10, SD = .54, α = .93). Degrading and humiliating porn ranged from 0.00 to 3.00 (M = 1.74, SD = .96, α = .95). Homosexual pornography ranged from 0.00 to 3.00 (M = .21, SD = .48, α = .77). Exposure to pornography containing pain infliction ranged from 0.00 to 2.50 (M = .48, SD = .66, α = .72).
answer. The other three dependent measures were rotated to reduce question order
effect specific to certain scales.

In prior research, Zillmann and Bryant (1982) found that males across all groups
handed out sentences of 79 months (6.6 years). The group that was exposed to
pornography recommended a significantly shorter sentence: 49.8 months (4.15 years)
while the no exposure males handed out sentences of an average of 94.6 months (7.9
years). On the other hand, females averaged 110.4 months (9.2 years) across all groups
while averaging 77 months (6.4 years) for the exposure group and 143.6 months (11.97
years) for the control group. This study found much larger means. In this study, the
mean average sentence recommended was 440 months, or 36.69 (SD = 31.70) years,
ranging from 12 months to 1200 months.

The second measure of sexual callousness used in this study was Burt’s (1980)
Rape Myth Acceptance scale (RMA). Perse (1994), using a 12-item version of the
scale, found a positive relationship between consumption of pornography and higher
scores on the RMA. She found means of 1.97 for males and 1.61 for females, with a
Cronbach’s alpha of .85.

This study used eleven items from the RMA scale (see Appendix 3). One item
from the 12-item version used by Perse (1994) was eliminated based on face validity. A
second item, which appeared to be confusing and reduced internal consistency, was also
eliminated from the scale. The ten-item RMA scale ranged from 1.10 to 3.00 (M =
1.97, SD = .44, α = .79) for males, and this mean is comparable to the mean found by
Perse (1994).
A third measure, drawn from Zillmann and Bryant (1982), assessed the "commonality of sexual practices" (see Appendix 4). Participants were asked to indicate the percentage of sexually active males and females that they feel participate in the following acts: (a) sex with animals (females = 2.06%, SD = 2.09, males = 2.31%, SD = 2.53), (b) anal sex (females = 24.77%, SD = 19.59, males = 22.41%, SD = 17.16), (c) oral sex on opposite sex partners (females = 75.11%, SD = 16.63, males = 71.96%, SD = 18.28), (d) oral sex on same sex partners (e.g, group sex (females = 13.69%, SD = 11.51, males = 18.04%, SD = 14.98), and (f) bondage and sadomasochism (females = 12.33%, SD = 11.62, and males = 14.27%, SD = 13.30). The item assessing the commonality of oral sex on same sex partners was skewed because of misinterpretation by respondents and was typically indicated to be 100%. This may have been misinterpreted as a measure assessing whether individuals perform oral sex on "the same sexual partner."

Zillmann and Bryant (1982) found a significant difference between the exposure group and the control group. The exposure group in Zillmann and Bryant's study indicated that 67.2% performed fellatio or cunnilingus (compared to 36.2% for the control group), 28.5% participated in anal intercourse (compared to 12.4%), 30.2% participated in group-sex (compared to 11.8%), 14.8% participated in sadomasochism (compared to 8.6%), and 12.0% participated in bestiality (compared to 8.0%).

On the whole, the numbers found by this study are higher than those found by Zillmann and Bryant (1982) for both their control and exposure conditions. However, both the control and exposure conditions in the Zillmann and Bryant (1982) study
Table 2: Factor Analysis of Indiana Inventory of Personal Happiness

<table>
<thead>
<tr>
<th></th>
<th>General Happiness</th>
<th>Partner Intimacy</th>
<th>Partner Appearance</th>
<th>Family Satisfaction</th>
<th>Professional Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Happiness</td>
<td>.84</td>
<td>.76</td>
<td>.70</td>
<td>.83</td>
<td>.79</td>
</tr>
<tr>
<td>Personal Satisfaction</td>
<td></td>
<td>.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Satisfaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Happiness with same sex friends</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with partner’s sexual behavior</td>
<td>.70</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with partner’s emot. commitment</td>
<td>.70</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Satisfaction with partner’s sexual exploration</td>
<td>.70</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with partner’s appearance</td>
<td>.70</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with sexual partner</td>
<td>.70</td>
<td></td>
<td>.97</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Happiness with Family relationships</td>
<td></td>
<td></td>
<td></td>
<td>.93</td>
<td>.87</td>
</tr>
<tr>
<td>Importance of Family</td>
<td>.70</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Importance of financial success</td>
<td>.70</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Importance of Professional success</td>
<td>.70</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eigenvalue</td>
<td>3.37</td>
<td>2.57</td>
<td>1.51</td>
<td>1.19</td>
<td>1.06</td>
</tr>
<tr>
<td>% Variance</td>
<td>25.9%</td>
<td>19.7%</td>
<td>11.6%</td>
<td>9.2%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Mean</td>
<td>7.27</td>
<td>7.29</td>
<td>7.75</td>
<td>8.71</td>
<td>8.4</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>1.49</td>
<td>2.02</td>
<td>2.01</td>
<td>1.37</td>
<td>1.34</td>
</tr>
<tr>
<td>Cronbach's alpha</td>
<td>.82</td>
<td>.81</td>
<td>.94</td>
<td>.77</td>
<td>.18</td>
</tr>
</tbody>
</table>

Procedures

Participants were scheduled to meet at the communication research lab in groups of up to 10 students at half-hour intervals. All participants filling out the survey at the same time were assigned to the same condition. Preliminary tests showed the survey to take about 12 minutes and the overall session typically took 20 minutes with the reading.
of the consent form and debriefing. Once the participants arrived at the test center, they were escorted into the test room and asked to take a seat in a chair that had a yellow envelope on it. The surveys were kept within the yellow envelopes so students would not begin the survey before instructed to do so. Due to the personal nature of this study, while completing the survey the students were separated by distances ranging from 6 to 10 feet. Once the students were all seated they were given consent forms (see Appendix 6). After each participant was given a copy of the consent form, the form was read aloud and the students were then asked to sign the form.

Upon completion of the consent forms, students in the standard and source prime conditions were instructed to begin working on the survey. Students in the relation and double prime conditions received a copy of the relation prime (see Appendix 7), which was also read to them. Once the relation prime was read, it was collected and students were instructed to begin completing the survey. Students were asked to place the survey back into the envelope upon completion and to await further instructions. When the entire group had finished the survey, the debriefing statement (see Appendix 8) was read to them. At the conclusion of the debriefing statement, they were thanked for their participation and asked to deposit the envelopes into a drop box as they left.
Chapter 4

RESULTS

Hypothesis 1

Based on previous research conducted by Zillmann and Bryant (1982) the first hypothesis predicted a positive relationship between pornography consumption and estimates of the commonality of various sexual practices. Pearson correlations were used to test the relationship between the various measures of pornography use and the measures of commonality of sexual practices (see Table 3). This hypothesis was not supported. There was only one significant relationship, which was not consistent to the direction of the hypothesis: Exposure to gay pornography was negatively related to assessments of the commonality of females performing oral sex on opposite sex partners (τ = -.21, p < .05).

Hypothesis 2

Hypothesis 2 predicted a positive relationship between pornography use and rape myth acceptance. Pearson correlations assessed the relationship between frequency of pornography use and mean scores on the rape myth acceptance scale (see Table 3). This hypothesis was supported as rape myth acceptance was positively related to frequency of pornography use (τ = .21, p < .05). Rape myth acceptance, however,
was not significantly related to any of the measures assessing the type of pornography participant’s use.

