

Getting the Picture: Pornography exposure, access and views among New Zealand young people



What's the issue?

Background and context

Pornhub, one of the world's biggest porn sites reported:

- **33.5 billion** visits in 2018
- **92 million** visitors each day
- **207,405** videos viewed every minute
- **80%** of all traffic is from a mobile device

Source: Pornhub's 2018 Year in Review,
<https://www.pornhub.com/insights/2018-year-in-review>



Porn is no longer the centrefold it used to be...





“In the last 10 years, there’s been an increase in what I would call the aggression that we see on camera.”

Nina Hartley, veteran porn performer



“You know, when I started, it was like very lovey dovey sex, not tough like Gonzo. After three years, they wanted to get more energy, more rough and they do one girl with, you know, four guys and just take over and destroy her.”

Anthony Hardwood, Porn performer

Acts of aggression are commonplace in best selling pornography

- **88%** of scenes include physical aggression
- **48%** of scenes include verbal aggression
- **94%** of cases – including gagging, choking and spanking – are directed at females
- **95%** of aggression is met with neutral or positive response

Source: Study of 50 best-selling pornographic videos, Ana Bridges et al, 2010

The genie is out of the bottle.*
Pornography is now the most prominent sex educator for many young people.**

*Larry Flynt 2010, **Michael Flood 2009





Jake
Age 18

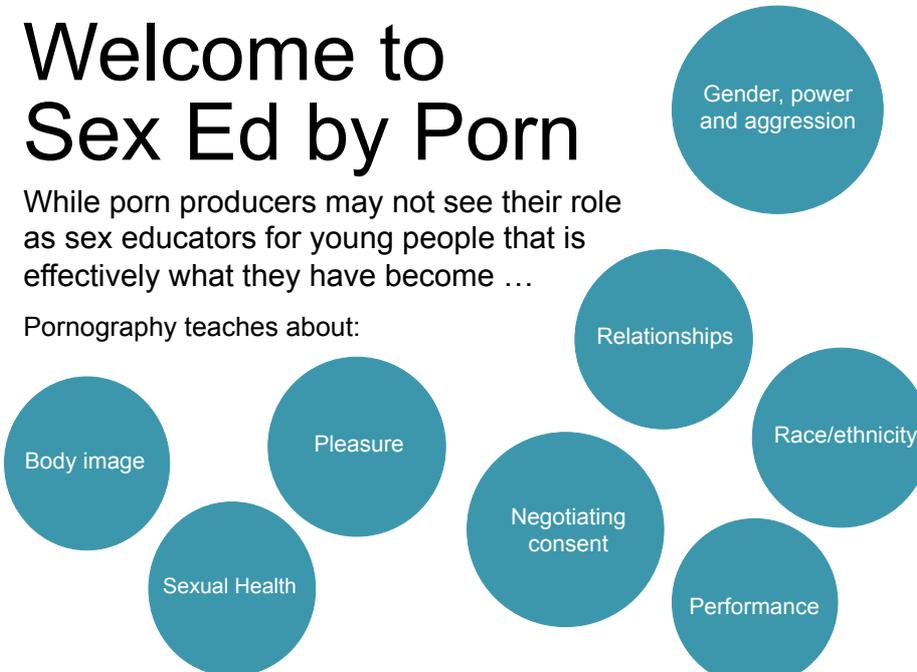
“The first time I had sex, because I’d watched so much porn I thought ‘all chicks dig this, all chicks want this done to them, all chicks want it up here, all chicks love it there. So I tried all this stuff, and yeah, it turned out bad.’”

Jake

Welcome to Sex Ed by Porn

While porn producers may not see their role as sex educators for young people that is effectively what they have become ...

Pornography teaches about:



- Gender, power and aggression
- Relationships
- Race/ethnicity
- Performance
- Negotiating consent
- Pleasure
- Sexual Health
- Body image



“Girls, like they love it in the porn, so maybe boys think that girls like that. And, you know, when you love someone, you’re always willing to just make them happy... At the end it just became like, I just became an object, just to blow his load on. I just felt gross at the end of it.”

Sara

New Zealand young people and porn

Research conducted by the
New Zealand Office of Film
and Literature Classification

Research aims:

To provide “...robust and up-to-date evidence about the scope of the issues, helping to inform the education, health, regulation and public policy discussions we need to have.”

