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The Consumption of Pornography in Adolescents and Young People: a Gender Perspective Analysis of the Characteristics and Profiles of Consumers

El consumo de pornografía en adolescentes y jóvenes: un análisis con perspectiva de género de las características y perfiles de consumidores

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Resumen: El concepto de nueva pornografía se refiere a aquellos contenidos pornográficos disponibles fácilmente en internet, gratuitos e ilimitados. El objetivo general de este artículo es analizar el consumo de dicha pornografía por parte de jóvenes y adolescentes, determinando el perfil y analizando las características de las personas que consumen. Para ello, se apoya en un estudio realizado durante el año 2020 en Tenerife (España) a un total de 2.432 jóvenes y adolescentes, de las cuales el 49,6% eran mujeres y el 50,4% son hombres con edades comprendidas entre los 15 y los 30 años. La metodología utilizada replicó la de la investigación realizada por el Dr. Ballester de la Universidad de Islas Baleares, basándose en un cuestionario que recogía los datos sociodemográficos, la educación afectivo sexual recibida y el consumo de pornografía en el último mes. Los resultados muestran, por un lado, que el consumo está protagonizado principalmente por varones (70,3% frente al 24,7% de mujeres) jóvenes que resuelven sus dudas sexuales a través de internet y lo comparte con sus amistades. Por otro lado, respecto a las características de los consumidores, se trata de un consumo mayoritariamente semanal o diario y que comparten con algún amigo u amiga. Tanto en el trabajo del Dr. Ballester como en este, así como en otros estudios nacionales e internacionales, existen coincidencias en los resultados. El consumo de pornografía de los jóvenes tiene unas consecuencias que deben ser analizadas en profundidad, si bien estudios ya señalan la repercusión que tiene en el incremento de la violencia sexual y la demanda prostitucional, lo que convierte a la pornografía en una escuela de desigualdad donde jóvenes y adolescentes se socializan en unas actitudes violentas hacia las mujeres.

Palabras Clave: pornografía, consumo, jóvenes, adolescentes, violencia

Abstract: The concept of new pornography refers to those pornographic contents easily available on the Internet, free and unlimited. The general objective of this article is to analyze the consumption of new pornography by young people and adolescents, determining the profile and analyzing the characteristics of the people who consume it. For this, it is based on a study carried out during the year 2020 in Tenerife (Spain) to a total of 2,432 young people and adolescents, of which 49.6% were women and 50.4% were men aged between 15 and 30 years. The methodology used replicated that of the research carried out by Dr. Ballester, professor of the University of the Balearic Islands, based on a questionnaire that collected sociodemographic data, the affective sexual education received and the consumption of pornography in the last month. The results show, on the one hand, that consumption is carried out mainly by young men (70.3% compared to 24.7% of women) who solve their sexual doubts through the Internet and share it with their friends. On the other hand, regarding the characteristics of the consumers, it is mostly a weekly or daily consumption and that they share it with friends. Both in Dr. Ballester's work and in this one, as well as in other national and international studies, there are coincidences in the results. The consumption of pornography by young people has consequences that must be analyzed in depth, although studies already point out the repercussion it has on the increase in sexual violence and the demand for prostitution. So, pornography is a school of inequality where young men and adolescents are socialized into violent attitudes towards women.

Keywords: pornography, consumption, youth, adolescents, violence

1. INTRODUCTION

Pornography has been a central issue in feminist theory, with controversial and polarised debates about its consideration as violence against women (Dworkin, 1981; Mackinnon, 1995) or as a licit manifestation of sexual pleasure (Rubin, 1989). From a simplistic perspective, it seems that the aim of pornography would be the mere representation of sex to produce arousal. However, in this sense, relevant issues such as the model of sexuality represented, or the impact pornography has on relations between men and women are obscured. In this regard, recent works on the subject with a feminist focus by Alario (2018; 2021) and Cobo (2020) have delved into these androcentric and misogynist representations highlighting how consumers learn to become sexually aroused by images that objectify and hypersexualise women.

The ease of access to new pornography and the development of Information and Communication Technologies (ICT) have impact directly on the increase in consumption by young people and adolescents, affecting their social relationships and sexuality. This impact has been analysed in different studies in Spain (Ballester & Orte, 2019; Torrado et al., 2021) where, in addition to studying the consumers' profiles, they have looked in depth at the type of consumption. The relationship pornography has with the increase in inequalities between women and men in general and, particularly, the increase in sexual violence has also been analysed. These issues have been reflected in the report of the Youth Institute of the Spanish Government (INJUVE, 2020) indicating that pornography consumption among young men is widespread. Additionally, a high percentage of men (32%) and women (24%) indicated they were very or fairly inspired by pornography in their sexual relationships. They also report that the age of sexual initiation is decreasing, and that pornography is serving as a school for sexuality.