**Hypothesis 3**

Based on prior pornography research, the third hypothesis predicted that pornography exposure and use would be negatively related to the length of recommended sentences in a mock rape trial scenario. Pearson correlations assessed the relationship between pornography use and exposure, and rape sentencing (see Table 3). This hypothesis was not supported. Self-reported exposure to degrading and humiliating pornography, however, was positively related to years of rape sentence ($r = .20$, $p < .05$).
### Table 3: Pearson Correlation: Exposure to Pornography and Commonality of Sexual Practices, Rape Myth Acceptance, and Rape Sentencing

<table>
<thead>
<tr>
<th></th>
<th>Frequency of pornography use</th>
<th>Exposure to standard porn</th>
<th>Exposure to degrading porn</th>
<th>Exposure to gay pornography</th>
<th>Exposure to porn with pain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Females in BDSM</td>
<td>.08</td>
<td>-.07</td>
<td>.08</td>
<td>-.01</td>
<td>.06</td>
</tr>
<tr>
<td>Females in group sex</td>
<td>.01</td>
<td>.04</td>
<td>.01</td>
<td>-.08</td>
<td>.03</td>
</tr>
<tr>
<td>Females participate in anal sex</td>
<td>.12</td>
<td>.12</td>
<td>.08</td>
<td>-.09</td>
<td>.19</td>
</tr>
<tr>
<td>Females perform oral sex</td>
<td>.09</td>
<td>.14</td>
<td>-.08</td>
<td>-.21*</td>
<td>-.00</td>
</tr>
<tr>
<td>Females have sex with animals</td>
<td>.15</td>
<td>.02</td>
<td>.10</td>
<td>.04</td>
<td>.16</td>
</tr>
<tr>
<td>Males in BDSM</td>
<td>.04</td>
<td>-.03</td>
<td>.06</td>
<td>-.02</td>
<td>.09</td>
</tr>
<tr>
<td>Males in group sex</td>
<td>-.08</td>
<td>-.09</td>
<td>-.02</td>
<td>.04</td>
<td>.04</td>
</tr>
<tr>
<td>Males participate in anal sex</td>
<td>.10</td>
<td>.02</td>
<td>-.15</td>
<td>.08</td>
<td>.05</td>
</tr>
<tr>
<td>Males perform oral sex</td>
<td>.13</td>
<td>.07</td>
<td>.03</td>
<td>-.14</td>
<td>-.03</td>
</tr>
<tr>
<td>Males have sex with animals</td>
<td>.19</td>
<td>.00</td>
<td>.08</td>
<td>.03</td>
<td>.19</td>
</tr>
<tr>
<td>Rape Myth Acceptance Score</td>
<td>.21*</td>
<td>14</td>
<td>.06</td>
<td>-.10</td>
<td>.07</td>
</tr>
<tr>
<td>Rape Sentencing Measure</td>
<td>-.02</td>
<td>-.02</td>
<td>.20*</td>
<td>-.01</td>
<td>.14</td>
</tr>
</tbody>
</table>

Note: *p < .05
Hypothesis 4

Hypothesis 4 stated that there would be a negative relationship between pornography use and sexual happiness. Pearson correlations assessed the relationship between pornography use and the two factors dealing with sexual happiness pulled from the Indiana Inventory of Personal Happiness (see Table 4). This hypothesis was not supported. In fact the relationship was significant in the opposite direction for one of the factors. Frequency of pornography use was positively related to the factor measuring satisfaction with partner intimacy ($r = .23, p < .05$). Exposure to pornography dealing with infliction of pain, however, was negatively related to the factor measuring satisfaction with partner and satisfaction with partner appearance ($r = -.25, p < .05$).

Hypothesis 5

The fifth hypothesis predicted that pornography exposure would not be significantly related to general happiness (As a note, although a null hypothesis cannot be tested, this prediction was based on previous research that failed to find a relationship between pornography exposure and non-sexual happiness factors). Pearson correlations tested the relationship between pornography use and exposure and two non-sexual happiness factors: (a) general happiness, and (b) family satisfaction (see Table 4). This hypothesis was not supported. Exposure to standard fare pornography, however, was positively related to General Happiness ($r = .29, p < .01$). On the other hand, exposure to pornography depicting male nudity and homosexual intercourse was negatively related to General Happiness ($r = -.23, p < .05$).
Table 4: Pearson Correlation: Exposure to Pornography and Indiana Inventory of Personal Happiness Factors

<table>
<thead>
<tr>
<th></th>
<th>Frequency of pornography use</th>
<th>Exposure to standard porn</th>
<th>Exposure to degrading porn</th>
<th>Exposure to gay pornography</th>
<th>Exposure to porn with pain</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Family satisfaction</strong></td>
<td>-.03</td>
<td>.04</td>
<td>.07</td>
<td>-.00</td>
<td>.02</td>
</tr>
<tr>
<td><strong>General Happiness</strong></td>
<td>15</td>
<td>.29**</td>
<td>.07</td>
<td>-.23*</td>
<td>.08</td>
</tr>
<tr>
<td><strong>Partner intimacy</strong></td>
<td>.23*</td>
<td>.12</td>
<td>-.11</td>
<td>-.14</td>
<td>-.06</td>
</tr>
<tr>
<td><strong>Partner appearance</strong></td>
<td>.09</td>
<td>-.03</td>
<td>-.09</td>
<td>-.14</td>
<td>-.25*</td>
</tr>
</tbody>
</table>

Note: *p < .05 level, **p < .01 level

Hypothesis 6

Hypothesis 6 predicted that priming would diminish the relationship between pornography exposure and attitudes toward sex, women, and rape. Multivariate analysis of variance was used to assess the impact of priming on the commonality of sexual practices, rape sentencing, rape myth acceptance, and the four factors from the Indiana Inventory of Personal Happiness. The first multivariate test showed that priming, with pornography exposure measures as covariates, was not significantly related to assessments of the commonality of sexual practices (see Table 5). The second multivariate analysis considered the impact of priming on the two measures of
sexual callousness (see Table 6). The final multivariate analysis considered the impact of priming on the various measures of happiness (see Table 7) as measured by the Indiana Inventory of Personal Happiness (IIHP).

After the multivariate analyses, univariate analysis of variance was run for the three factors from the IIHP with the pornography measures as covariates and priming as a fixed factor. Source and relation priming had a significant impact on three factors from the IIHP: (a) partner intimacy, (b) general happiness, and (c) satisfaction with partner appearance (see Table 8). Follow-up tests revealed that pornography use was a significant covariate for the general happiness factor and the partner appearance satisfaction measure. Testing the residual scores, after the effects of pornography use were removed, revealed that the groups that received both the source (M = 7.86) and relation prime (M = 8.04) reported significantly higher partner intimacy than the no priming (M = 6.51) condition (see Table 9). The source prime group (M = 8.82) also reported significantly higher scores for partner appearance satisfaction than the no prime (M = 6.91) group (see Table 9).

**Research Question 1**

Research question one asked what impact combining the source and relation priming into a double prime would have on the relationship between pornography consumption and attitudes toward sex, women, and rape. Multivariate analysis of variance was used to assess the impact of double priming on the dependent measures. Double priming was not found to significantly impact measures of the commonality of sexual practices (see Table 5), rape sentencing, or rape myth acceptance (see Table 6).
One-way analysis of variance showed that double priming was significantly related to two measures from the III: (a) general happiness and (b) satisfaction with partner appearance. The group receiving the double prime scored significantly lower than the source group for both the general happiness measure and the partner appearance measure (see Table 9).