Research description

METHODOLOGY

- Online survey

SAMPLE

- 2,071 young people aged 14 – 17 years (nearly one per cent of the national population within that cohort)
- weighted to match population data for age on gender and ethnicity



What is pornography?

“By porn, we mean explicit images, video, or movies of a person or people having real sex or doing sexual things and you can see their genitals (e.g. penis, vagina).”

Young people's porn exposure

67%

More than two-thirds of
NZ teens have seen porn:

BOYS

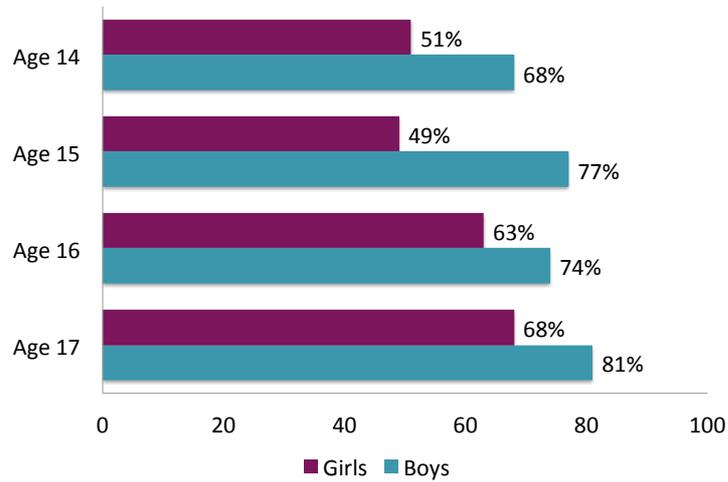
75%

GIRLS

58%

Source: NZ Office of Film and Literature Classification, 2018

Young people's porn exposure



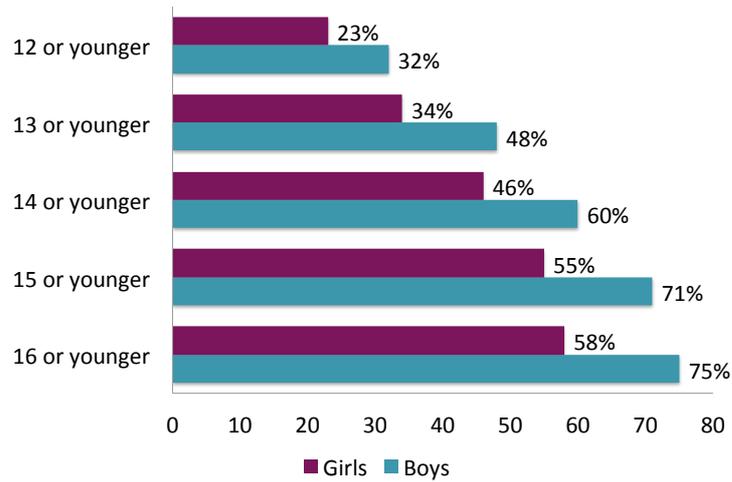
Source: NZ Office of Film and Literature Classification, 2018

Young people's porn exposure



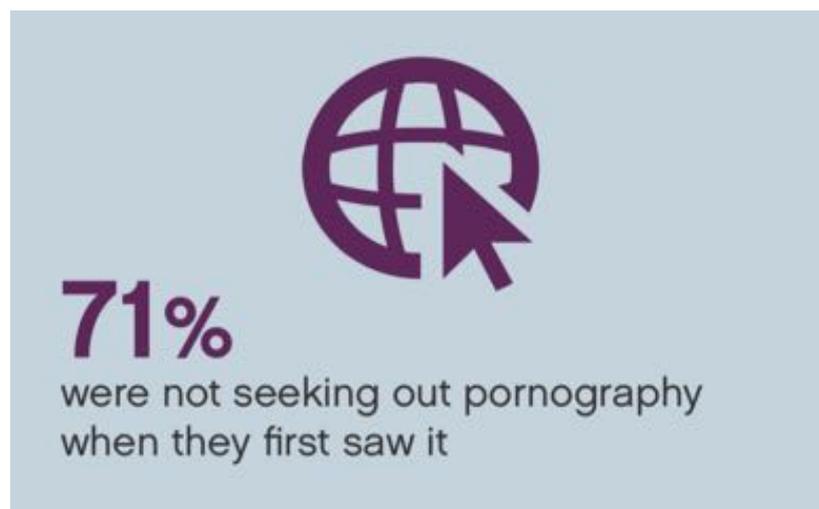
Source: NZ Office of Film and Literature Classification, 2018