In view of the above, it seems necessary to investigate the phenomenon, so the objectives of the research are 1) to determine the profile (sex, age, sexual affective education and form of consultation) of young people in terms of pornography consumption and 2) to analyse the characteristics of people who consume pornography so as to determine their profiles and characteristics, as well as who consumes more and what type of consumption they have, more private or more public.

2. BACKGROUND

2.1. *The pornification of sexuality*

The origin of pornography, in its various forms, dates back to the beginning of civilization, although pornography as a mass industrial product aimed mainly at men dates back to the 70s and 80s of the 20th century (Cobo, 2020; Jeffreys, 2011). The etymological root comes from ancient Greek, and its name is made up of two meanings; *pórne* which means prostitute, and *gráphein* which means to write, to record, to illustrate. According to the Royal Spanish Academy (RAE), pornography is "*the open*

and crude presentation of sex that seeks to produce excitement" (RAE, n.d., definition 1). Nowadays, new meanings of the term go in this direction, i.e., graphic or recorded images or representations of certain acts. In any case, all definitions imply the representation of sex in order to produce arousal. This hides important elements such as the type of sexuality represented, effects it produces on consumers (mostly men) and most importantly, the effects it produces on relationships between men and women, contributing inequality and violent relations. From the point of view of Cobo (2020), pornography is a social practice that contributes to shaping the sexuality of women from the masculine interest.

In today's globalised societies, both prostitution and pornography have been mutating. They are now interconnected and among the most lucrative activities in the world (Torrado, 2019; Jeffreys, 2011). This process of social change and consumption patterns with the dawn of globalisation and ICTs has facilitated a type of pornified culture. A culture that is a mass phenomenon that under mainstreaming hyper-sexualisation has contributed to normalising violent images and underestimating the harm they produce in the people who consume it. Many consumers are minors and young people who have had no previous sexual experiences and normalise their arousal through porn.

These processes of pornification have been studied by various authors (Paasonen et al., 2007; Mulholland, 2011; Favaro & De Miguel, 2016; Menéndez, 2021) analysing how pornographic imaginary has been introduced into cultural products and social relations. At the same time as these pornified imaginaries are introduced into cultural products, they contribute to transmitting the values of the world of pornography and the normalisation of violent attitudes that are considered sexually attractive (Alario, 2018).

Therefore, pornography contributes to these processes of socio-cultural pornification and allows not only arousal at the visualisation of violent images, but also confusion between sexuality and violence (Alario, 2018). In short, violence is eroticised through images of women turned into things, into parts sectioned and instrumentalised for the pleasure of others (Fredrickson & Roberts, 1997; Gervais & Egan, 2017). To do this, the porn industry transmits through its websites messages that normalise violent behaviour against women, eroticising women's lack of desire, rape, humiliation, torture, paedophilia or incest, among others (Alario 2018). Moreover, it perverts the concept of "sex" by broadcasting messages contrary to desire and consent. However, what is worse, pornography, by being part of the current neoliberal market, has become a mass phenomenon with significant lucrative benefits where millions of young people around the world learn to socialise in a homogeneous patriarchal, toxic and violent sexuality (Torrado, 2019).

Pornography, as a theory of sexual violence, contributes to indoctrinating men in a desire built on violence and in converting these desires into rights under the idea that male pleasure is above anything else,

and that women are passive subjects whose bodies must be at the service of men's desires. We must bear in mind that, as Cobo (2020) states, pornography is a socialisation device that has a lot of power and that, "*in all pornographic narratives, although they speak of specific sexual practices that are different from one another, there are connections that link them together*" (Cobo, 2020: 50). In fact, Peter and Valkenburg (2016) point out, after reviewing numerous studies on the subject, that there is strong evidence that the pornography consumed by young people and adolescents conditions their sexual attitudes.

2.2. Natives of porn. Young people and adolescents in the porn industry

Analysing the phenomenon of pornography, we see that one of its contributions is aimed at the objective of eroticising violence among its consumers through messages that normalise practices that encourage the consumption of prostitution. Therefore, it can be affirmed that there is a functional relationship between the two and that has been demonstrated in recent research (Farley & Donevan, 2021; Alario, 2018; De Miguel, 2012; Szil, 2018; Cobo, 2019, Torrado et al., 2021). As Ranea (2019) puts it, "*men who construct their sexual imaginary with pornography have serious difficulties in relating sexually on an equal footing with women*" (Ranea, 2019: 72). Moreover, it is in the consumption of prostitution where men seek to realise this imaginary constructed in pornography that allows them to reproduce "*a model of sexuality that reduces women to sexual objects and puts male desire at the centre, as the only relevant factor*" (Alario, 2018: 74). But nowadays, as we have already mentioned, pornography, like prostitution, has mutated in its production and consumption patterns, closely related to ICTs (Ballester et al., 2019). We are no longer talking about a minor production of physical magazines that are purchased in person at kiosks, or even videos for rent. In the last decades of the 20th century and the beginning of the 21st century, there has been a proliferation of what we call new pornography, which presents important differences with conventional pornography (Ballester & Orte, 2019).