Table 5: Multivariate analysis of Commonality of Sexual Measures with Pornography use as Covariates

<table>
<thead>
<tr>
<th>Prime</th>
<th>Porn pornography use as covariates</th>
<th>Lambda</th>
<th>Pillai's Trace</th>
<th>Wilks' Lambda</th>
</tr>
</thead>
<tbody>
<tr>
<td>96</td>
<td>9</td>
<td>69</td>
<td>0.35</td>
<td>0.24</td>
</tr>
<tr>
<td>97</td>
<td>9</td>
<td>69</td>
<td>0.35</td>
<td>0.24</td>
</tr>
<tr>
<td>69</td>
<td>9</td>
<td>69</td>
<td>0.35</td>
<td>0.24</td>
</tr>
</tbody>
</table>
Table 7: Multivariate analysis of Indiana Inventory of Personal Happiness factors with Pornography use as covariates

<table>
<thead>
<tr>
<th>Covariates</th>
<th>Lambda</th>
<th>F</th>
<th>df</th>
<th>Sig. of F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porn exposure</td>
<td>.95</td>
<td>.95</td>
<td>4</td>
<td>.44</td>
</tr>
<tr>
<td>Standard porn</td>
<td>.78</td>
<td>4.84</td>
<td>4</td>
<td>.00</td>
</tr>
<tr>
<td>Degrading porn</td>
<td>.96</td>
<td>.79</td>
<td>4</td>
<td>.54</td>
</tr>
<tr>
<td>Gay porn</td>
<td>.91</td>
<td>1.84</td>
<td>4</td>
<td>.13</td>
</tr>
<tr>
<td>Pain porn</td>
<td>.97</td>
<td>.52</td>
<td>4</td>
<td>.72</td>
</tr>
<tr>
<td>Priming</td>
<td>.72</td>
<td>2.03</td>
<td>12</td>
<td>.02</td>
</tr>
</tbody>
</table>

Table 8a: Univariate analysis of variance of General Happiness with priming as a fixed factor and pornography use as covariates

<table>
<thead>
<tr>
<th>Covariates</th>
<th>df</th>
<th>F</th>
<th>Eta squared</th>
<th>Sig. of F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porn exposure</td>
<td>1</td>
<td>.16</td>
<td>.00</td>
<td>.69</td>
</tr>
<tr>
<td>Standard porn</td>
<td>1</td>
<td>9.12</td>
<td>.09</td>
<td>.00</td>
</tr>
<tr>
<td>Degrading porn</td>
<td>1</td>
<td>.93</td>
<td>.00</td>
<td>.86</td>
</tr>
<tr>
<td>Gay porn</td>
<td>1</td>
<td>5.16</td>
<td>.05</td>
<td>.03</td>
</tr>
<tr>
<td>Pain porn</td>
<td>1</td>
<td>.00</td>
<td>.00</td>
<td>.95</td>
</tr>
<tr>
<td>Priming</td>
<td>3</td>
<td>3.94</td>
<td>.09</td>
<td>.03</td>
</tr>
</tbody>
</table>

Table 8b: Univariate analysis of variance of Partner Intimacy with priming as a fixed factor and pornography use as covariates

<table>
<thead>
<tr>
<th>Covariates</th>
<th>df</th>
<th>F</th>
<th>Eta squared</th>
<th>Sig. of F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porn exposure</td>
<td>1</td>
<td>2.90</td>
<td>.04</td>
<td>.09</td>
</tr>
<tr>
<td>Standard porn</td>
<td>1</td>
<td>.72</td>
<td>.01</td>
<td>.40</td>
</tr>
<tr>
<td>Degrading porn</td>
<td>1</td>
<td>.71</td>
<td>.01</td>
<td>.40</td>
</tr>
<tr>
<td>Gay porn</td>
<td>1</td>
<td>1.28</td>
<td>.02</td>
<td>.26</td>
</tr>
<tr>
<td>Pain porn</td>
<td>1</td>
<td>.23</td>
<td>.00</td>
<td>.63</td>
</tr>
<tr>
<td>Priming</td>
<td>3</td>
<td>2.96</td>
<td>.11</td>
<td>.04</td>
</tr>
</tbody>
</table>
Table 8c: Univariate analysis of variance of Partner Appearance with priming as a fixed factor and pornography use as covariates

<table>
<thead>
<tr>
<th>Covariates</th>
<th>df</th>
<th>F</th>
<th>Eta squared</th>
<th>Sig. Of F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porn exposure</td>
<td>1</td>
<td>1.72</td>
<td>.02</td>
<td>.19</td>
</tr>
<tr>
<td>Standard porn</td>
<td>1</td>
<td>.01</td>
<td>.00</td>
<td>.91</td>
</tr>
<tr>
<td>Degraded porn</td>
<td>1</td>
<td>.16</td>
<td>.00</td>
<td>.69</td>
</tr>
<tr>
<td>Gay porn</td>
<td>1</td>
<td>.87</td>
<td>.01</td>
<td>.36</td>
</tr>
<tr>
<td>Pain porn</td>
<td>1</td>
<td>4.72</td>
<td>.06</td>
<td>.03</td>
</tr>
<tr>
<td>Priming</td>
<td>3</td>
<td>3.23</td>
<td>.12</td>
<td>.03</td>
</tr>
</tbody>
</table>

Table 9: One-way analysis of variance of Indiana Inventory of Personal Happiness factors for priming conditions

<table>
<thead>
<tr>
<th>General Happiness</th>
<th>“No Prime”</th>
<th>“Relation Prime”</th>
<th>“Source Prime”</th>
<th>“Double Prime”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>7.56&lt;sup&gt;b&lt;/sup&gt;</td>
<td>7.3&lt;sup&gt;ab&lt;/sup&gt;</td>
<td>7.56&lt;sup&gt;a&lt;/sup&gt;</td>
<td>6.59&lt;sup&gt;b&lt;/sup&gt;</td>
</tr>
<tr>
<td>SD</td>
<td>1.09</td>
<td>1.56</td>
<td>.95</td>
<td>2.00</td>
</tr>
<tr>
<td>Partner Intimacy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>6.51&lt;sup&gt;b&lt;/sup&gt;</td>
<td>8.04&lt;sup&gt;bc&lt;/sup&gt;</td>
<td>7.86&lt;sup&gt;bc&lt;/sup&gt;</td>
<td>6.95&lt;sup&gt;bc&lt;/sup&gt;</td>
</tr>
<tr>
<td>SD</td>
<td>1.65</td>
<td>1.89</td>
<td>.69</td>
<td>2.49</td>
</tr>
<tr>
<td>Partner Appearance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>6.91&lt;sup&gt;a&lt;/sup&gt;</td>
<td>7.95&lt;sup&gt;ab&lt;/sup&gt;</td>
<td>8.82&lt;sup&gt;b&lt;/sup&gt;</td>
<td>7.52&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>SD</td>
<td>1.81</td>
<td>2.57</td>
<td>.92</td>
<td>2.07</td>
</tr>
</tbody>
</table>