Age by which first porn exposure has occurred



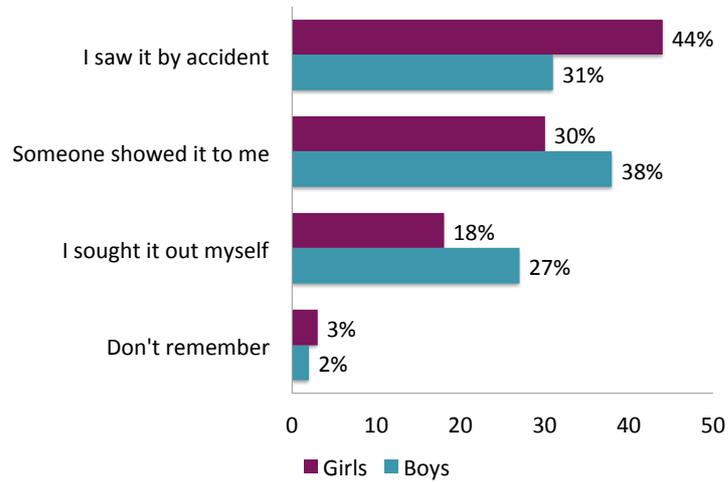
Source: NZ Office of Film and Literature Classification, 2018

Young people's porn exposure



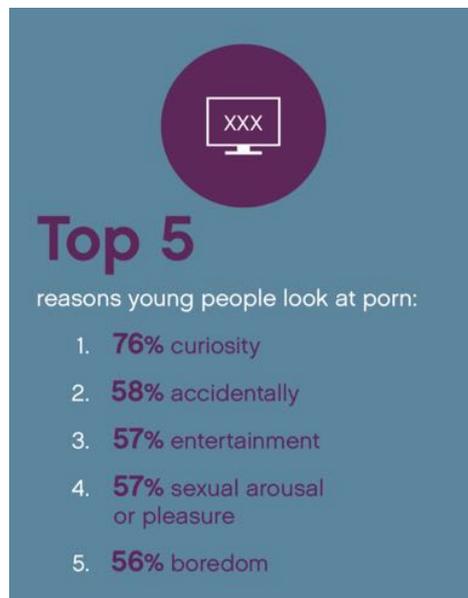
Source: NZ Office of Film and Literature Classification, 2018

How young people first saw porn



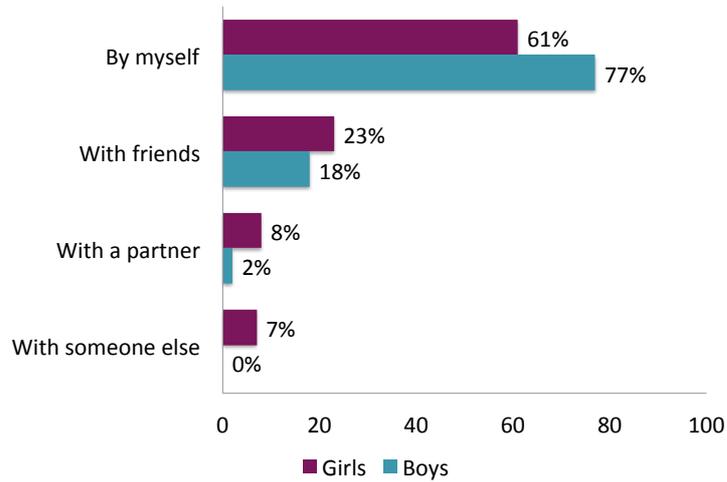
Source: NZ Office of Film and Literature Classification, 2018

In the last 6 months...



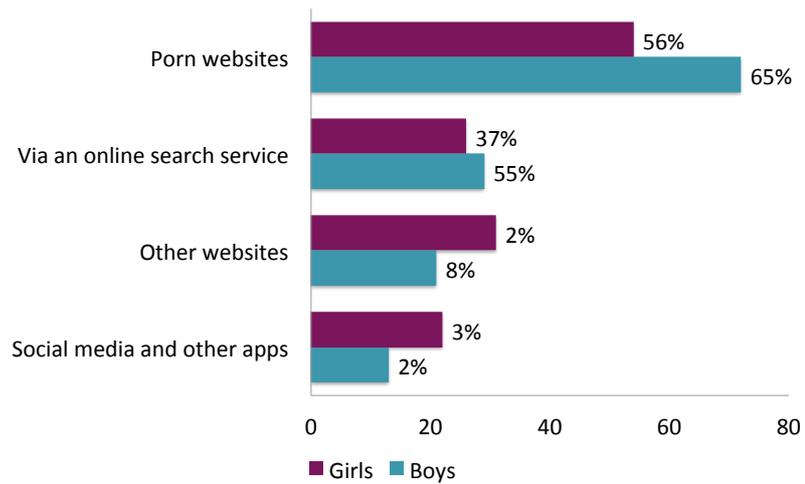
Source: NZ Office of Film and Literature Classification, 2018