This new pornography is characterised by good image quality, easy accessibility, affordability and a guarantee of anonymity and interactivity. Most importantly, it allows anyone to access this unlimited content, mostly free of charge. In this process of mutation, variations in consumer profiles and distribution have also been observed. Pornography is worldwide and with homogeneous content, in such a way that the same content can be equally viewed in a village in Peru or in a capital city in Spain. This contributes to the creation of violent and patriarchal sexual indoctrination (Torrado et al., 2021). This indoctrination has more impact on young men than on young women as we can see in the data from the Spanish National Institute of Statistics (INE, 2021). In terms of ICT connectivity in 2020, 99.6% of people between 16 and 24 years old were female and 99.9% were male. Furthermore, the results from Garmendia's study (2018) show 58% of girls

and 62% of boys aged 9-12 used a smartphone on a daily basis, and this figure increased to 93% of boys and 94% of girls at ages 13 and 17.

It has also been shown in other studies that this increase in ICT connectivity at an early age is related to an increase in pornography consumption. Even though it is not always explicitly sought, large corporations already have mechanisms to derive their products through the most common search engines (Ballester & Orte, 2019, Torrado et al., 2021). In this sense, the study by Torrado et al. (2021) refers to the fact that 17.5% of young people aged between 16 and 29 have accessed pornographic pages without intending to do so, simply by surfing the Internet. Ballester and Orte (2019) indicate that the average age of onset of pornography consumption is 14 for boys and 16 for girls, and the minimum age at which they start viewing pornography is 8 years old. Save the Children's report (2020) lowers the average starting age, indicating that more than half of the teenagers surveyed aged 13-17 have come into contact with pornography before the age of 13.

The ease of consuming pornography and the fact that boys and girls are doing so at increasingly younger ages means that pornography will have an impact on their lives in one way or another (Ballester et al., 2019). This impact on the lives of people who consume pornography as well as consumers' profiles have been analysed in several studies from a feminist perspective. Their results coincide in that it is mostly men who consume pornography (Torrado et al., 2021; Ballester & Orte, 2019, Peter & Valkenburg, 2016; Rissel et al., 2017; Sun et al., 2016).

Regarding the profiles of young pornography consumers, we have the studies by Ballester and Orte (2019) and Torrado et al (2021), where it is concluded that it is mainly men who view pornography through mobile devices and as private behaviour, but this is not always the case, as consuming pornography can be something that is done collectively, with friends or a partner. Ballester and Orte (2019) found that while the majority of men (86.9%) and women (54.8%) viewed pornography alone, there is also a smaller percentage who view pornography with their friends (10.3% of men and 3.2% of women) or girlfriends (4.5% of men and 6.2% of women). For their part, Peter and Valkenburg (2016) establish that the profile of pornography consumers is mostly adolescent males. As to whether young people consume more pornography than adults, Ballester and Orte (2019) have not been able to confirm this. However, Paul and Kobach (2013) indicate that higher pornography consumption is expected among those who use the Internet most frequently and for longer periods of time, so in principle, given that young people are the biggest consumers of the Internet, they are expected to be the biggest pornography consumers. This is what Ševčíková et al. (2014) state in their studies, indicating that those young people who use the Internet more frequently also consume more pornography.

Another central question in these studies is whether the consumption of pornography is an attempt to make up for deficits in affective sexual

education or adolescents' doubts about sexuality. Indeed, it seems that if these doubts are not resolved by educational institutions or families, there is a high probability that they will turn to friends or the Internet (Ballester et al., 2019). In the study by Torrado et al. (2021), it was found that the two main sources for resolving doubts about sexuality are mostly peer groups and the Internet, and only 35% of those surveyed resolved them by consulting their families. These same conclusions are reflected in the research by Ballester and Orte (2019), which concludes that most young people and adolescents aged 16-29 are not satisfied with the affective-sexual education they have received and that they resolve their doubts about sexuality with their friends or through consultations on the Internet.

3. METHOD

This is a quantitative and cross-sectional research, which is framed within the feminist paradigm (Amorós, 1998). The results of this research are based on the results of a survey carried out on young people and adolescents of both sexes aged between 15- and 30-years old living on the island of Tenerife (Canary Islands) in 2020, under the technical commission of the *Cabildo Insular de Tenerife* (Tenerife Island Government). The questionnaire was self-administered and was on the Limesurvey platform, strictly controlling the distribution of the link and applying quality control criteria to the respondents. Sampling was stratified by sex and districts, although a weighting was applied to ensure that the sample was representative. The sampling error was $\pm 1.97\%$ for a confidence level of 95% and where $p=q$.