<sup>a</sup>means with like superscript letters are not significantly different
<table>
<thead>
<tr>
<th>Hypothesis 1</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pornography use will be positively related to estimates of commonality of sexual practices</td>
<td>Not supported: Frequency of pornography use was not significantly related to assessments of the commonality of sexual practices</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hypothesis 2</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pornography use will be positively related to Rape Myth Acceptance</td>
<td>Supported: Frequency of pornography use was positively related to rape myth acceptance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hypothesis 3</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pornography use will be negatively related to rape sentencing</td>
<td>Not supported: Frequency of pornography use was not significantly related to rape sentencing *Self-reported exposure to degrading and humiliating pornography was significantly and positively related to years of rape sentence</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hypothesis 4</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pornography use will be negatively related to sexual happiness</td>
<td>Not supported, significant in the opposite direction: Frequency of pornography use was positively related to the factor measuring satisfaction with partner intimacy *Self-reported exposure to pornography containing pain-infliction was negatively related to satisfaction with partner appearance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hypothesis 5</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>There will be no relationship between pornography use and non-sexual happiness</td>
<td>Not supported: Frequency of pornography use was not significantly related to general happiness *Self-reported exposure to standard fare pornography was positively related to general happiness *Self-reported exposure to homosexual pornography was negatively related to general happiness</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hypothesis 6</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source and relation priming will act to diminish the relationship between pornography consumption and attitudes toward sex, women, and rape</td>
<td>Source and relation priming did not significantly impact measures of the commonality of sexual practices, rape sentencing, or rape myth acceptance Supported for factors from the Indiana Inventory of Personal Happiness *Source and relation prime groups reported higher scores than the standard group for partner intimacy *Source prime group reported higher scores than the no prime group for partner appearance satisfaction</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Research Question 1</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will the impact of a “double prime” be on the relationship between pornography use and the dependent variables?</td>
<td>Double priming did not significantly impact measures of the commonality of sexual practices, rape sentencing, or rape myth acceptance Double priming was significantly related to two measures from the Indiana Inventory of Personal Happiness *The double prime group scored significantly lower than the source prime group for the general happiness measure and the partner appearance measure</td>
</tr>
</tbody>
</table>
Chapter 5
DISCUSSION

Part 1

One of the main purposes of this research was to use survey methodology to examine the relationship male pornography consumption has with attitudes toward sex, women, and rape. The majority of pornography research has been conducted using experimental methods and much of the most notable and referenced research was conducted more than fifteen years ago. Because of this, it is important to re-examine some of the scales and measures previously used as well as approach the topic using a different methodology, one that is not used often enough in pornography research. This study has provided results that, more often than not, were inconsistent with hypotheses grounded in findings previously demonstrated by experimental research.

Hypothesis 1 was not supported in that commonality of sexual practices estimates were not significantly related to measures of pornography consumption and exposure. This hypothesis was guided by cultivation theory under the assumption that people using higher amounts of pornography would have a view of the world that more resembled the world presented in pornography than low pornography users would. Research in support of this claim was presented by Zillmann and Bryant (1982) when, using experimental methods, they found that the exposure group had higher estimates of the commonality of sexual practices than the control group. An interesting point to note is that people in the Zillmann and Bryant (1982) exposure group had estimates of the
commonality of sexual practices that more closely resembled the "real-life" estimates for more standard sexual practices such as oral sex and anal sex. The exposure group in their study had very high estimates of bestiality and group sex relative to the real estimates of their commonality, however.

This study found no significant relationship between males' pornography consumption and their estimates of the commonality of sexual practices. The mean estimates presented by participants in this study closely resemble the means presented by the exposure group in Zillmann and Bryant's study for oral sex, anal sex, and group sex. Bestiality, however, was considerably higher for Zillmann and Bryant's exposure group, with similar measures for this study being under 3%.

One implication of these findings is that pornography consumption may not distort people's perspective of how common sexual practices such as group sex, oral sex, and anal sex are. So, the notion that pornography creates "oversexed" people with vastly different sexual expectations may be overstated. One reason for the lack of difference in this study as opposed to the striking differences found by Zillmann and Bryant (1982) is that people may be more aware and more informed concerning sex and the prevalence of sexual acts other than "normal" intercourse. Almost two decades separate this study from the research conducted by Zillmann and Bryant (1982) and this difference in time and the subsequent changes undergone in media as well as sex education during that time may contribute to weakening the impact pornography has on perceptions of sex as well as creating a more informed individual in terms of the awareness and commonality of sexual practices. Essentially, people are more aware of
the existence and prevalence of different sexual practices so coming across them in pornography may not have as great an impact as it did when Zillmann and Bryant conducted their study.

Aside from the time difference between this study and previous research, there may be differences in the influence pornography consumption has on the consumer. Since pornography has become more prevalent in society and has reached one of its highest point in terms of sales and popularity (Gettleman, 1999), there is a greater likelihood that most males have been exposed to pornography in one form or another. Pornography has also become easier to access in private with the advent of the Internet and VCR’s, so its use has continued to grow. The availability of pornography and the easier access to it may lead to most males being aware of the content of pornography on a general level. Twenty years ago, however, pornography was not as easily accessible and was not nearly as popular as it is today. As a result, experimental exposure to pornography may have had stronger effects twenty years ago because the imagery would have been so striking and divergent from what the participants typically consumed. In today’s society, there may not be such a striking difference between users and nonusers because the majority of people are at least aware of the basic content of pornography.

A second implication concerns the cultivation perspective. This study failed to find support for a cultivation effect resulting from pornography consumption. Cultivation theory is based on the premise that there are differences in how high television users and low television users view the world. The difference between high
and low pornography users may not be substantial enough to account for any difference, or even be different at all. As suggested above, low, or minimal, pornography users still may have the same sense of what pornography is about as high users since pornography is so easily accessible and readily available. So the question becomes how much exposure is necessary to produce the effect? It may be that very little exposure to pornography is adequate enough to produce a perspective about the world that is very similar to some that uses a high amount of pornography. More specifically, it may not be necessary to consume a large amount of pornography to gain an understanding of what the prevailing themes are, as a result there is little difference between those who are “light” users and those who are “heavy” users.

Hypothesis 2 and hypothesis 3 both proposed that pornography consumption would be negatively related to attitudes toward rape albeit using different measures. Hypothesis 2 indicated that pornography use and exposure would be positively related to scores on Burt’s Rape Myth Acceptance scale. This hypothesis was based on a desensitization hypothesis and supported by research conducted by Perse (1994). Consistent with Perse’s study and the desensitization hypothesis, this study found that frequency of pornography use was positively correlated with scores on Burt’s Rape Myth Acceptance scale. Interestingly, males in this study scored means of 1.97, the same mean score as in Perse’s study. This finding continues support for the notion that pornography use is related to less sensitive attitudes toward women and rape and also implies that rape sensitivity, as measured by Burt’s rape myth scale, has not drastically changed since 1994.
found that societal responses to rape, especially one as serious as rape, could be especially relevant to college-aged participants because they tend to be highly aware of rape and sexual assault on a college campus.

Hypothesis 3 was guided by the desensitization hypothesis. Although this study cannot specifically attribute desensitization as the process by which people become less sensitive to rape as a result of pornography use, the results of this study provided support for desensitization although it is important to note that a partial correlation exists between support for desensitization and harmful effects on women because they are specifically measured in terms of rape and women's issues. As a result, they remain sensitive to harmful effects of pornography on women. On the other hand, if individuals do not feel that the women are being humiliated or degraded by the pornography they consume, they may be more sensitive to harmful effects of pornography. If an individual, for instance, views the pornography they consume as being humiliating or degrading to women, they may be more sensitive to harmful effects of pornography on women.

One of the most interesting and unexpected findings was that exposure to degrading and humiliating pornography was significantly and positively related to rape sentencing. One reason for this could be that exposure to degrading and humiliating pornography was significantly and positively related to rape sentencing. One reason for this could be that exposure to degrading and humiliating pornography was significantly and positively related to rape sentencing.

Both hypotheses 2 and hypothesis 3 were guided by the desensitization hypothesis. Although this study cannot specifically attribute desensitization as the process by which people become less sensitive to rape as a result of pornography use, the results of this study provided support for desensitization although it is important to note that a partial correlation exists between support for desensitization and harmful effects on women because they are specifically measured in terms of rape and women's issues. As a result, they remain sensitive to harmful effects of pornography on women. On the other hand, if individuals do not feel that the women are being humiliated or degraded by the pornography they consume, they may be more sensitive to harmful effects of pornography on women. If an individual, for instance, views the pornography they consume as being humiliating or degrading to women, they may be more sensitive to harmful effects of pornography on women.

