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**CONTEXT AND PERCEPTION OF THE EJACULATION
SHOT IN PORNOGRAPHY**

A Thesis

Presented to the

Faculty of

California State University,

San Bernardino

In Partial Fulfillment

of the Requirements for the Degree

Master of Arts

in

Psychology: General-Experimental

by

Roselyn Kay Polk

June 1996

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June 1996

Approved by:


Gloria Cowan, Chair, Psychology

6/10/1996
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ABSTRACT

This study was designed to specifically investigate the use of the face cum shot in pornography and the role of context on the ratings of judgments and emotions when viewing pornography. Participants viewed nine X-rated video clips with the face, chest, and buttocks each set in degrading, neutral, and pleasant scenes and rated them on judgments, emotions, and perceived degradation. Additional questions asked information regarding personal experiences with external male ejaculation and regarding beliefs about theories for the use of the cum shot in pornography. Repeated Measures Analyses of ANOVAs found that overall, the face cum shot was rated as more negative, less exciting/arousing, and less positive when in a degrading scene compared to the face cum shot in a neutral or pleasant scene. Ratings in the no context ejaculation videos also revealed that the face was rated more negatively than the chest or buttock videos. However, on many of the ratings, the buttocks scene was rated as equally negative to the face scene and rated on a number of measures by both males and females as being the least exciting/arousing across all nine scenarios. The ratings on the degradingness of the scene showed the woman in the scene was rated as more degraded when ejaculation took place in a degrading context than when ejaculation was on the chest or buttocks in a degrading context. Sex differences were expected and were found with females rating the face cum shot as more negative, less positive, less exciting, and reporting more disgust, shame, embarrassment, and anger than did males. Limitations of the study are discussed with regards to the interactions that were found, as well as implications for future research.

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INTRODUCTION

Pornography has evolved as a key component in the study of misogyny, sexual abuse, victimization, degradation, subjugation, and violence against women (Russo, 1987). However, little agreement has been reached between researchers and feminists as to what does or does not constitute the degradation of women in pornography. Legally and traditionally all aspects of pornography have been defined in terms of morality which primarily reflects the dominant mores and values of the current social and cultural structure (Itzin, 1995).

In their book, The Question of Pornography, Donnerstein, Linz, and Penrod (1987) grouped stimulus materials used by social psychologists into six categories. The first two categories, “nonviolent, low-degradation and nonviolent, high-degradation sexually explicit stimuli” were viewed as those either high or low in their tendency to degrade women. The categories “violent pornography and non-explicit sexual aggression against women” included those stimuli that perpetuates the myth that women desire or benefit from rape. The last two categories “sexualized explicit violence against women and negative-outcome rape depictions” may or may not be sexually explicit but they tend to either juxtapose sex and violence or portray brutal rape where the victim clearly does not enjoy being raped.

Donnerstein, Linz, and Penrod (1987) contend that defining what constitutes pornography is problematic due to the loose application of the term pornography to many types of both explicit and non-explicit sexual activity. Some define pornography as an

intent to sexually arouse the viewer, while others (e.g., anti porn feminists) suggest that an activity is only pornographic if the materials consist of degrading and dehumanizing portrayals of women. Some feminists separate erotica, seen as a mutually pleasurable sexual arousal, from pornography, where the message perceived is that the violence, dominance, and conquest of the female are pleasurable.

One of the most frequently studied aspects of pornography is that of female degradation. Degradation is defined along a spectrum that varies according to the researcher's ideology. According to researchers Zillmann (1989) and Donnerstein, Linz, and Penrod (1987), degrading sexually explicit materials are described as those materials depicting women as sexually insatiable, willing to serve as recipients to any male sexual urge (excluding rape), promiscuous, and hyper-euphoric about any kind of sexual stimulation.

Check and Guloien (1989) define female degradation in pornography as sexual depictions which debase, degrade, and dehumanize women. They explain that defining degradation is somewhat problematic because of the ambiguity surrounding degradation; to some, depictions of women as hypersexual and always open to sexual invitations are viewed as degrading, while to others sexual media depictions of purely commitment-free sex are viewed as degrading.