3.1. Hypothesis

Considering the reviewed literature, the hypotheses of this study are the following:

1. Young and adolescent boys consume pornography more and more frequently than girls.
2. Older young boys and girls consume more pornography.
3. Young boys and girls and adolescents who solve their doubts through the Internet consume more pornography than those who solve their doubts through other means.
4. The majority profile of pornography consumers are young boys.

3.2. Measurements and procedure

The instrument developed mainly replicated the web questionnaire designed and applied by Ballester and Orte (2019), who applied it with a probabilistic sample of 2,457 young people between the ages of 16 and 29 from seven autonomous communities in Spain in 2018.

The questionnaire used in our research consisted of the following dimensions: 1) identification questions (age, sex and other variables that are not analysed in this article); 2) affective-sexual education received (items such as having received affective-sexual education, how to resolve doubts, etc.); 3) pornography use in the last 10 years (items such as frequency of

pornography use, who knows they use pornography, etc.); and 4) pornography use in the last month (same items as in section 3). Dimensions 3 and 4 asked whether or not they had used pornography, and if they had, a drop-down list appeared with the rest of the questions.

The fieldwork was carried out between 4 February and 22 December 2020, although physical travel was not required due to COVID-19 and the resulting health restrictions. In this context, some educational centres were contacted (after the approval of the General Directorate of Educational Planning of the Canary Islands Government) and the application of the questionnaire was organised. Data analysis was carried out with the statistical package SPSS (Statistical Package for the Social Sciences) version 22, analysing the profiles of young people and adolescents who habitually consume pornography and those that do not. Bivariate analysis (contingency tables) and Multiple Correspondence Analysis techniques were used to observe the behaviour of pornography consumption in a multivariate environment.

3.3. Participants

The sample consisted of a total of 2,432 people, 49.6% of whom were women and 50.4% men, aged between 15 and 30. Of the total number of respondents, 64.8% were between 15 and 17 years old, 25% between 18 and 22 years old and 10.2% between 23 and 30 years old. The reason for the division between these three age groups is to divide minors on the one hand and older people on the other, separating them into two groups according to educational milestones (University Degrees are completed at 22-23 years of age).

4. RESULTS

The first objective of this research is to determine the profile (sex, age, sexual affective education and form of consultation) of young people in terms of pornography consumption. Thus, 47.7% of the surveyed population had consumed pornography in the last month. Furthermore, as shown in Table 1, the percentage of men who had consumed pornography in the last month was much higher than those who had not, 70.3% and 29.7% respectively. The percentage of women who indicated that they used pornography in the last month was 24.7%, while those who did not use pornography in the last month was 75.3%. The results show the existence of a statistically significant relationship between the sex of young people and pornography consumption in the last month, with the intensity of this relationship being very strong ($\chi^2= 503.685$, $df 1$, $p\text{-value } 0.000$, $CC 0.415$). In other words, men were much more likely than women to have consumed pornography in the last month. In terms of age, the three groups show similar results, with an increase in pornography consumption with increasing age and a decrease in non-consumers, although it is true that these differences between the variables age and pornography consumption in the last month are not statistically significant ($\chi^2= 2.152$, $df 2$, $p\text{-value } 0.341$).

Therefore, there is no relationship between people's age and whether or not they consume pornography.

Table 1. Pornography use in the last month by sex and age. 2020. %

		Used pornography in the last month	
		Yes	No
Sex	Women	24.7%	75.3%
	Men	70.3%	29.7%
Age	15-17 years old	46.9%	53.1%
	18-22 years old	48.8%	51.2%
	23-30 years old	51.6%	48.4%

Source: Prepared by authors (research data).

The other variables analysed to determine the profile of pornography consumers were whether or not they had received affective-sexual education and the way in which they resolved their sexual doubts. In both cases, the results are shown in Table 2. Regarding whether or not they had received affective-sexual education, 25.6% indicated that they had not, compared to almost three quarters of the sample (74.4%) who indicated that they had. Statistical tests reveal that the relationship between having received affective-sexual education and consuming pornography in the last month is not statistically significant ($\chi^2= 0.373$, df 1, p-value 0.541), so that the affective-sexual education received is not related to whether or not pornography is consumed. However, most people say that they have received affective-sexual education, yet they do not feel satisfied with it, so maybe this dissatisfaction leads to consumption.

Regarding the way in which they resolve their sexual doubts, 41.9% of the people who indicated that they resolved their sexual doubts with their fathers or mothers also indicated that they had consumed pornography in the last month, while the remaining 58.1% indicated that they had not consumed pornography. Of those who did not resolve their doubts with their parents, 50.7% indicated that they did consume pornography in the last month, while 49.3% did not. There was 67.9% of the people surveyed that they did not resolve their sexual doubts with their fathers or mothers. In the case of these variables, there is a statistically significant relationship, although with a low intensity ($\chi^2= 16.555$, df 1, p-value 0.000, CC 0.082). This indicates that those who do not resolve their sexual doubts with their fathers or mothers consumed pornography during the last month to a greater extent than those who did resolve these doubts with their fathers or mothers.