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is also important to note that the highest score on the RMA was 3.0 out of 5.0, which indicates that the TV series are relatively sensitive to rape. Continued use of pornography, however, may contribute to desensitization by creating a perspective or context in which women are viewed as always wanting it and willing to be violated.

The difference in findings between hypothesis 2 and hypothesis 3 could have negative implications for desensitization because the measures used for each hypothesis are attempting to measure the same concept: rape sensitivity. As a result, there could be some discrepancy in the results if the frequency of pornography use is related to one aspect of rape sensitivity, the RMA scale, and not the other. The RMA scale is essential to laboratory research in that it is a laboratory measure without consequences.
Hypotheses 4 and 5 were grounded in social comparison theory and utilized the concept that comparing one's current situation or status to others may provide a sense of social validation or feedback. They compared participants' personal preferences and experiences with those of others, and the results provided insights into how social comparison affects individuals' happiness. For example, when an individual compares their own level of social comparison to an external norm, they may experience either positive or negative feelings. Positive feelings may arise when they perceive themselves as similar to others, while negative feelings may occur when they feel inferior or superior. Interestingly, these hypotheses were not supported, as neither a negative nor a positive correlation was found between pornography use and measures of sexual happiness. Instead, frequency of pornography use was positively correlated to measures of partner intimacy, which runs counter to the findings of Zillmann and Bryant (1988) and other researchers who found lower levels of sexual satisfaction associated with exposure to pornography.
The findings of this study do not support the use of social comparison theory to explain the relationship between pornography consumption and levels of sexual happiness. These findings support a different notion, that some use of pornography is positively related to stronger feelings of intimacy toward a person’s sexual partner. This may give credence to a functional aspect of pornography in that pornography use may help maintain or increase sexual intimacy by improving the couple’s sex life. This result could occur by using pornography as a means of sexual instruction in that a couple may learn new positions or methods as well as simply “getting into the mood” more often by using pornography as a turn on and sexual aide. In support of this notion, Perse (1994) found that sexual enhancement was one of the chief factors indicated for pornography use and using porn to enhance sexual activity may ultimately lead to increased happiness with sex and sexual activity.

The fifth hypothesis dealt with the notion that pornography use would not impact measures of general happiness. This claim was based on one of the premises of social comparison theory in that comparisons are domain specific. This means that the feeling resulting from comparisons regarding sexual activity and happiness should not impact comparisons of other dimensions such as financial satisfaction or general happiness. This claim was supported by Zillmann and Bryant (1988) when they found that exposure to pornography had no impact on measures of general happiness. This study, however, found that exposure to standard fare pornography was positively correlated with the general happiness factor on the Indiana Inventory of Personal
Happiness scale. This runs counter to both the findings of Zillmann and Bryant (1988) as well as social comparison theory.

The finding that exposure to standard fare pornography is positively related to general happiness presents evidence of a functional use and subsequent positive “effect” of using this type of pornography. Perse (1994) identified diversion and sexual release as two reasons indicated for erotica use. Diversion deals with using pornography for entertainment purposes and to escape from reality, whereas sexual release refers to using pornography for masturbation and fantasy. These two uses, to some degree, relate to personal happiness in that the resulting satisfaction achieved from masturbation and fantasy, which are typically accompanied by pornography, may result in greater feelings of happiness. In this way, pornography use may contribute to greater feelings of overall happiness.

**Part 2: The Priming Effect**

The second part of this study dealt with the impact source, relation, and double priming had on the relationship between pornography use and exposure and attitudes toward sex, women, and rape. It was found that priming only had a significant impact on the relationship between pornography use and measures from the Indiana Inventory of Personal Happiness (IIPH). No significant impact for scores on Burt’s RMA scale, the rape sentencing measure, or the commonality of sexual practices measure.

The following three factors from the IIPH were influenced by the priming conditions: (a) general happiness, (b) partner intimacy, and (c) partner appearance. Consistent with the findings of Shrum et al. (1998) there were no significant differences
between the source and relation primes for any of the factors. There were significant differences, however, between both the source and relation priming conditions and the no prime and double prime conditions. For general happiness, participants in source prime condition had significantly higher scores than participants in the double prime condition. Participants in the no prime and double prime conditions scored significantly lower than participants in the source and relation priming conditions on the partner intimacy factor. For partner appearance, similar results were obtained in that the no prime and double prime conditions produced significantly lower scores than the source prime conditions.

Source and relation priming did not produce the hypothesized effects based on previous research conducted by Shrum et al. (1998). Shrum et al. (1998) found no significant difference between the source and relation primes effect in their study and indicated that the two primes "did not differ in their effects" (451). Although the two primes produced similar results in that they reduced the cultivation effect, they may be working in different manners to achieve those results and are inherently different types of primes. The source prime may be creating awareness of the fact that the person may use pornography as a source in making judgments. The relation prime, however, may be making the individual aware of the relationship between pornography use and less sensitive attitudes toward women and rape.

The general happiness factor was influenced by the priming condition in that the participants in the source prime condition scored significantly higher than those in the double prime condition. Awareness of pornography use, as created by the source prime.
did not diminish happiness as was shown by prior experimental research. The double prime, however, lead to decreased happiness by creating an interaction effect between the source and relation primes. When the participants were made aware of both the negative results of pornography use as well as how often they use porn they showed lower levels of happiness. This may be because of decreased satisfaction with the amount of pornography they use after learning that it may be bad for them.

For partner intimacy, the relation and source prime conditions produced significantly higher scores than the no prime condition. The source prime may act to remind participants of their intimacy with their partner and its association with their pornography use. This finding is also contrary to previous experimental research, which found that pornography exposure resulted in decreased levels of satisfaction with partner intimacy. It is unclear, however, how the relation prime acts to produce increased ratings of partner intimacy satisfaction compared to the no prime condition.

Participants in the source priming conditions also had significantly higher scores for partner appearance satisfaction than participants in the no prime and double prime conditions. Again the finding that awareness of the potential effects of pornography use is positively associated with partner intimacy is contrary to experimental research. Although there may be an interaction effect between source and relation priming for this factor as well, it is unclear as to how an awareness of the negative effects of pornography interacts with an awareness of pornography use for a factor assessing partner appearance satisfaction.
no relationship between consumption of standard fare pornography and less sensitive attitudes toward women.

The fact that this research and previous survey research have found results that differ considerably from the majority of the experimental research indicates that new ways are needed to assess the influence of pornography on attitudes and behaviors to help reconcile the contradictory results. Some of the most cited and referenced pornography findings are based on experimental research, and many times strong conclusions about the negative and long-lasting effects of pornography are drawn from those findings. Those findings, however, may not give a true representation of the long-term effects associated with pornography use.

Zillmann and Bryant (1982, 1986, 1988), for example, exposed participants to pornography for six straight weeks in hourly doses. At the end of the six week exposure period the participants returned to the experimental site to have attitudes concerning sensitivity to rape, commonality of sexual practices, and happiness assessed in weeks seven and eight. They found strong effects as a result of pornography exposure. One important aspect of the findings of Zillmann and Bryant, as well as other pornography research, is that the findings account only for the potential short-term effects associated with pornography use. In order to make claims concerning the detrimental effects pornography use has on society it is essential for longitudinal studies to be conducted so that the long-term effects of pornography exposure can be assessed. It may have been relevant, for instance, for Zillmann and Bryant to have the participants
return six months after completion of the original study to have the attitudinal measures re-assessed.

