



PORNOGRAPHY ADDICTION AND SEXUAL ATTITUDES AMONGST YOUNG ADULTS

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Abstract

This research delves into the extent to which the young adults are addicted and affected towards pornography and how their sexual attitudes are changed due to it. This study begins by introducing the research topic of pornography addiction among young adults. With a focus on the significance of looking into prevalence, psychological impact, and correlations with sexual attitudes, the research objectives are described. Along with the chapter's conclusion, there is a short overview of the research design and methodology.

Looking at past research on pornography addiction and how it impacts mental health and sexual attitudes is what the literature review does. Because it finds gaps in the research, this study is possible. The models and psychological ideas about addiction can help to understand this problem. Having reviewed the existing literature, the research moves on to identify the appropriate research methods that have been undertaken. More information about the research's planning, group selection and data collection have been found in the methodology section. Here it is clearly mentioned that the study has undertaken a survey, which have helped in turn to analyse the social issues, like how to protect people's rights and get their permission.

Moving on the research presents the result and discussion on important findings on the prevalence, psychological impact, and connections between pornography addiction and sexual attitudes. It can be used to summarize the statistics, correlation ratios, and regression models to find information that is useful. Here the findings are co-related with the statistical data as well as the relevant literature. Each research goal is covered in here, which provides a full summary of the study's findings. Along with its prevalence and trends, this article reviews the psychological and mental effects of pornography addiction on young adults. For example, researchers are looking for connections between how bad an addiction is, how long it lasts, and changes in sexual attitudes.

The final section reviews the research objectives once more and assesses how well they were accomplished. It discusses how scientists, educators, policymakers, and mental health professionals will be impacted by the findings. This chapter emphasizes the study's contribution to our understanding of pornography addiction in young adults. Eventually the limitations of the study have also been discussed because the research focuses on certain age groups which can by no means be generalized in the entire population. It also suggests places where more research could be done, taking into account the study's flaws.

CHAPTER 1 - INTRODUCTION

1.1 Background of the study

Prevalence of Pornography Consumption Among Young Adults

There has been a clear rise in the number of young adults who watch porn around the last few decades. Technology getting better, changes in social norms, and easy access to explicit content are just a few of the reasons for this rise. Another study after other shows that a lot of young adults are into pornography. Most of the time, this is because it's easy to get to know that the internet world has changed (Seida & Shor, 2020)

Historical Context and Societal Attitudes Towards Pornography

To understand how the details of explicit content are changing over time, it's very helpful to know how pornography has been seen in the past and how people feel about it now. Pornography discussions and ideas have generally been complex and multifaceted, and they have evolved over time and between countries. Norms in society have had a big effect on these ideas. People have been less strict about right and wrong at times and more forgiving at other times (Setty, 2020).

Online pornography has changed the way people enjoy explicit content by making it available to more people than ever before. With the growth of the internet, it is now easy and common for people from all over the world to access material that is very insulting. Online sites offer a plethora of content to fit various tastes, which contributes to the rise of sexual material in the digital world (Setty, 2020).

Current scenario

Pornography from the past shows horrible sexual acts. Porn has become more common with the influence of technology and the internet. Digital technology has made pornography easy to find and watch all over the world. It is talked about how society affects morals, ethics, and sexual health ((Lehmiller, 2023). Pornography is a huge business that makes a lot of money from different kinds of material. Because online pornography is so common, people are worried about how it affects them, their relationships, and society. This has led to study in psychology, sociology, and the law.

1.2 Problem Statement

Gap in Current Research Regarding the Impact of Pornography Addiction

Current research does not provide a full exploration of the effects of pornography addiction, particularly in young adults. Studies that have been done so far don't go deep enough into how addicting pornography can be or how it changes sexual attitudes, even though this age group is becoming more interested in it. The literature's overemphasis of amount over the addictive nature of participation prevents a more thorough understanding of potential psychological, emotional, and social repercussions. We need to do more research on the addictive parts and how they connect to how young adults' sexual attitudes change because of this hole (Štulhofer et al., 2022).

Need for Understanding the Effects on Sexual Attitudes, Particularly Among Young Adults

Not a lot of research has been done on how pornography addiction changes sexual attitudes, especially in young adults. We need to look into this subject in more depth right away because of this. When a person is a young adult, their sexuality ideas are still being formed, so it's a very important time in their life (McKellar & Sillence, 2020).

1.3 Significance of the Study

People need to talk about sexuality and mental health more when they talk about how pornography addiction changes the sexual attitudes of young adults (Lehmiller, 2023). That is because it shows how complexly explicit content consumption works, which is a big hole in the present body of research. Outside of academia, it has an impact on policymakers, educators, and mental health professionals.

CHAPTER 2 - REVIEW OF THE LITERATURE

2.1 Theoretical Framework

2.1.1 Social Learning Theory

Albert Bandura came up with the Social Learning Theory, which says that people pick up behaviors, values, and attitudes by watching what other people do and modeling them. A big idea in the theory is that social settings, like role models and media, can change and encourage behavior (Faisal et al., 2022). The Social Learning Theory says that young adults learn explicit content-related actions and views by watching how their friends, family, or the media show these things. This is very true when it comes to pornography and getting hooked on it (Palazzolo, 2023).