Of those who indicated that they resolved doubts with their friends, 48.6% said they had used pornography in the last month, while 51.4% said they had not done so. The 46.9% who did not resolve their sexual doubts with their friends had used pornography in the last month, compared to 53.1% who had not. The analysis shows that there is no statistically significant relationship between resolving sexual doubts with friends and

consuming pornography ($\chi^2= 0.716$, df 2, p-value 0.398), so the two variables are not related.

Most of the people who resolved their sexual doubts online had also used pornography in the last year (54.7%), while the rest (45.3%) said they had not done so. On the other hand, of those who did not resolve their sexual doubts in this way, 41.8% said that they had consumed pornography in the last month, compared to 58.2% who said they had not done so. In this case, there is a statistically significant relationship between resolving sexual doubts over the Internet and consuming pornography, with a medium intensity ($\chi^2= 40.146$, df 1, p-value 0.000, CC 0.127). This relationship shows that those who resolve their sexual doubts using the Internet consume pornography to a greater extent than those who do not resolve doubts in this way.

Table 2. Consumption of pornography in the last month, affective-sexual education and with whom they resolve sexual doubts. 2020.

		Used pornography in the last month		
		Yes	No	N
Has received affective-sexual education	Yes	48.1%	51.9%	1748
	No	49.5%	50.5%	600
Resolves sexual doubts with their parents	Yes	41.9%	58.1%	781
	No	50.7%	49.3%	1651
Resolve sexual doubts with friends	Yes	48.6%	51.4%	1293
	No	46.9%	53.1%	1140
Resolve sexual doubts through the Internet	Yes	54.7%	45.3%	1141
	No	41.8%	58.2%	1291

Source: Prepared by authors (research data).

Having conducted a multivariate analysis between pornography consumption and different variables that may affect consumption, it is appropriate to elaborate a multivariate model including these variables jointly through a multiple correspondence analysis. An analysis was carried out with two dimensions. As shown in Table 3, the variables that discriminate to a greater extent in dimension 1 are sex and pornography consumption, while in dimension 2 the resolution of doubts through the Internet and through friends is particularly important. Furthermore, the table also informs us that the model developed gives a total inertia of 0.420, with dimension 1 having a greater weight than dimension 2.

Table 3. Discrimination measures an inertia of Multiple Correspondence Analysis for pornography consumption.

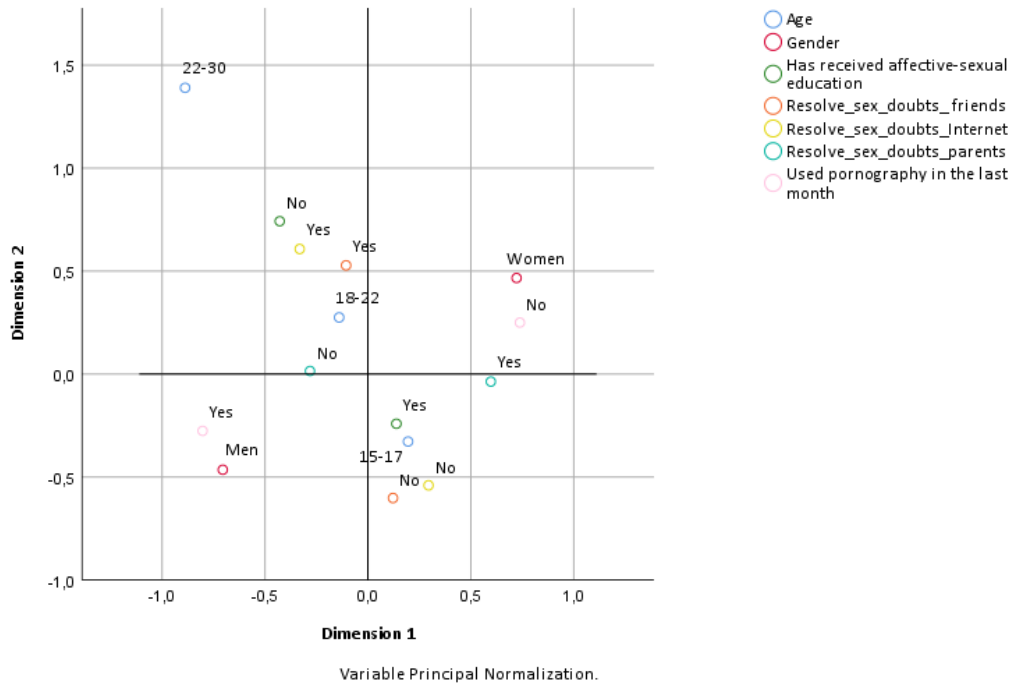
	Dimension	
	1	2
Age in three groups	.110	.286
Sex (Sexual identity)	.507	.216

Has received affective-sexual education	.059	.178
Resolves sexual doubts through the Internet	.098	.328
Used pornography in the last month	.593	.069
Resolves sexual doubts with friends	.013	.318
Resolves sexual doubts with their parents	.168	.001
Active Total	1.547	1.395
Inertia	.221	.199
N	2337,000	

Source: Prepared by authors (research data).