**Implications of this research to the three normative theories**

Anytime pornography research is conducted the results will have implications for at least one of the three major perspectives typically taken to study pornography: (a) feminist, (b) moralist, and (c) liberal. Often times, however, the results do not fit neatly within one of the three main perspectives. This study found that rape myth acceptance, for example, was positively related to pornography use. This finding would fit the feminist perspective because it provides support for the notion that there is a relationship between pornography use and less sensitive attitudes toward women and rape.

On the other hand, support for the liberal perspective was found as well in that pornography use was *not* significantly related to the rape sentencing or the commonality of sexual practices measure, and was also positively related to satisfaction with partner intimacy and general happiness. These findings support a liberal stance toward the influence pornography may have because they indicate that there are some positive and functional benefits associated with pornography use and therefore give support to the idea that using pornography may not result in negative attitudes toward women, rape, or sex.

As demonstrated, this study has provided support for two, often times contrasting, approaches to the influence pornography use may have on behavior. As a result of support being found for both the liberal approach to pornography’s impact on
attitudes, as well as for the feminist approach, it is important that scholars from both perspectives acknowledge the fact that pornography use may have both positive and negative consequences.

**Implications of this research to Priming**

This study used a design similar to one used by Shrum et al. (1998), in which they examined the effect that source and relation priming had on the relationship between television use and attitudes toward crime. In their study the source and relation primes acted to diminish the relationship between television consumption and perceptions of crime. For this study, the source and relation prime did not have this type of impact and in fact acted to produce higher scores for personal happiness, satisfaction with partner intimacy, and satisfaction with partner appearance. This is an interesting finding because the relation prime was specifically designed to create an awareness of the relationship between pornography use and less sensitive attitudes toward women and rape. This prime, however, had no influence on rape sentencing or rape myth acceptance, the two areas that, intuitively, it was expected to influence.

One implication the lack of effect produced by the source and relation primes used in this study may be that the primes were not strong enough to produce a significant effect. This leads to another explanation for the difference in findings from experimental pornography research to survey pornography research. Possibly only a very salient prime such as a video representation of pornography is strong enough to produce a significant priming effect. The written primes used in this study may not
have enough impact to influence the relationship between pornography use and the dependent variables.

This study has implications for priming research relative to previous pornography research as well. As discussed above, attitudinal measures for the Zillmann and Bryant (1982, 1986, 1988) study were collected after six weeks of viewing pornography at a lab. On the seventh and eight weeks the participants returned to the lab to complete scales and measures. There exists the potential that the participants pornography schema were activated when arriving in weeks seven and eight because they were in essence “primed” to expect pornography when they arrived for those final two sessions. As a result, the findings of Zillmann and Bryant may be attributed to a priming effect. This may also help explain the difference between experimental and survey research regarding pornography. The short-term effects, potentially explained by priming, may be different than the long-term effects associated with exposure to pornography. This is where the importance of longitudinal studies becomes very important. If only the short-term effects of pornography are examined than they can readily be explained as priming effects. As a result of this, it is necessary to examine what the long-term effects of pornography use are.

Limitations of this research

Although this study has produced results that differ greatly from much of the previous pornography research conducted, it is necessary to discuss some of the limitations confronted when relying on survey methods to conduct research. First, the only hypothesis that was supported was Hypothesis 2 that dealt with the relationship
pornography consumption has with rape myth acceptance. This hypothesis was based on previous research that was conducted by Perse (1994) using survey methodology. The other hypotheses dealing with the relationship pornography use has to measures of happiness, sensitivity to women, and commonality of sexual practices were based on findings resulting from experimental research. This could, in part, explain the drastically different results. Experimental research typically produces stronger results in that the "effects" of recent exposure provided by the experimental manipulation are typically stronger than the individual's typical thoughts and feelings, which are assessed in survey research.

An important point that this limitation could have implications for is the need to examine pornography effects from a priming perspective. While experimental research is typically finding much stronger results in terms of increased insensitivity to women and decreased sexual happiness, it may be likely that this effect is do to priming. Since priming typically deals with more short-term effects, the schema arousal associated with viewing pornography may act to prime certain constructs that result in behaviors that are less sensitive to women. Once the priming effect wears off, however, the individual may return to their "normal" state of attitudes and beliefs and subsequently have more sensitive attitudes toward rape and women. This could potentially explain the difference in findings between experimental and survey research.

Aside from having potentially "weaker" results, the fact that this study used survey results gives further limitations to assessing causality. Although it can be concluded that there is a negative relationship between pornography consumption and
rape myth acceptance it is not possible to draw the conclusion that pornography use causes an individual to be more insensitive to rape. In the same vein, as this study demonstrated that pornography use was positively related to satisfaction with partner intimacy, it cannot be concluded that using pornography causes increased intimacy. However, these findings do open a new door as to the direction subsequent experimental research should take in attempting to establish causality in terms of what thoughts, attitudes, and behaviors pornography use results in.

**Directions for future research**

This research has provided the basis for further exploration into the relationship pornography use has with measures of personal and sexual happiness. As this study found that pornography use was positively related to satisfaction with partner intimacy and general happiness it is important that future experimental research attempt to ascertain whether a causal relationship exists between pornography use and increased happiness and sexual intimacy. Since the findings of this study were opposite of the findings of Zillmann and Bryant (1988) it is necessary for future experimental research to follow up the findings of this study.

This research has also provided information regarding the pornography users perceptions of the type of pornography they are consuming by asking how often they come across various imagery such as naked women, behaviors that are degrading to women, etc. An important use of this information could be to determine the relationship perceptions of the type of material individuals are using has with their attitudes about sex, women, and rape.
This study has provided pornography researchers with important information regarding the relationship pornography consumption has with attitudes toward sex.

**Conclusion**

As their responses to the dependent measures, there is still much information that can all be gained from examining the raw data collected from this study spawning other potential research projects. Here is a potential manipulation of the relation prime used in this study using a Pornography use and their attitudes:

how often they use pornography as well as influence the relationship between their use and their responses to the dependent measures. The results: a positive prime may positively influence the likelihood of people using pornography. A positive prime may also act to impact the likelihood of priming pornography use as a positive product may also act to impact the likelihood of sexual satisfaction and priming pornography use has with attitudes toward women and rape.

In conclusion, this study has provided some potential possibilities for future research that has also provided some potential possibilities for future research.
of pornography use has lifted considerably in the past two decades as is evidenced by the highly successful adult video industry and adult magazine industry. As a result pornography use has spread to more mainstream users that better represent the general population. When pornography was more taboo and less socially acceptable the typical pornography user was someone that really wanted porn and possibly needed it. Now, pornography is very accessible and even privately accessible over the Internet, as a result, a more casual user has been created.

This research also provides evidence that the influence of pornography may not be as strongly negative as is often indicated by critics and scholars. Contrary to much previous research, this study found functional relationships existing between pornography use and multiple realms of happiness including general happiness and partner satisfaction. Pornography, on some level, is providing happiness and satisfaction to users whether it is acting as a source of sexual release, or as sexual enhancement.

A third implication of the findings of this study is that sex education and sensitivity awareness programs may be working to help alleviate any negative effects potentially resulting from pornography use. Sex education and rape awareness, especially prevalent on college campuses, may be working and may essentially act to diminish the impact that pornography use potentially has on attitudes toward women and rape.