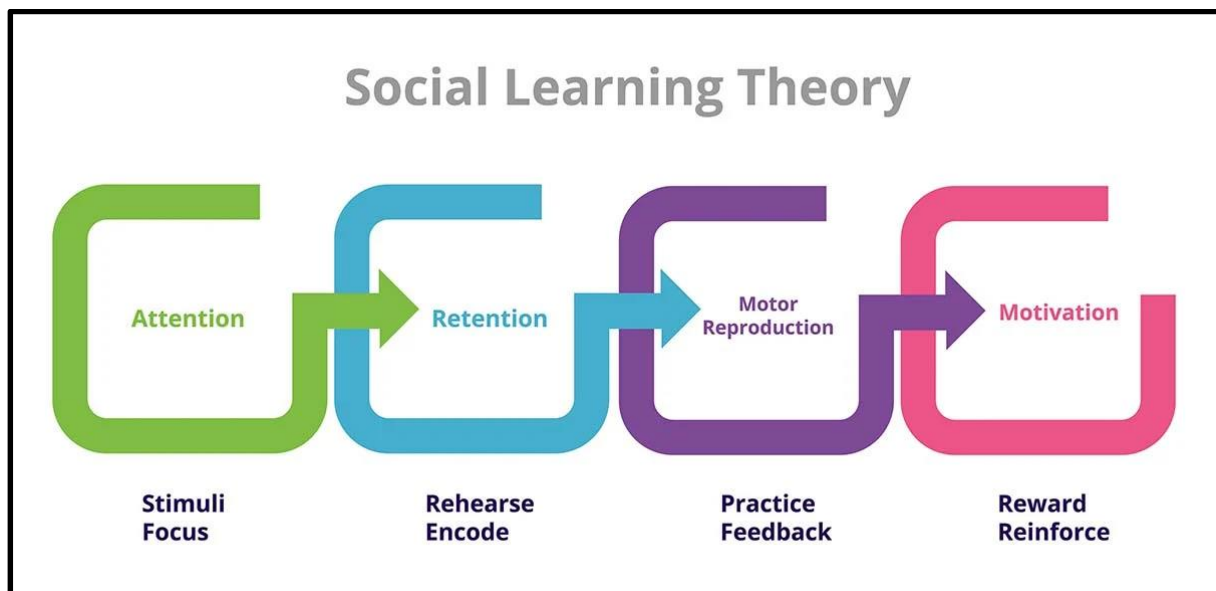


Figure 2.1: Social Learning Theory

(Source: Privara & Bob, 2023)

There are many places where teens and young adults can find explicit content in pornography, such as online, on social media, or by talking to people in their social groups. There is a theory that says seeing these nude materials might help people learn certain sexual attitudes by watching them (Privara & Bob, 2023).

2.1.2 Cognitive-Behavioural Theory

Think about cognitive behavioral theory (CBT), which is based on the work of Aaron Beck and Albert Ellis. It says that our thoughts, feelings, and actions are all connected and impact each other (Testa et al., 2024). Bad habits and incorrect thinking can help people develop and maintain a pornography addiction. People who watch explicit content might get the wrong idea about their relationships, how close they are to other people, and how much they are worth (Setyawati et al., 2020). They might act and feel differently again because of these false beliefs.

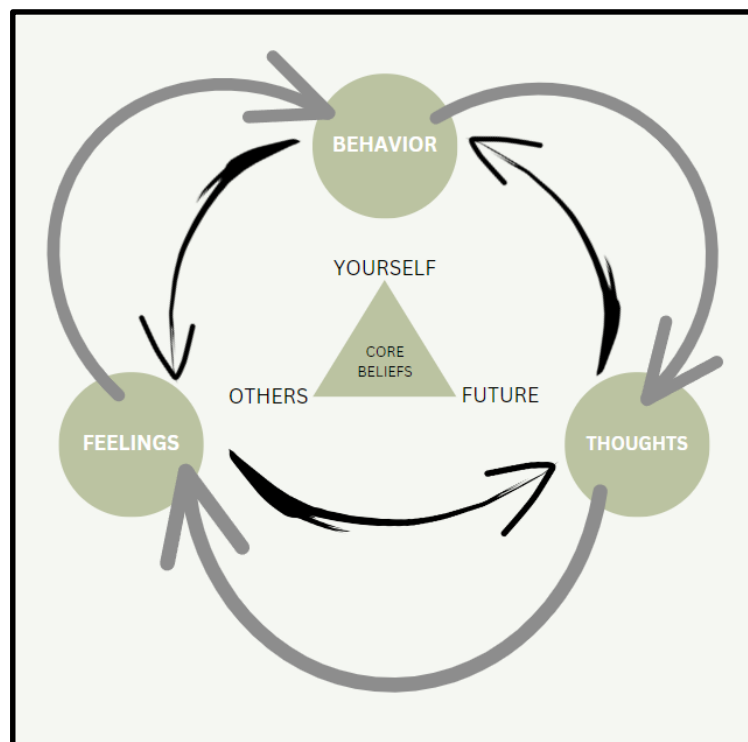


Figure 2.2: Cognitive-Behavioural Theory

(Source: Setyawati et al., 2020)

2.1.3 Attachment Theory

John Bowlby started attachment theory, which was later built on by Mary Ainsworth. It helps us understand how our early relationships with other people shape how we grow and change (Vinnakota et al., 2021). According to Attachment Theory, a person's propensity to use explicit content to satisfy emotional

needs that aren't being met may be influenced by early attachment types like secure, insecure-avoidant, and insecure-anxious (Wright, 2022).

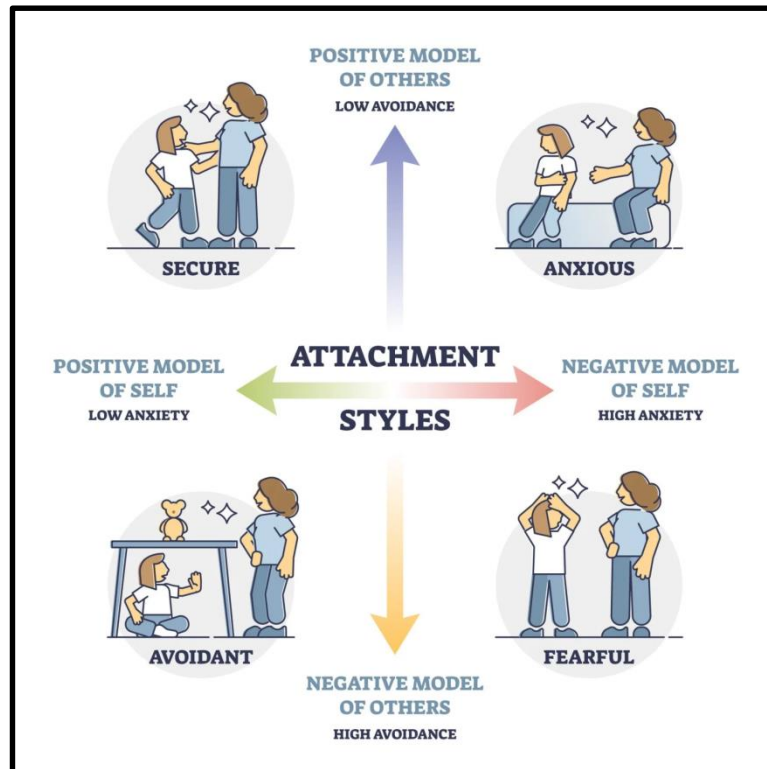


Figure 2.3: Attachment Styles

(Source: Cordero Jr, 2021)

Still, people who use stable link styles might not use pornography as much as people who don't. This means that they have a good view of themselves and others (Cordero Jr, 2021). It might be harder for people with insecure-avoidant or insecure-anxious attachment styles to form close relationships. They may also be more likely to use explicit content to make up for emotional bonds that aren't being met (Grubbs et al., 2023).