In order to group the results and establish profiles according to sex and age group, Figure 1 shows the groups that have been formed on this basis. Five possible groups of pornography consumers (or not) have been established: 1) the first group is made up of women are characterised by not consuming pornography; 2) the second group consists of men that consume pornography and who do not consult sexual doubts with their parents; 3) the third consists of people aged between 15 and 18 who are characterised by being trained in affective-sexual education, but who do not consult doubts about sexuality either with friends or with the Internet; 4) the fourth is people between 18 and 22 years of age, who have not received affective-sexual education and consult doubts about sex on the Internet and with friends; and 5) finally, there are people between 23 and 30 years of age, who do not have a profile determined by any variable.

Figure 1. Correspondence analysis with pornography consumption and independent variables of the study.



The second objective of the research is to analyse the characteristics of people who consume pornography so as to determine their profiles and characteristics, as well as who consumes more and what type of consumption they have, more private or more public. The frequency of pornography consumption according to age and sex is shown in Table 4. After analysis, the variables sex and frequency of consumption showed a statistically significant relationship, with a high intensity of the relationship ($\chi^2=171.341$, df 3, p-value 0.000, CC 0.362), indicating that it is men who consume more frequently than women.

In terms of age, we observe that weekly consumption is higher as age increases, while both daily and sporadic consumption (except in the case of 18–22-year-olds, which increases slightly) decrease as age increases. In this sense, the results show that there is a statistically significant relationship between people's age and the frequency with which they consume pornography, with a mean intensity ($\chi^2=30.446$, df 2, p-value 0.000, CC 0.161). In other words, older people consume more pornography than younger people.

Table 4. Frequency of pornography use by sex and age. 2020. %

		Frequency of viewing pornography				N
		Occasionally, sporadically	Weekly	Daily	Several times a day	
Sex	Women	72.4%	22.5%	4.8%	0.3%	293
	Men	29.5%	44.4%	23.3%	2.8%	843
Age	15-17 years old	41.9%	36.0%	20.1%	2.1%	726
	18-22 years old	43.7%	37.2%	15.4%	3.8%	293
	23-30 years old	25.4%	57.9%	16.7%	0.0%	126

Source: Prepared by authors (research data).

The other variable that was analysed in the study is who knows they watch pornography. These results are shown in Table 5. After carrying out the analyses, it can be seen that the variables sex and knowledge of the environment about their pornography consumption are statistically significantly related, with a high intensity ($\chi^2=52.62$, df 5, p-value 0.000, CC 0.227). These results show that men consume pornography more publicly, mostly sharing it with their friends, while women consume it more privately, mostly not sharing it with anyone.

On the other hand, all age groups mostly claim that it is a friend who knows that they watch pornography, although these percentages decrease as the age group increases. The next person who knows that they use pornography is their partner. In this case, the percentage increases with increasing age. The results show that there is a statistically significant relationship between the variables age and knowledge of their environment about their consumption of pornography, with a high intensity ($\chi^2=39.261$, df 10, p-value 0.000, CC 0.197), indicating that it is those aged between 15 and 17 and those aged over 22 who hide it more, consuming it more privately than those aged between 18 and 22.

Table 5. Who knows who consumes pornography by sex and age. 2020. %

		Who knows that you watch pornography						N
		No, nobody	My partner	A friend	My parents	My siblings	Other people	
Sex	Women	23.2%	24.0%	49.8%	0.4%	0.7%	1.9%	267
	Men	12.8%	13.4%	60.5%	7.5%	1.2%	4.6%	694
Age	15-17 years old	16.7%	12.0%	60.7%	6.1%	1.6%	2.9%	618
	18-22 years old	12.7%	22.1%	52.0%	6.1%	0.8%	6.1%	244
	23-30 years old	17.3%	28.2%	50.9%	0.9%	0.0%	2.7%	110

Source: Prepared by authors (research data).

In the same way as the previous analysis, a multivariate model including variables of pornography consumption and those that may be related to it, jointly through a multiple correspondence analysis, is conducted. As shown in Table 6, a two-dimensional analysis was carried out, where the variables that discriminate to a greater extent in dimension 1 are

sex and frequency of pornography consumption, while in dimension 2, age is of particular importance. It can also be seen that the model developed gives a total inertia of 0.886, with dimension 1 having a greater weight than dimension 2.