Most young people first see porn alone



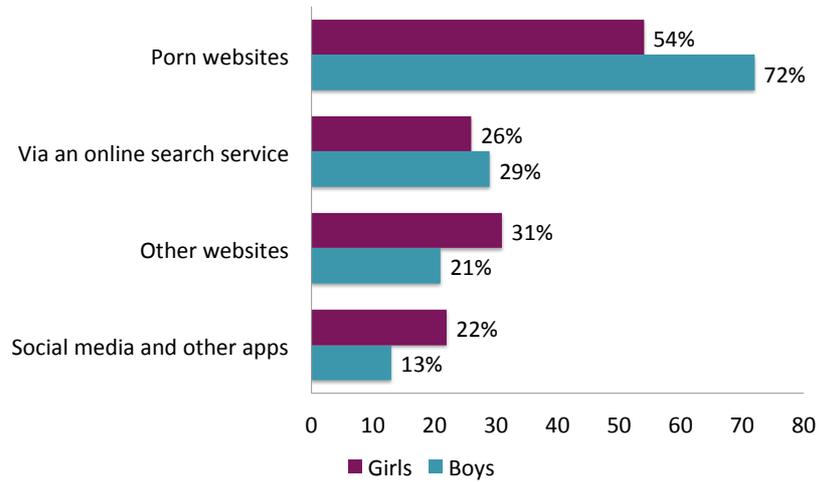
Source: NZ Office of Film and Literature Classification, 2018

How young people access porn



Source: NZ Office of Film and Literature Classification, 2018

Where young people see porn online



Source: NZ Office of Film and Literature Classification, 2018

Young people's porn use

15% see porn at least monthly:

BOYS

21%

GIRLS

9%

Source: NZ Office of Film and Literature Classification, 2018

Young people's porn use

8% see porn weekly or daily:

BOYS

13%

GIRLS

3%

Source: NZ Office of Film and Literature Classification, 2018

Regular porn use starts young

1 in 10

young NZ'ers became
a regular viewer by age 14

Source: NZ Office of Film and Literature Classification, 2018

Sexuality and porn use

Non-heterosexual young people are more likely to:

- see pornography
- intentionally looked at porn when they first saw it
- viewed porn recently
- viewed porn with a sexual partner



Source: NZ Office of Film and Literature Classification, 2018

What young people see in porn



Source: NZ Office of Film and Literature Classification, 2018

What young people see in porn



Source: NZ Office of Film and Literature Classification, 2018

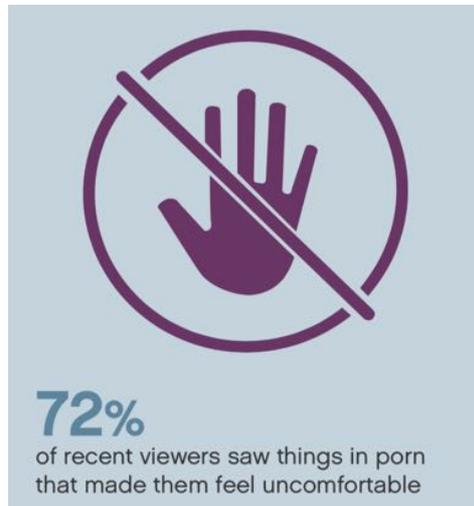
What young people see in porn



- **91%** have seen a man controlling and dominating another person
- **66%** have seen a woman being pressured into sex when she doesn't want to
- **56%** have seen violence or aggression towards a woman that she looks like she doesn't want

Source: NZ Office of Film and Literature Classification, 2018

What young people see in porn



Source: NZ Office of Film and Literature Classification, 2018

Young people are learning from porn

- **73%** of regular viewers use porn as a learning tool
- **89%** think that porn can influence people's thoughts and behaviours
- **1 in 5** has tried to do something they've seen in porn