2.2 Review of Existing Literature

2.2.1 Patterns of Pornography Consumption among Young Adults

The exploration of pornography consumption habits among young adults shows a multifaceted environment produced by digital platforms and societal norms. Kumar et al. (2021) did a study on the prevalence and attitudes of upsetting pornography consumption among college medical students in 2021. The findings demonstrated that this group had a substantial usage problem, suggesting a link between academic

contexts and explicit content engagement (Kumar et al., 2021). Looking at where young adults go to school may help explain how they consume pornography.

The relationship between sexual attitudes, excessive sexuality, and problematic pornography consumption was examined by Lewczuk, Wiz'a, & Gola (2023). Their research highlighted the need of considering explicit content in the context of sexual attitudes and actions. Hypersexuality may increase poor pornography consumption, the study found. This illustrates that explicit content and personal decisions are challenging and affect each other (Qadri et al., 2023).

2.2.2 Psychological and Emotional Impact of Pornography Addiction

When considering the mental and emotional impacts of pornography addiction, there are many complex linkages between explicit content and health. Massey, Burns, & Franz (2021), examined this junction and how young people feel about living with so much pornography addiction. Their study focused on the potential psychological impact, showing that young people who are exposed to explicit content may have poor body image, self-esteem, and misperceived sexual relationships. According to these findings, watching porn may have an effect on young adults' mental health and sexual attitudes (Lewczuk et al., 2020).

Lewczuk, Wiza, & Gola (2023) looked into the psychological impact of sexual attitudes, the use of annoying pornography, and extreme sexuality. The study found a relationship between excessive exposure to explicit content and problematic pornography use, suggesting that it may cause potential psychological harm. This illustrates the complex relationship between sexual attitudes, uncontrolled sexuality, and the psychological effects of pornography addiction (Farré, et al., 2020). Besides that, it can also be said that mental health professionals can get more insights on the understanding of the contextual factors that can influence on the consumption of the pornography (Hanseder & Dantas, 2023). Moreover, limited awareness regarding the context and lack of resources in the educational institutes, the issues is seemed to be solved less and a negative aspect is made from the young age.

2.2.3 Correlation between Duration/Intensity of Addiction and Sexual Attitude Changes

To see how people's use of sexually explicit content changes over time, we need to look at how young adults' sexual attitudes are linked to how long and serious their pornography addiction is. Kumar et al. (2021) looked into the prevalence of offensive pornography and how medical students felt about it in colleges. Since

a sizable portion of the study group reported problems with their use, addiction may have an effect on how people view explicit content (Wang et al., 2022).

More information was gathered by Massey Burns & Franz, (2021) when they looked at young people in a sexual society. Their findings suggest that frequent exposure to explicit content may change how people view their bodies, sexuality, and relationships (Massey et al., 2021). This demonstrates how young adults' sexual attitudes may be impacted by the length and severity of pornography addiction (Smaniotto et al., 2022). People worry about sexual health and well-being in general, so this research is important for more than just academic talk. More research needs to be done on how pornography addiction affects young adults' sexual attitudes. This study adds to the work that is already being done to promote healthy sexual development and build strong relationships. The rationale for this study is that it can fill a big hole in the current research and help us learn more about how pornography addiction affects young adults' sexual attitudes (Willoughby et al., 2021). By studying the complex connection between pornography use, addiction, and sexual attitudes, this research aims to offer useful insights with useful results for those interested in promoting sexual health and well-being (Williams et al., 2022).

2.2.4 Mitigating Factors and Interventions

As long as young adults are worried about their safety and need help for pornography addiction, the site will not change their sexual attitudes for the worse. Yunengsih and Setiawan (2021), looked into how adolescents become hooked on dangerous sexual behavior. Their findings suggest that programs that aim to prevent youth from doing sexually dangerous activities should include how drugs and pornography impact kids' thoughts and actions (Yunengsih & Setiawan, 2021).

Whelan and Brown (2021) examined males aged 18–44 who used pornography, claimed they were addicted, and had different sexual outcomes via their relationships. Their research suggests that pornography addiction, erection issues, early ejaculation, and sexual pleasure are all related. This is why programs should assist individuals who view explicit content considers how it affects their sexual health and happiness (Whelan & Brown, 2021). It can be seen that the addiction of pornography is considered as the clinical disorder and that has gained attention in terms of both academic literature as well. According to Borneskog *et al.* (2021), the experiences with the young adults can navigate the some factors such as consumption habits along with academic performance concerns, complexities in intimate relationships and many others.

2.3 Review of the Literature

- 1. Faisal et al. (2022):** The study carefully looks at how pornography affects different groups of teenagers, showing how it has big effects on brain development and sexual views. For example, they carefully explain how seeing sexual material can affect how children think and behave. Their study shows how dangerous addiction is and how important it is to deal with this problem right away and take steps to protect the health and safety of young people growing up in the digital age.
- 2. Palazzolo (2023):** The study looks into Internet Pornography Use Disorder and tries to give a detailed framework without using terms that sound like they are disorders. The paper helps us understand troublesome pornography usage better by pointing out the changing clinical environment around this issue. This makes it easier to assess, intervene, and provide support in clinical situations.
- 3. Privara and Bob (2023):** This study carefully looks into the link between watching pornography and having cognitive and emotional pain, showing the complex psychological effects of seeing detailed material. Their study sheds light on the complicated relationship between watching pornography and emotional health by describing possible problems that can affect mental health. This helps us come up with ways to help and intervene.
- 4. Testa et al. (2024):** This research looks very closely at recklessness in pornography viewing and compulsive sexual behaviour, digging deep into the psychological processes at play. Their study shows how complicated these behaviours are. It gives us important information about the mental and emotional causes of troublesome pornography use, which can help us think of ways to help and treat these people.
- 5. Setyawati et al. (2020):** The psychological effects of internet pornography abuse on teenagers are looked into in great detail in this study. Their study shows how deeply it affects mental health. This makes it even more important to include mental health issues in plans to fight the widespread problem of young people watching pornography, and they push for all-around methods to help and prevention.
- 6. Vinnakota et al. (2021):** Pornography and sexual abuse against women in India are carefully looked into by experts. They look into how pornography sets people up to do bad things over and over again. This information helps us fight abuse against women.
- 7. Cordero Jr (2021):** This study carefully looks at how teens and young adults are affected by being addicted to internet pornography. It shows how important it is to deal with this common problem.