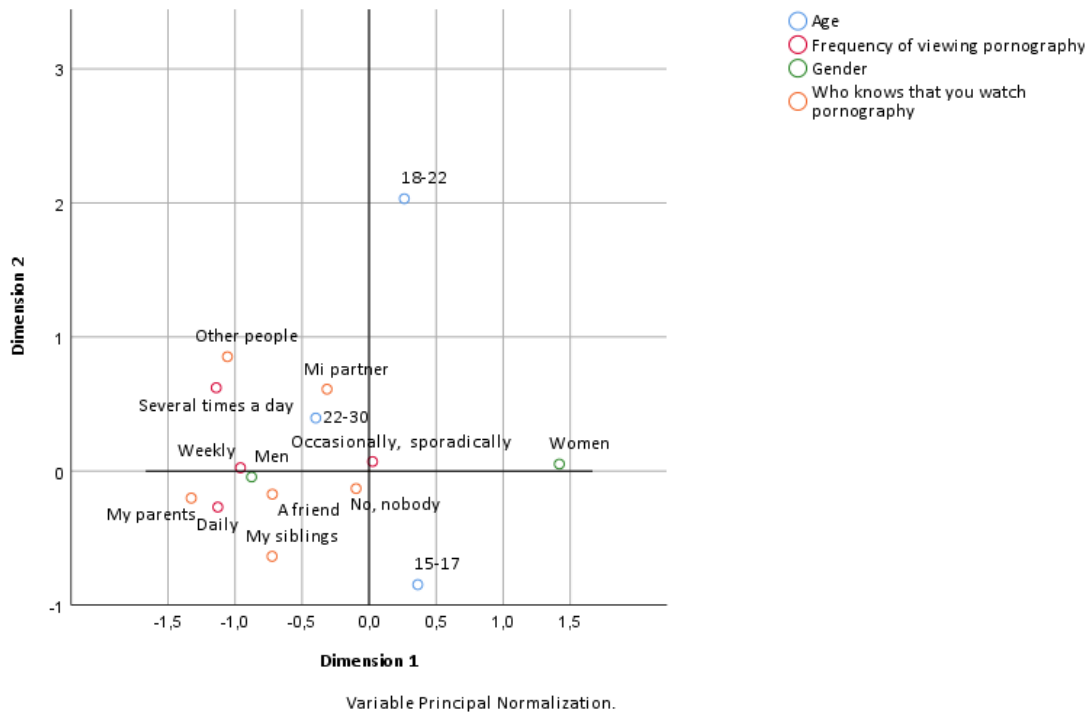
Table 6. Discrimination measures inertia of Multiple Correspondence Analysis for frequency of pornography consumption

	Dimension	
	1	2
Sex (Sexual identity)	1.378	.002
Age	.119	1.511
How often do you watch pornography?	.293	.011
Is anyone currently aware that you watch pornography?	.184	.046
Active Total	1.975	1.571
Inertia	.494	.393
N	951	

Source: Prepared by authors (research data).

As for the correspondence analysis in the first objective, to determine which consumer profiles are created, Figure 2 details this information. Five groups can be extracted from this graph: 1) men who tell their parents, brothers and friends, and watch porn on a daily basis; 2) women, who consume pornography sporadically and do not tell anyone; 3) people aged between 15 and 17 who do not associate themselves with any category; 4) 18-22 year olds who also do not fit into any category; and 5) 23-30 year olds who are characterised by watching pornography on a weekly basis, several times a day, and who have told their partner.

Figure 2. Correspondence analysis with the variables of frequency of pornography use, who knows they watch pornography and study independent variables.



5. DISCUSSION

The results of this study confirm the first hypothesis that the majority of pornography consumers are men, thus following the national and international trend of other studies conducted with a feminist perspective (Peter & Valkenburg, 2016; Rissel et al., 2017; Sun et al., 2016; Torrado et al., 2021; Ballester & Orte 2019). In addition to the fact that men consume the most pornography (70.3% compared to 29.7% of women), they also have the highest frequency of pornography consumption. In this case, 44.4% of men say that they consume pornography on a weekly basis and 23.3% on a daily basis, compared to almost three quarters (72.4%) of women who say that they consume pornography sporadically. Our results are in line with other studies, such as those obtained by Komlenac and Hochleitner (2022), which indicate that men tend to consume pornography an average of three to four times a week, or other studies such as those by Sun et al. (2016), Miller et al. (2019) or Willis et al. (2022), which confirm that it is men who consume pornography more frequently, and show that women consume it less frequently than men.