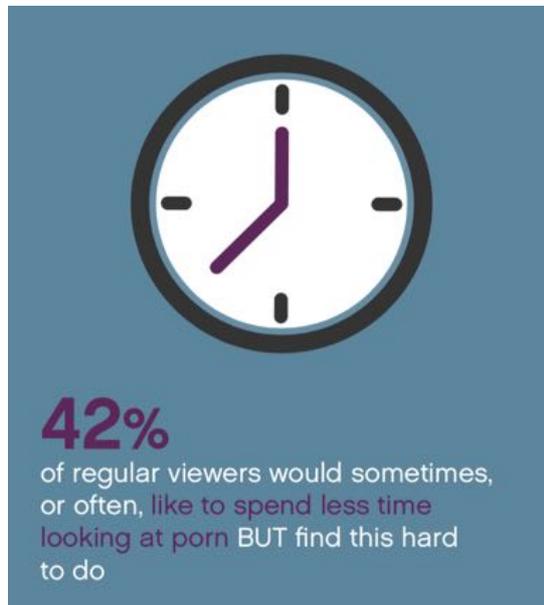


Source: NZ Office of Film and Literature Classification, 2018

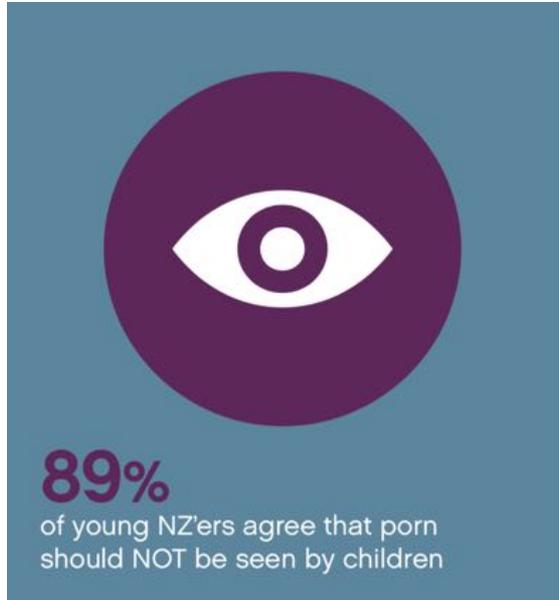
Young people are learning from porn

- **73%** of regular viewers use porn as a learning tool
- **89%** think that porn can influence people's thoughts and behaviours
- **59%** of those in a relationship who have seen porn in the last 6 months have tried to do something they've seen in porn

Source: NZ Office of Film and Literature Classification, 2018



Source: NZ Office of Film and Literature Classification, 2018



Source: NZ Office of Film and Literature Classification, 2018



Source: NZ Office of Film and Literature Classification, 2018

Young people are not talking with their parents about porn

- **66%** of young people have not talked with a parent or caregiver about porn
- When young people had talked with a parent or carer about porn, they mostly hadn't raised the issue themselves.

Source: NZ Office of Film and Literature Classification, 2018

Conclusions

What are the implications of this research?

Conclusions from this research:

- Many young people are exposed to pornography at a formative stage in their development
- Young people are seeing violence, aggression, domination, and non-consensual activities in porn
- Many young men in particular use porn regularly
- Young people say that porn is impacting on them
- A substantial minority would like to use it less but struggle to do so
- Young people are not talking with parents and carers about porn
- The data provides compelling rationale for violence prevention initiatives to address porn's influence

Porn's impacts on young people is a global issue

- However, there is little large-scale research and few well-developed interventions
- Research into young people's porn exposure, use and perceptions can provide important insights and a powerful basis for advocacy for the development of responses.



Pornography
isn't going to
go away.

It has become
a violence
prevention
issue we can't
afford to ignore.

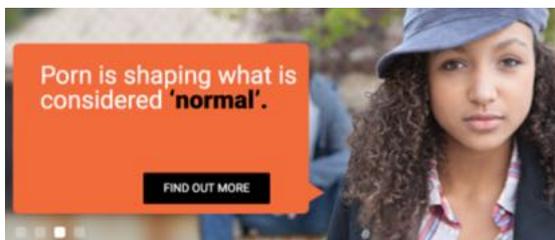


Getting the Picture



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www.classificationoffice.govt.nz
www.itstimewetalked.com



 **minds
over media**
Watch carefully. Think critically.

October 2019 | Maree Crabbe