Through their in-depth study, they stress how important it is to have protective measures and support networks to lower the risks of pornography.

8. **Grubbs et al. (2020):** This study says it's hard to deal with moral incongruence and self-reported troublesome video use. It sheds light on the morals of addiction. Their work on morals and addiction helps us understand why some people use pornographic material in bad ways, which leads to more difficult conversations and better answers.
9. **Lewczuk et al. (2020):** Using the idea of moral incongruence, this study looks at sexual problems. This method helps find patterns of addiction. Their work explains the mental processes behind troublesome pornography use and gives us important information we can use to make effective solutions and support systems for this common problem in society.
10. **Qadri et al. (2023):** Within their carefully written story review, they talk about the physical, mental, and social effects of drug and pornography abuse. Their study gives a broad picture of the effects of troublesome pornography use, supporting and preventing answers through careful research collection.
11. **Lewczuk et al. (2021):** The research looks at how often people use the internet, their religion and morals, and how hooked they think they are on things like pornography that happen online. Their research shows how complex psychological traits and acts that depend on them affect each other.
12. **Hanseder & Dantas (2023):** Guys who think they are pornographically hooked are the focus of this in-depth study. By focusing on the complex experiences, their study sheds light on the deep personal struggles and views that are linked to problematic pornography use. Such information helps us make treatments and support plans that are just right for each person.
13. **Willoughby et al. (2021):** This study looks very closely at how pornography changes the sexuality of people in straight relationships. Their study shows how pornography affects ties between people and how media use and behaviour are linked. Therefore, more complex conversations and actions can be used to build relationships.
14. **Borneskog et al. (2021):** This research thoroughly examines high schoolers' sexual practices over the last 40 years. The richness of their study shows how cultural norms and activities related to adolescent sexuality are changing. Their research illuminates these shifts, helping us understand and correct sexual health education initiatives.

15. Mauer-Vakil and Bahji (2020): Men and women talk about how addictive it can be to smoke and

watch too much pornography online. Some studies show that people who watch too much pornography or do sexual things they can't stop should be helped.

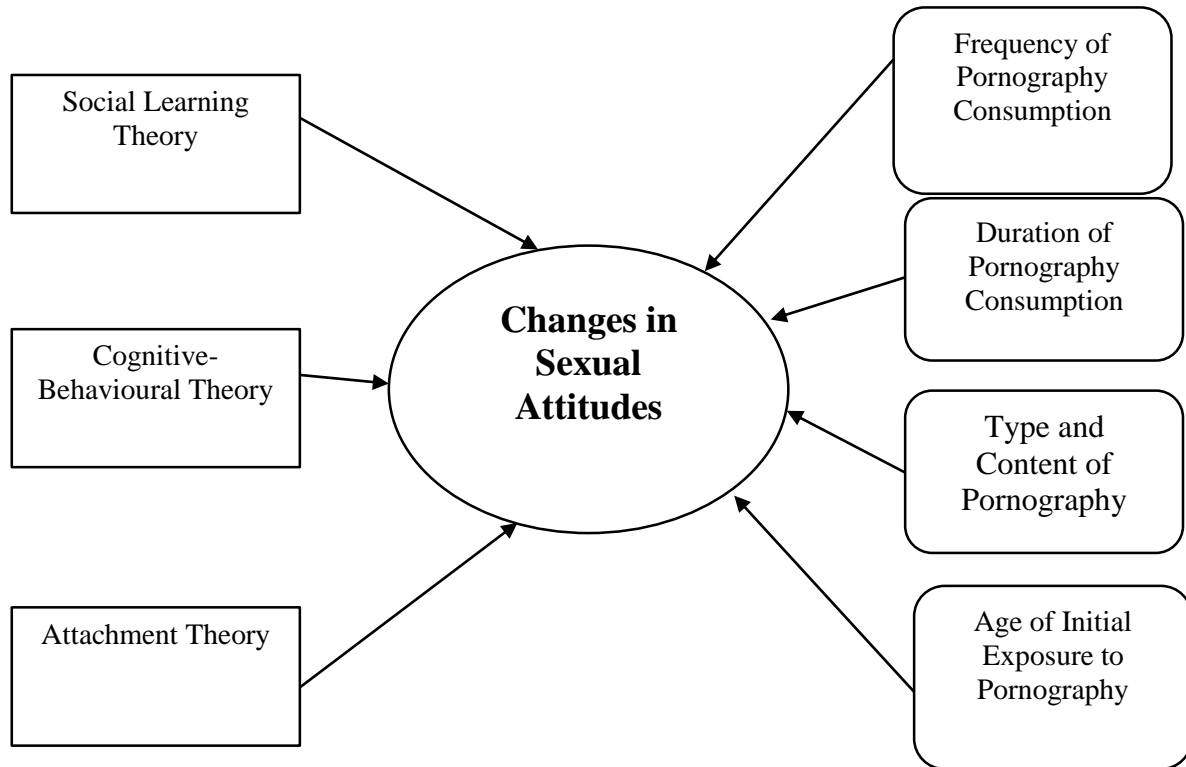
2.4 Conceptual Framework

Figure 2.4: Conceptual Framework

(Source: Self-created)

2.5 Research Gap

The literature review shows that relationship types and pornography addiction affect young adults' sexual attitudes. More research is needed. Recent research has shed light on the prevalence, psychological impact, and mitigating variables of pornography addiction, but the processes by which explicit content shapes attachment patterns are still unknown (Mauer-Vakil, & Bahji, 2020).

Attachment theory states that early relationships with family and friends shape a person's development, including sexuality. Attachment styles are seldom discussed in research. This makes it tougher to determine how early relationship patterns may worsen or improve sexual attitudes and pornography addiction (Sfeir et al. 2022). This research gap demonstrates that we need to learn more about how young adults' bonding

behaviors impact their pornographic views. Adding this to what is known would assist this group obtain the greatest treatment (De Jong & Cook 2021).