With regard to age, the results of our research show that “older” young people between 23 and 30 years of age (51.6%) consume more pornography. Therefore, the second hypothesis is confirmed. Younger people aged 15-17 (46.9%) and 18-22 (48.8%) have a lower consumption compared to the previous group. Peter and Valkenburg (2016) indicate in

their review that four studies point out that pornography consumption increases with age. However, five other studies did not find a significant increase. Our study did not find a statistically significant relationship either, so further research is needed on this issue in future studies. What is confirmed is that weekly pornography consumption increases as the age of the consumer increases, with a statistically significant relationship of average intensity, indicating that older people consume more pornography on a weekly basis than younger ones. In this respect, the INJUVE report (2020) reflects this upward trend of weekly consumption (2 or 3 times a week) of pornography among Spanish youth. However, studies on the number of people who report consuming pornography practically every day differ from our results, as ours is double the INJUVE data, although the decreasing trend of such consumption with increasing age is maintained (except in the case of people aged 18-22).

As for the way in which people resolve their doubts of a sexual nature, young people who solve their doubts through the internet consume more pornography, confirming the third hypothesis. Less than a third of the sample (32.7%) state that they do so with their mothers or fathers, despite the fact that Ballester et al. (2019) point out that in Spain both fathers and mothers do not know how to deal with their sons and daughters' pornography consume. This allows us to affirm the need to work with families and the educational community in a comprehensive manner, as it seems young people and adolescents who do not consult with their close environments are more likely to consume more pornography via the internet as a way to resolve their doubts.

In short, the groups that emerged from the correspondence analysis clearly show the existence of two large, differentiated groups: men who consume pornography and women who do not. So, the fourth hypothesis is confirmed. But there are differences within them, as women do not usually verbalise their consumption, while men share it to a large extent with their friends, which favours its normalisation and publicity, whereas there is a more residual and private consumption in women, as shown in other studies by Ballester and Orte (2019) and Torrado et al. (2021).

6. CONCLUSION

In the case of our research, the results have shown that the affective-sexual education received is not related to pornography consumption. Perhaps, therefore, it is more related to type of education received and degree of sexual satisfaction, in which most indicate they are not very satisfied. As Ballester et al. (2019) state, the situation of affective-sexual education in Spain is still a challenge.

However, due to this deficit in Spain, consumption is increasing, and pornographic contents are being used for learning as a kind of school of sexuality (Torrado, 2019; INJUVE, 2020). Consequently, young people are being normalised and socialised in values, as highlighted by Alario (2018), in a context that encourages violence against women, eroticising rape or

women's lack of desire. These contents are learned and integrated from a very young age and will condition their sexual attitudes (Peter & Valkenburg, 2016), so that men learn that their desires must be satisfied and that this is erotic for women. This fact has consequences that must be analyzed in depth, although undoubtedly contributes to an increase in sexual violence against women as reflected in the report on crimes against sexual freedom and indemnity in Spain (Ministry of the Interior, 2019).

Among the future lines of research based on the results obtained here is to know to what extent the profiles or groups of people found through the correspondence analysis are replicated in social networks. Thus, we could investigate whether the digital world is a replica of what happens in the offline world or whether it has its own codes and specificities. In addition, new studies are necessary to investigate the relationship between the variable of age and pornography consumption. Future studies could also delve into the advertising/privacy of pornography consumption as well as the way in which people resolve their sexual doubts online, thus contributing to our understanding of the predominant discourses on social networks.

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Titles and description of the tables and figures.

Table 1. Pornography use in the last month by sex and age. 2020. %.

This table shows the consumption of pornography in the last month by sex and age.

Table 2. Consumption of pornography in the last month, affective-sexual education and with whom they resolve sexual doubts. 2020. %.

This table shows the consumption of pornography in the last month, if you have received affective-sexual education and if you resolve your sexual doubts with your parents, friends or through the Internet.

Table 3. Discrimination measures an inertia of Multiple Correspondence Analysis for pornography consumption.

This table shows the results of the discrimination of measures of the multiple correspondence analysis carried out with the variables consumption of pornography and independent variables of the study.

Figure 1. Correspondence analysis with pornography consumption and independent variables of the study.

This figure shows the results of the multiple correspondence analysis performed with the variables consumption of pornography and independent variables of the study.

Table 4. Frequency of pornography use by sex and age. 2020. %

This table shows the frequency of pornography consumption by sex and age.

Table 5. Who knows who consumes pornography by sex and age. 2020. %

This table shows with whom they share that they consume pornography by sex and age.

Table 6. Discrimination measures inertia of Multiple Correspondence Analysis for frequency of pornography consumption.

This table shows the results of the discrimination of measures of the multiple correspondence analysis carried out with the variables frequency of consumption, who knows what they consume and independent variables of the study.

Figure 2. Correspondence analysis with the variables of frequency of pornography use, who knows they watch pornography and study independent variables.

This figure shows the results of the multiple correspondence analysis carried out with the variables frequency of consumption, who knows who consumes, and independent variables of the study.