As a result of the changing times, as well as the changing make-up of the pornography user, it is necessary for future pornography research, survey as well as
experimental, to re-examine the previous research. Future research must continue to assess the impact pornography use has on attitudes toward women and rape, as well as assess the impact pornography consumption has on a host of other variables ranging from self-esteem to attitudes about safe-sex. It is also important to determine if the findings of early pornography research can be applied to the pornography user of the 21st century.
Appendix 1: Pornography use measures

First, here are some questions about how often you use or purchase sexually explicit materials:

About how many times a week do you usually view or read sexually explicit materials (books, magazines, videos, Internet, etc.) on the average week:

<table>
<thead>
<tr>
<th>Times a week</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>0</td>
</tr>
</tbody>
</table>

For the following questions, circle a 3 if you OFTEN use that type of material. Circle a 2 if you SOMETIMES use it. Circle a 1 if you RARELY use it. Or, circle a 0 if you NEVER use that type of material.

<table>
<thead>
<tr>
<th>How often do you:</th>
<th>Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase adult (X-rated videos) movies:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Rent adult movies:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Watch adult movies:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Read sexually explicit books:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Use the Internet to view sexually explicit materials:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Read sexually explicit magazines like Chic or Hustler:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Read men’s magazines like Penthouse or Playboy:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Watch adult television such as Spice or The Hot Network:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Read magazines that show male nudity such as Playgirl:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
Next, here are some questions concerning the types of acts and materials you may have come across while viewing or reading sexually explicit materials. Please circle the number that indicates how often you have read or viewed the following types of acts or behaviors.

Circle a 3 if you OFTEN come across that type of material. Circle a 2 if you SOMETIMES come across it. Circle a 1 if you RARELY come across it. Or, circle a 0 if you NEVER come across that type of material.

In your experience with sexually explicit materials, how often do you, or have you, come across materials that contain instances or scenes of:

<table>
<thead>
<tr>
<th></th>
<th>Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naked women:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Naked men:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Heterosexual intercourse:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Homosexual (male to male) intercourse:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Females performing oral sex on males:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Males performing oral sex on females:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Females performing oral sex on other females:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Males performing oral sex on other males:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Bondage or S &amp; M(Sadomasochistic) behaviors:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Anal intercourse:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Sexual activity with animals:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Masturbation:</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
Behaviors that are degrading to women: 3 2 1 0
Behaviors that are humiliating to women: 3 2 1 0
Sexual Violence: 3 2 1 0
Infliction of pain on women: 3 2 1 0
Infliction of pain on men: 3 2 1 0

Finally, a few questions about you.

1. How old are you? (As of your last birthday) _______ years

2. Please circle the appropriate number to indicate if you are:
   male.... 1   female.... 2

3. What is your class in school?
   Freshman ...... 1   Senior ...... 4
   Sophomore ...... 2   Graduate ...... 5
   Junior ...... 3   Other ...... 6

4. Please indicate your major field of study: _______ _______

5. Please circle the appropriate number to indicate if you are currently involved in a sexual relationship:
   currently involved.... 1   not currently involved.... 2

6. Please indicate the # of sexual partners you have had in the last twelve months:
   _______ partner(s)

7. Please indicate your sexual orientation:
   Heterosexual ...... 1
   Homosexual ...... 2
   Bisexual ...... 3
Appendix 2: Rape sentencing Measure

On December 10, 1984, John Simpson was convicted of raping Sally Curran at knifepoint in the laundry room of her northside Indianapolis apartment complex.

During the trial, Sally Curran testified that she was alone at about 9:30 p.m. on September 16, 1984, when a man, later identified as John Simpson, walked into the area where she was washing her clothes. Curran, a 31-year-old who lives alone, testified that Simpson did not look familiar to her, although he spoke to her as if they had met before. After a few minutes of general conversation, Simpson asked Curran why she didn’t remember him. He said that he had seen her at a local singles bar the night before where she had smiled at him in a friendly way. Curran testified that Simpson then put his arm around her and told her that they could have a “great time” at his apartment. Curran told the court that when she politely refused, Simpson became enraged, called her a “dirty slut,” pulled a knife from his jacket, put the knife to her throat, and forced her to have sexual intercourse on the laundry room floor. After Simpson was finished, he left, running out the door.

After the attack, Curran managed to contact the resident manager of the apartment complex, who called the police. Investigating officers were given a description of the assailant, who was arrested outside another building within the same complex less than two hours after the rape was reported. In the meantime, Curran was taken to the hospital, where the attending doctor confirmed that a sexual assault had taken place.

John Simpson refused to testify in his own defense at the trial.

The jury in John Simpson’s case deliberated less than an hour before finding him guilty of raping Sally Curran.

Assume that you are a member of the jury that convicted John Simpson of committing rape. Given the facts above, what would be the sentence in years or months that you would give John Simpson?

The maximum penalty is one hundred (100) years, while the minimum penalty is zero (0) years.

Please mark your answer now:

_____ years   _____ months
Appendix 3: 11 Item Version of the Rape Myth Acceptance Scale

Next, here are some questions dealing with attitudes about women. For each statement, please circle the number that expresses your feelings about that statement.

If you STRONGLY AGREE with the statement, circle a 5. If you AGREE with it, circle a 4. If you AGREE SOME & DISAGREE SOME, circle a 3. If you DISAGREE, circle a 2. If you STRONGLY DISAGREE with the statement, circle a 1.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Agree some &amp; Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A woman who goes to the home or apartment of a man on their first date implies that she is willing to have sex</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2. Any female can get raped</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3. One reason that women falsely report a rape is that they frequently have a need to call attention to themselves</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4. Any healthy woman can successfully resist a rapist if she really wants to</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5. When women go around braless or wearing short skirts and tight tops, they are just asking for trouble</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>6. In the majority of rapes, the victim is promiscuous or has a bad reputation</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>7. If a girl engages in necking or petting and she lets things get out of hand, it is her own fault if her partner forces sex on her</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Agree Some &amp; Disagree</td>
<td>Disagree</td>
</tr>
<tr>
<td>---</td>
<td>----------------</td>
<td>-------</td>
<td>-----------------------</td>
<td>----------</td>
</tr>
<tr>
<td>8.</td>
<td>Women who get raped while hitch-hiking get what they deserve</td>
<td>5</td>
<td>4 3 2 1</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>A woman who is stuck-up and thinks she is too good to talk to guys on the street deserves to be taught a lesson</td>
<td>5</td>
<td>4 3 2 1</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Many women have an unconscious wish to be raped, and may then unconsciously set up a situation in which they are likely to be attacked</td>
<td>5</td>
<td>4 3 2 1</td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>If a woman gets drunk at a party and has intercourse with a man she's just met there, she should be considered &quot;fair game&quot; to other males at the party who want to have sex with her too, whether she wants to or not</td>
<td>5</td>
<td>4 3 2 1</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 4: Commonality of sexual practices measure

Next, here are some questions about how common certain sexual practices are. For the following acts, indicate what percentage of sexually active adults you think participate in those acts.

<table>
<thead>
<tr>
<th>What percentage of sexually active females (0% to 100%)</th>
<th>What percentage of sexually active males (0% to 100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perform oral sex on opposite sex partners: __________ %</td>
<td>Perform oral sex on opposite sex partners: __________ %</td>
</tr>
<tr>
<td>Perform oral sex on same sex partners: __________ %</td>
<td>Perform oral sex on same sex partners: __________ %</td>
</tr>
<tr>
<td>Practice anal sex: __________ %</td>
<td>Practice anal sex: __________ %</td>
</tr>
<tr>
<td>Participate in group-sex: __________ %</td>
<td>Participate in group-sex: __________ %</td>
</tr>
<tr>
<td>Participate in acts of bondage or S &amp; M (sadomasochistic behavior): __________ %</td>
<td>Participate in acts of bondage or S &amp; M (sadomasochistic behavior): __________ %</td>
</tr>
<tr>
<td>Participate in sexual acts with animals: __________ %</td>
<td>Participate in sexual acts with animals: __________ %</td>
</tr>
</tbody>
</table>

How long do you think the average penis is: _______ inches
Appendix 5: Indiana Inventory of Personal Happiness

Here are a list of questions and statements about your level of happiness and satisfaction in your personal life.