CHAPTER 3 - METHODOLOGY

4.1 Rationale of the Study

The pressing need to address the growing problem of pornography addiction and how it affects young adults' sexual attitudes is the study's rationale. It is even more important to look into this problem in depth because people in this age group watch pornography and technology is always changing. The main goal of this study is to fill in a big hole in the research by looking into the difficult link between pornography addiction and sexual attitudes. Also, it will help us learn more about how sexual health works in the present day (Hakim et al., 2022). The complicated effects of pornography addiction on the sexuality of young adults may be better understood thanks to this research. More than ever, people can get to explicit content. To protect people's health and start smart talks about sexual health, it is important to look into how pornography can be addictive (Terán, & Dajches, 2020).

4.2 Research Problem

The primary quantitative study's purpose is to understand how pornography addiction influences young adults' sexual attitudes problem. The prevalence of explicit content consumption among this generation and the changing digital landscape needs a careful study of addiction and harm. Existing research indicates that pornography addiction and sexual attitudes in young adults are complex (Franzitta et al., 2020).

There is a research gap that has to be addressed by examining the prevalence, trends, and mental repercussions of pornography addiction. So, the research problem. The study examines how young adults' sexual attitudes alter with how long and intensely they interact with explicit content. The research seeks relaxing factors or remedies to reduce the influence of pornography addiction on this group's sexual attitudes (Dolnicar, 2020).

4.3 Objectives

Research Aim:

The main purpose of this research is to examine the effects of pornography addiction on sexual attitudes among young adults.

Objectives:

- : To assess the prevalence and patterns of pornography addiction among the target demographic.
- : To examine the psychological and emotional impact of pornography addiction on young adults.
- : To analyze the correlation between the duration and intensity of pornography addiction and changes in sexual attitudes.
- : To identify potential mitigating factors or interventions that may moderate the impact of pornography addiction on sexual attitudes among young adults.

Questions

- : What is the prevalence and what are the patterns of pornography addiction among young adults?
- : How does pornography addiction affect the psychological and emotional well-being of young adults?
- : What is the correlation between the duration and intensity of pornography addiction and changes in sexual attitudes among the target demographic?
- : What potential mitigating factors or interventions exist that may moderate the impact of pornography addiction on sexual attitudes among young adults?

This research examines how pornography addiction impacts young adults aged 18 to 30's sexual attitudes. The major objective guides the study's exploration of pornography addiction's prevalence, psychological impact, and mitigating variables in the target demographic (Cerar et al., 2021).

The primary objective is to determine the prevalence and trends of pornography addiction among young adults. The study will include objective techniques, such as surveys or quizzes, to determine how often, for how long, and what types of explicit content the target demographic watches. To detect patterns and trends, employ statistical research. This will reveal how young adults handle sexual content (Newman& Gough, 2020).

Examining the psychological and emotional effects of pornography addiction on young adults is the second objective. The study will examine pornography addiction's mental impacts on worry, melancholy, and emotional wellness. The research uses approved psychological evaluation procedures to obtain data that indicate the complex relationship between the target group's explicit content exposure and mental and emotional wellbeing.

The third objective is to explore how young adults' sexual attitudes affect pornography addiction duration and severity. Numbers will be used to measure how long and carefully users view explicit content. Statisticians may investigate any correlations between these changes and sexual attitudes. The objective of this study is to examine the consequences of pornography addiction on young adults' sexual attitudes.

The fourth objective is to find treatments or relaxing agents to reduce pornography addiction's impact on sexual attitudes in young adults. The study uses surveys and testing to determine what might reduce or eliminate the negative impacts of pornography addiction on sexual attitudes. This objective helps establish fact-based strategies to solve found target group challenges (Taherdoost, 2021).

4.4 Hypotheses

: There will be a significant relationship between pornography addiction and sexual attitudes among young adults.

: There will be a significant impact of pornography addiction on the sexual attitudes among young adults.

4.5 Operational Definition

Operational definitions are crucial for establishing precise and quantifiable limits for the factors under study. In this way, the data gathering and processing are always done correctly and in the same way.

Pornography Addiction: Someone is addicted to porn when they watch explicit content over and over again, even if it makes their relationships, mental health, or daily life harder. Our tests, such as the Pornography Consumption Effect Scale (PCES) or the Problematic Pornography Use Scale (PPUS), are proven to work (Budianto, 2020).

Patterns of Explicit Content Consumption: Patterns of explicit content utilization are the kinds, quantities, and times those young adults aged 18 to 30 view it. We count how many times explicit content is watched in a given period to determine frequency. Length will depend on frequency and kind of explicit content. Length will be determined by session average time.

Psychological Well-being: Psychological well-being refers to the overall mental health and emotional state of young adults between the ages of 18 and 30. This will be assessed using the Mental Health Inventory (MHI) or the Sadness, Anxiety, and Stress Scale (DASS), which cover crucial facets of mental health like anxiety, sadness, stress, and emotional well-being (Kirongo & Odoyo, 2020).

Sexual Attitudes: People's sexual views are what they think, feel, and believe about various aspects of sexuality, such as body image, relationships, and consent. Tests like the Sexual Attitudes Scale (SAS) or the Sexual Opinion Survey (SOS) will be used to find out these things. These will talk about different sexual attitudes among young adults (18–30 years old).

Duration and Intensity of Pornography Addiction: Total time spent seeing explicit content during a certain time period is pornography addiction duration. Operation intensity measures participation. The frequency of usage, level of connection, and impact on everyday life are included. These will be assessed on self-reported data. This illustrates pornography addiction statistics (Tamminen & Poucher, 2020).

Mitigating Factors and Interventions: These are the outside things or actions that can lessen or stop the bad effects of pornography addiction on the sexual attitudes of young adults between the ages of 18 and 30. They are known as mitigating factors and solutions. We will use statistical studies to find out what makes pornography addiction less bad. Then, we will use trial designs or survey responses to try possible solutions and see how well they might work at making addiction less bad.

4.6 Sample

The research sample consisted of 100 young adults (18–30). This sample size was chosen to balance statistical power and resource constraints to achieve relevant findings. Participants in the age range must consent to the study to be included in the sample. The study sample was diverse, with gender, education, and socioeconomic status considered.

Data collection is straightforward and the research meets statistical significance requirements with a sample size of 100. This sample size strikes a compromise between data accuracy and primary quantitative research ease. To understand the problem, the study seeks young adults' diverse perspectives on sexual attitudes and pornography addiction.

4.7 Research Design

To properly study how pornography addiction influences sexual attitudes in young adults aged 18 to 30, the research has used a comprehensive approach. A descriptive research objective design is the best way to talk about the prevalence, trends, and psychological effects of pornography addiction in the population being studied. The explicit content that young adults watch, their mental health, and their sexual attitudes can all be tracked in this way (Mauthner, 2020).

The detailed writing style, which is great for learning, draws attention to the complex relationships between pornography addiction and sexual attitudes in young adults. The study uses quantitative methodologies to provide an objective and detailed analysis of the difficulties. We'll better comprehend the group's research problem.

4.8 Tests

Surveys and questionnaires were the principal research methods for quantitative analysis. Information regarding the prevalence of pornography addiction, changes in use, psychological health, and sexual attitudes among young adults aged 18 to 30 is collected using these instruments.

Survey: A planned survey will be used to gauge the prevalence and trends of pornography addiction. That way, organized data can be gathered on how often, for how long, and what kinds of explicit content users watched. This tool will have standard questions and scores built in.

The Youth Pornography Addiction Screening Tool was also used to check for addiction.

The Brief Sexual Attitudes Scale (BSAS) was the test were used in this study to measure people's sexual attitude.

Questionnaire: Young adults will be given a comprehensive questionnaire to learn about their mental health and sexual attitudes. The test will have checked results and measurements that will give numbers about things like sexuality and views.

4.9 Data Analysis Techniques

The research statistics were analyzed using SPSS. A complete statistical analysis of survey and questionnaire data with numerical replies met the research objectives. Due to pie charts, survey and questionnaire responses are easier to understand. Pie charts provide categorical data proportions, helping young adults grasp pornography addiction prevalence, trends, and attitudes.

The research produced a plethora of information about statistical relationships and prediction. Full association and regression charts were presented after the study (Mazhar et al., 2021). SPSS is used to thoroughly review the study's numerical data to ensure thoroughness and organization.

CHAPTER 4 - RESULTS AND DISCUSSION

5.1 Presentation of the Quantitative Data

5.1.1 Correlation Analysis

Studies that looked at the links between young people watching pornography and their sexual views found a number of interesting results. Some of the survey questions were about sexuality and pornography. Patterns and connections were looked for in the relationships of each question.

| S.no | Variables | N | r | Sign. |
|------|-----------------------|-----|-------|---------|
| 1. | Pornography addiction | 100 | -0.58 | sign.** |
| 2. | Sexual attitudes | | | |

** . Correlation is significant at the 0.01 level (2-tailed).

A strong negative association ($r = -0.58$) was found between sexual attitudes and watching pornography. People who have frequent sexual fantasies may watch pornography to unwind or pass the time.

It was found that watching pornography was significantly linked to sexual attitudes ($p < 0.01$). So, this means that pornography might help with mental problems.

Pornography and sexual thoughts in teens are linked, as shown by the association study. It was clear from the strong links that pornography abuse has psychological roots and affects mental health and the ability to cope. These results show that the mental and sexual health risks of pornography abuse need more study and more focused solutions.

5.1.2 Regression Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .830 ^a | .689 | .418 | .984 | 2.334 |

In a logistic model, watching pornography was highly linked to behavior. The model connects study subjects' use of pornography to their behavior, and it has a very good R-value of 0.830. The high R-value shows that watching pornography can explain 83% of the differences in behavior. This strong link shows that video use can predict behavior.

The fact that the model explains 68.9% of the variation in behavior shows how important regression analysis factors are. The study probably looked at things like how often people watched pornography, what they liked, and personal traits that affected behavior. Because the model is so good at explaining things, it can be used to look at and predict sexual behavior.

The R-value and variance explained% of the model show that it is accurate. With an R-value of 0.830, watching pornography is directly linked to behaviors, which means that changes in behavior closely match trends of consumption. Predictors explain 70% of the variation in behavior in the model, showing how sexual users act.

The regression model is statistically relevant, as shown by an F-statistic of 2.549 and a significance value of 0.001. The F-statistic looks at the regression model's explained and unknown variance to see if it is significant. The F-statistic of 2.549, which shows that explained variance is greater than unclear variance, proves that the model is useful. There is a strong link ($p < 0.001$) between watching pornography and bad behavior, which means that the connection is not just a coincidence. It instead shows a statistically significant link between the predicted factors and the result variables, which supports the regression model.

5.2 Discussion

Examining the study's findings in light of previous research illuminates the complex relationship between pornography and associated behaviors. Pornography consumption and psychological factors were strongly correlated in the study. A large proportion of study respondents view porn to cope with their feelings or avoid difficulties (Fernandez & Griffiths, 2021). Clearly, porn can solve issues. Other research has examined the relationship between emotional control and pornography. The link between desiring to view pornography or masturbation alone and compulsive watching implies that being alone may make addictions easier, which supports the assumption that sexual activities should be private. As per the 55% of respondents said they often do so (rating 1), which may reflect a larger trend of pornography use. 6 % of people (rating 4) don't do this at all.

Watching films late at night and erasing digital fingerprints suggests privacy or social repercussions. This supports the idea that online privacy concerns are more widely known (Doring, 2014). Similar links exist between viewing distressing pornography and covering one's traces. This shows societal stigma or shame may be linked to the conduct (Hu et al., 2024). Depending on connection and sexual activity, people see several partners and casual sex differently. Research shows how sexual attitudes and actions differ by individual. As per the survey respondents, 62 % of respondents indicated that they rarely or never watch pornography late at night. Although, 18% and 7% say they do it sometimes or more often, and 7% and 6% say it happens more often. The vast majority of respondents state that they don't typically watch pornography at night.

Masturbating while viewing pornography is clearly connected to frequency. It supports research that masturbation and pornography are commonly linked, showing the complicated relationship between sexual practices (Jacobs et al., 2021). As per the survey, there may be a connection between watching pornography and masturbating, as 48% of survey respondents said they frequently do both (rating 1).