The response scale ranges from 0 to 10. Please circle the appropriate response to the question or statement. Circling a 10 would indicate the highest level of happiness or satisfaction relative to that statement. Circling a 0 would indicate the lowest level of happiness or satisfaction relative to that statement. The numbers indicate decreasing levels of happiness or satisfaction from 10 down to 0.

1. Generally speaking, how happy a person are you?
   Least happy
   | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
   Most happy

2. How satisfied are you with you scholastic/professional accomplishments?
   Least satisfied
   | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
   Most satisfied

3. How satisfied are you with your personal, private life?
   Least satisfied
   | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
   Most satisfied

4. How good is your relationship with your immediate family?
   Not Good
   | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
   Very good

5. How happy are you with your friends of the same sex?
   Least happy
   | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
   Most happy

6. How important is having good relations with one’s family.
   Not important
   | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
   Very important

7. How important is having good same-sex friends
   Not important
   | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
   Very important

8. How important is doing well academically/professionally
   Not important
   | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
   Very important
9. How important is having a good sexual partner, with commitment and faithfulness that goes both ways

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<thead>
<tr>
<th>Not important</th>
<th>Very important</th>
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10. How important is having many good sexual relationships without any strings attached

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11. How important is financial security

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</table>

12. How satisfied are you with your present, or most recent, sexual partner?

<table>
<thead>
<tr>
<th>Least satisfied</th>
<th>Most satisfied</th>
<th>Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 1 2 3 4 5 6 7</td>
<td>8 9 10</td>
<td>NA</td>
</tr>
</tbody>
</table>

13. How satisfied are you with your present, or most recent, sexual partner's physical appearance?

<table>
<thead>
<tr>
<th>Least satisfied</th>
<th>Most satisfied</th>
<th>Not Applicable</th>
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<tbody>
<tr>
<td>0 1 2 3 4 5 6 7</td>
<td>8 9 10</td>
<td>NA</td>
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14. How satisfied are you with your present, or most recent, sexual partner's affectionate behavior towards you?

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<tr>
<th>Least satisfied</th>
<th>Most satisfied</th>
<th>Not Applicable</th>
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<tbody>
<tr>
<td>0 1 2 3 4 5 6 7</td>
<td>8 9 10</td>
<td>NA</td>
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</table>

15. How satisfied are you with your present, or most recent sexual partner's sexual behavior?

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<thead>
<tr>
<th>Least satisfied</th>
<th>Most satisfied</th>
<th>Not Applicable</th>
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</thead>
<tbody>
<tr>
<td>0 1 2 3 4 5 6 7</td>
<td>8 9 10</td>
<td>NA</td>
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</table>

16. How satisfied are you with your present, or most recent, sexual partner's desire to explore novel sexual practices?

<table>
<thead>
<tr>
<th>Least satisfied</th>
<th>Most satisfied</th>
<th>Not Applicable</th>
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<tr>
<td>0 1 2 3 4 5 6 7</td>
<td>8 9 10</td>
<td>NA</td>
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</tbody>
</table>

17. How satisfied are you with your present, or most recent, sexual partner's emotional commitment to you?

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<thead>
<tr>
<th>Least satisfied</th>
<th>Most satisfied</th>
<th>Not Applicable</th>
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<tbody>
<tr>
<td>0 1 2 3 4 5 6 7</td>
<td>8 9 10</td>
<td>NA</td>
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</table>
Appendix 6: Participant consent form

You have been invited to participate in a research study for the communication department. Please note that your participation in this study is voluntary. If you wish to withdraw at any time, you may do so. You may also complete an alternative assignment for equal credit if you choose not to participate in this study. All participants must be 18 or older to participate in this study and minors are required to complete the alternative assignment to receive credit.

PURPOSE:
We are interested in the opinions of students on several different issues including sexual activity and sexual assault, and will be collecting information from almost 500 students.

RISKS:
The results of this study will contribute to our scientific knowledge, but will probably have no benefits or risks to you as a participant. However, some of these questions may be of a sensitive nature. If you feel uncomfortable or apprehensive about answering any of these questions feel free to discontinue at any time. If you think that questions about sexual activity or rape will cause you any anxiety or discomfort, you may earn equal credit by completing an alternative assignment. This survey should take no longer than 20 minutes to complete.

ALTERNATIVE ASSIGNMENT:
If you do not feel comfortable participating in this study you may discontinue at any time and participate in an alternative assignment. The alternative assignment will afford you the opportunity to earn the same credit that you would earn by participating in this study. If you are enrolled in COMM 245 the alternative assignment consists of writing a letter to an advertising firm following a script composed by Dr. Fur. The completed letter will be no longer than 1 page. If you are enrolled in COMM 391 the alternative assignment consists of visiting a web site (http://human comunicad/index.htm) containing material relevant to the course. The assignment is composed of briefly browsing the web site and writing a short review (1/2 page) of the site. Both instructors have confirmed with me that the alternative assignment will take no longer than 20 minutes. Since minors are unable to participate in this study they will be required to complete the alternative assignment to receive credit.

* I will be happy to answer any questions that you have concerning this study and I will explain the details of this study more completely at the end of this session.

CONFIDENTIALITY:
All of the information that you provide will be kept strictly confidential and anonymous. Your name will not be attached in any way to your responses. Results from this study will be presented in statistical summaries, but no information will be presented about individual respondents. Only the principal investigator will have access to this data which will be stored in a locked room until data entry is complete (about 1 to 2 weeks). Once the questionnaire information is entered into a statistical analysis program the surveys will be destroyed. Once again, you may discontinue participation at any time prior to completion of the project.

*After you turn in the signed consent form you will be given a questionnaire. Please note that consent forms will be kept separate from completed questionnaires.

*If you have any further questions about this study, you may contact:

Michael Boyle
Principal Investigator
831-2687

J.W. Frorer Russell
Office of the Vice Provost for Research
831-4007

I have read the above information and give my consent to participate in this study.

Name ______________________ ID number ____________

Signature ______________ Date ____________

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Appendix 7: Relation Prime

We are interested in learning about people’s exposure to pornographic materials.
By pornographic materials, we mean materials that show or describe sexual activities.

Some examples might be magazines showing naked women or acts of sexual intercourse, or videos that show men and women engaging in various sexual acts such as oral sex and intercourse. Most of these materials display explicit sexual acts, and in many cases the way these acts are portrayed is demeaning and humiliating to women.

Some research has shown that exposure to pornographic materials has a negative effect on attitudes toward women and rape.

Could you please answer the following questions for us? Your answers will be anonymous and confidential. Thank you.
Appendix 8: Debriefing Statement

Thank you for participating in our study. The study that you have just completed is an examination of the relationship between the use of pornography and attitudes toward sex, women and rape.

Your participation in this project is helping us understand how different types of attitudes are related to the use of pornography.

We would like to remind you that your responses on the survey are anonymous and confidential.

In order to protect the integrity of this study, we ask you to not talk about the specifics of the study with your friends or classmates until the end of the semester.

If any of you feel anxious or upset as a result of participation in this study please feel free to contact Counseling Services located in the Perkins Student Center.

Do you have any questions at this time?

If at a later time you have any questions about this research, feel free to contact:

Dr. Douglas McLeod in the Department of Communication
or
Michael Boyle in the Department of Communication
Reference List