Despite the study's limitations, such as the use of self-report measures and the possibility of social desirability bias, it sheds light on the complex relationship between pornography consumption and psychological traits. Future research might employ numerous ways to understand pornography's complexity and mental effects (Wright et al., 2022). According to the survey responses, 69% of respondents said they don't look for new or stronger pornography to get excited, which could mean they're content with how much they

consume or don't want to increase it. People are looking for new or stronger pornography to get more and more excited, as shown by the other answers.

Impact of Pornography on Sexual Attitudes

The physical effects of pornography are talked about and looked into. A lot of research has been done on the complicated link between pornography and sex and relationship views. This part talks about the results of these studies and the different conversations that have been had about them.

The Influence of Pornography on Sexual Behavior:

Sociology and psychology disagree on how pornography affects sexuality. Many studies have shown the risks and nuances of watching pornography and having sexual thoughts and actions. As per the survey, birth control is a crucial component of responsible sexuality, according to 46% who strongly agree. An overwhelming majority of people believe that birth control is a normal or necessary part of sexual behavior. Only a small portion (4%) said they strongly disagree, which may reflect different ideas about duty and birth control. The rest of the answers are spread across the range.

A big problem is that pornography encourages sexual behavior that could be dangerous. People who watch porn may have more sexual partners or sex without protection. There is a link between this and worrying about the effects on public health of seeing more detailed sexual material. Pornography is tied to sexual behavior that is damaging, which shows that more research needs to be done. As per the survey responses, it is possible that people feel accepted if 69% of them don't feel dirty or unworthy because of sexual thoughts or actions. Shame, guilt, or moral issues may be the root of some people's negative feelings toward their sexual thoughts and behaviors.

Pornography changes your drive to be sexual. Experts believe that seeing detailed sexual material for a long time may make people less sensitive to certain sexual acts or ideas, which could make them seek more powerful or inappropriate sexual joy. Based on the "erotica-to-pornography escalation hypothesis," watching a lot of porn may change people's sexual habits and tastes, which could affect how they act sexually in real life. Some people say that pornography normalizes dangerous sexual practices and changes how people make sexual decisions.

It is hard to deal with pornography and sexuality. Some studies found a link between pornography and sexual behavior that could be dangerous, while others found no link. The fact that the results were so different

shows how much more study needs to be done on the complicated link between pornography and sexual behavior. According to the pie chart, what number of people deal with emotional pain by watching pornography? About 52% of people who answered picked Option 1, which means they don't use pornography to avoid things. Option 3 (1-2 times) is the second most popular answer, with 22% of the vote. Options 2 (Sometimes) and 4 (Frequently) are tied with 7% of the vote each. The least popular choice, Option 5 (Seldom), indicates that emotional avoidance is not a usual reason.

Pornography and sexual behavior are affected by many things. People who watch porn have different characters, ways of thinking, and cultural and social backgrounds. Peer pressure, how people interact with each other, and sexual education can also change sexual views and behaviors.

Attitudes Towards Sexuality and Relationships:

Pornography changes people's sexuality, relationships, and actions. Pornography may completely change sexual norms, gender roles, and personal interactions, according to new research. These things are very important for knowing how pornography affects people's minds and social lives. Pornography changes sexuality by reinforcing ideas and gender norms about women.

Researchers have found that people who watch pornography see women more as sexual objects than as equal partners. Porn sexualizes and markets women's bodies, which makes gender inequality worse. As per the view of the respondents from the survey, the fact that 75% of people don't watch porn even though they know it could hurt their relationships shows that they agree with keeping relationships strong. Fewer people are still doing it, which means they are either addicted or don't care that it could hurt their relationships.

Pornography has made people set sex and relationship goals that are too high. The sexuality in pornography is portrayed in over-the-top stories and acts. Because pornography sets false standards for sexual behavior, body image, and how relationships work, watchers may feel bad about themselves or unhappy when their experiences don't meet those standards.

By making sexuality and body image look better than they really are, pornography may hurt self-esteem and body image. The unrealistic sexuality and beauty shown in pornography can make people unhappy with their bodies and lower their self-esteem, especially teens and people who already have problems with how they look. The high standards for beauty and sexual success in pornography can make people feel bad about their bodies, which can lead to sadness and anxiety. Pornography changes how people talk and interact

sexually. Studies show that pornography can make love relationships less close and trusting, which can lead to arguments and sadness. Pornography can make sexual acts that lead to sexual pressure or relationship troubles seem normal.

Today, digital pornography has changed how physically close people are to each other. If you click on a lot of sexy stuff, it can change your sexual wants, needs, and expectations. Because violent sexual material is so easy to find, people may act sexually in ways that go against their values and rules more often, which could lead to relationship problems.

Porn can change the way people think about sexual freedom and permission, which can have an impact on these ideas. A study says that watching pornography without permission might dull people's sense of what is right and wrong and make sexual violence or pressure seem normal. Porn may change sexual consent and victim-blaming by making it look like sexual abuse is routine. As per the responses of the participants, after watching pornography, 31% of respondents said they rarely or never hide their online behavior. Meanwhile, 28% and 19% do it somewhat, and 15% and 7% do it more often. This indicates that respondents are very aware of their privacy online or the chance of being embarrassed.

Cultural and Societal Implications:

Pornography changes more than just what people do and how they relate to each other. It changes society and social norms as well. The way people talk and think about sexuality has altered because of porn. They are everywhere these days, and it's easy to find adult content. People have different ideas about how this impacts culture and sexual health. According to the survey, the view that sex is primarily a physical act rather than an emotional or social one is reflected in the large proportion of respondents (38%) who believe that sex can be just a good physical release. A variety of levels of agreement show that individuals have various views on what sex means to them and how it fits into their daily lives.

Pornography has a big effect on culture, leading to problems like sexual abuse, exploitation, and unfair treatment of women. Some people say that erotic body abuse and marketing make sexual attack and pressure seem normal and reinforce negative stereotypes. Pornography shows sexual behavior that is violent or not voluntary, which makes people think about consent and sexual violence, especially young and sensitive watchers. Pornography reinforces bad gender norms and stereotypes by showing women as things that men want. Many show women as helpless objects of male pleasure who don't care about their own needs or choices.

Pornography makes people less human and reinforces social rules that put men's sexual joy ahead of women's freedom and health.

Pornography changes sexual standards by praising some sexual behaviors and putting down others. People who watch a lot of pornography may develop unrealistic ideas about how beautiful they are and how well they should perform. For sensitive groups, like teens and young adults, this could lead to feelings of not being good enough, shame, and sexual and physical unhappiness. Because pornography is so common, adults may lose interest in how moral it is. As pornography gets more popular, it changes things like schooling, fun, and advertising. The normalization of pornography could make healthy and consenting sexuality hard to tell apart.

Pornography in popular media may lead to problems with getting and keeping an erection, having sexual problems, and being unhappy in a relationship. Some studies show a link between watching pornography and having bad results in these areas. However, the cause-and-effect relationship is complex and relies on the person, the situation, and social values. The ridiculous and over-the-top sexual scenes in pornography may also hurt people's ideas about sex and closeness, making them dislike sexual experiences in real life. Pornography is planned and puts performance and physical pleasure ahead of sexuality that is emotional and social. By making people feel like they have to act out written stories, this may hurt relationships by setting impossible goals.

CHAPTER 5 - CONCLUSION AND IMPLICATIONS

6.1 Linking with Objectives

Objective 1: To assess the prevalence and patterns of pornography addiction among the target demographic.

The study's principal objectives were easily achieved. The research met objective one by assessing pornography addiction prevalence and trends in the demographic investigated. The problem's landscape was shown to academics. The findings extend our understanding of pornography addiction and its prevalence in young adults.

Objective 2: To examine the psychological and emotional impact of pornography addiction on young adults.

With regard to objective 2, the study thoroughly investigated the psychological and emotional effects of pornography addiction on young adults. Examining different psychological factors and how they relate to addiction habits helps us better understand the complicated relationship between pornography usage and emotional well-being.

Objective 3: To analyze the correlation between the duration and intensity of pornography addiction and changes in sexual attitudes.

The research also met objective 3 by looking at the relationship between changes in sexual attitudes and the duration and seriousness of pornography addiction. The links we found help us figure out what might happen to young adults' sexual attitudes when they watch a lot or for a long time.

Objective 4: To identify potential mitigating factors or interventions that may moderate the impact of pornography addiction on sexual attitudes among young adults.

By identifying potential lowering factors or interventions that might lessen the effect of pornography addiction on young adults' sexual attitudes, the study was successful in achieving objective 4. Knowing these things is very helpful for making targeted interventions that will lessen the bad effects of pornography addiction on people's sexual attitudes.

6.2 Conclusion

The research illuminates the complex landscape of pornography addiction among young adults by providing a comprehensive examination of its prevalence, psychological impact, and relationship to changing sexual attitudes. The study examined addiction patterns and emotional wellness. The findings emphasize the importance of understanding how young adults consume pornography. The debate concerning what may happen following long-term interaction includes correlations between addiction length, severity, and sexual attitudes. The research on mitigating variables and interventions allows us to create individualized therapies to reduce the consequences of pornography addiction on sexual attitudes. The development of interventions targeted at improving the psychological and sexual health of young adults struggling with or at risk of acquiring pornography addiction is affected by this.

6.3 Implications

The research has major consequences for academia and societal well-being. The prevalence and tendencies of pornography addiction highlight the necessity for continued academic exploration, solving knowledge gaps among young adults (Ahorsu et al., 2023).

The study's findings on pornography addiction's emotional repercussions justify mental health interventions. Psychology, therapy, and allied professions may apply these approaches to help people with pornography addiction (Koós et al., 2021).

Full sexual education is needed since addiction length and strength affect sexual attitudes. Schools and health organizations may utilize these findings to improve courses and create a more open and informed debate about healthy sexual attitudes (Bennett-Brown & Wright, 2022).

Finding solutions to mitigate issues may help to prevent them. This understanding may help mental health professionals, educators, and parents of young adults with pornography addiction build supportive settings and successful interventions (McKee et al., 2022).

The research makes people consider the moral issues of viewing too much pornography and the negative consequences. In the internet era, policymakers, campaign organizations, and educators must treat sexual material responsibly. These findings may aid policymaking, public discourse, and community endeavors (Rothman, 2021).

6.4 Future Scope

To learn more about how different racial and cultural groups are affected by pornography addiction, more research will be conducted on this demographic in the future. Studies that follow people over time can also show how addiction changes and what effects it has over time. The field could benefit from more exploration of protective measures and strategies, as well as the application of new technologies in the diagnosis and treatment of addiction (Phippen & Brennan, 2020). Policymakers, academic professionals, and academics must collaborate to create custom training programs and support systems. More research will help us understand pornography addiction better, which will help us avoid it and help people who are hooked.

6.5 Recommendations

Recommendation 1: Educational Programs

Develop thorough training programs especially for young adults to improve awareness of the potential risks and psychological impact of pornography addiction. Some of the sub-points are giving people information on how to have good sexual attitudes, showing them how to use media, and getting kids to talk about it in public (Bhana, 2022).

Recommendation 2: Counseling and Support Services

Facilitate access to therapy and support services for those struggling with pornography addiction. Setting up private helplines, online therapy platforms, and community-based support groups are some of the sub-points that will be done to help people who need it (Lewczuk et al., 2021).

Recommendation 3: Parental Guidance Programs

Create programs to teach parents how to talk to their children about sex with children. It's important for parents to know how to talk to their kids about it in a healthy way, for conversations to be open and accepting, and for parents to know how to keep an eye on what their kids do online in a good way (Henry et al., 2020).

CHAPTER 7 - DELIMITATIONS AND LIMITATIONS OF THE STUDY

7.1 Delimitations

The study's exclusive focus on one age group of young adults limits its ability to extend its findings to a wider age range. Its use in different cultural settings is constrained by the geographical scope, which is limited to specific regions. A lot of the data in the study comes from people who say what they think. This could be flawed because people want to be liked or because they remember things wrong (Grubbs et al., 2020). Cross-sectional methodology also impedes the exploration of direct relationships and long-term trends.

7.2 Limitations

There are some problems with the study that make it not very strong. If people only report their own habits, they might not report them at all or report them too much. It's possible that a quantitative approach to pornography addiction would leave out some important facts. Some claim that the survey format might not go into enough depth to fully comprehend what the participants experienced. The study's findings may also be useful in the near future because social views and technology change quickly. People who have stronger opinions about the topic may be more likely to participate in the research because it is voluntary, which may result in selection bias. This study has some problems, but it still gives us useful information during its time.

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