Garry (1978) argues that degradation of women in pornography is due to the disregard of the moral principle to respect others. Zillmann and Weaver (1989) agree, noting that men tend to respond to women witnessed in pornographic portrayals with

disrespect, generalizing this disrespect to women in general who are viewed as getting what they deserve. Since respect is to consider someone worthy of high regard, it would stand to reason that it may be difficult to conceive an expression of high regard or respect for someone (i.e., female) who is portrayed as promiscuous, constantly “hot” and who has been coerced or appears to be the willing recipient to her own humiliation and subjugation.

Anti-pornography writers and feminists’ Dworkin (1995), Dworkin and MacKinnon (1988), Russell (1980), and Steinem (1980) argue that degradation is about inequality, domination, and objectification. They argue that objectification occurs when the status of a female is reduced to that of an object or nonperson, a plaything for the male’s pleasure, while dominance occurs when the man can command or insult the female into doing whatever he wishes without regard for her desires or feelings. Inequality implies that one of the adult party is less than or not equal to the other party. The individual’s unequal status (generally a woman’s) may be expressed in unequal nudity, the body language of the male counterpart, and clear humiliation (Lederer, 1980). The absence of equality thus becomes a central component in perceived degradation.

These differing perspectives may be due to the double standard which exists in respect to the sexual activity of males and females as espoused by moralists where excessive or hypersexual activity in a woman is viewed as degrading. In addition, when a woman displays such behavior she is often labeled as promiscuous with such behavior leading to ostracism and undesirable social labels, whereas the same permissive,

hypersexual activity in a male is viewed as studly and is championed, even expected in a male. Cowan and Dunn (1994) suggest these definitions include the ideology, either politically or morally, that the woman is less than the man. They further argue that the difficulty in defining pornography may lie in the inability not only in defining degrading material, but in an inability to separate degrading material from merely sexually explicit or from violent pornography. Additionally, this difficulty may be grounded in the lack of an empirical foundation as to what aspects of sexually explicit materials are seen as degrading by viewers. In other words, the effects of past research on degrading pornography are inconclusive because the definitions as to what constitutes degrading pornography are not clear. However, their research found evidence to suggest there may be some consensus as to what types of images are perceived as more or less degrading. Cowan and Dunn (1994) found that themes of dominance, objectification, and penis worship were perceived as more degrading by participants than themes of status inequalities, availability, and equal sex. Inequality was found to be more degrading than equal sex. They describe penis worship as sexual activity revolving around the penis and includes the glorification of the semen where the ejaculate (semen) is viewed as central to the female's pleasure. They also suggested that some researchers define degrading in terms of sexuality rather than the ways in which sexuality portrays subjugation and that degradation is not removed solely because the women participate in their own subjugation..

In contrast to degrading pornography, Donnerstein, Linz, and Penrod (1987) suggest that violent pornography is sexual coercion that occurs in a sexually explicit

context. The message of violence, dominance, and conquest is used to equate sex with pleasure when sex is really used to reinforce pain, humiliation, or inequality (Lederer, 1980). In contrast, erotic sex or sexually explicit material that is not degrading or violent implies a mutually pleasurable sexual expression between two consenting adults of equal power (Steinem, 1980). Britton's research (cited in Mosher and MacIan, 1994) noted that the films produced for Femme Productions by Candida Royalle, a former pornographic star, provide images and words less focused on male pleasure and instead depict mutually sexual pleasure that is more slow and sensual. Mosher and MacIan found that in the group of conventional and Femme X-rated videos viewed for their study, conventional X-rated videos intended for male audiences generally depict ejaculation on the mouth or on the body of the woman, whereas the Femme videos used portrayed two intromissive coital orgasms and one orgasm of the woman only. Their research suggests that the Femme videos served as more erotic stimuli and elicited more responsiveness among females than did the conventional X-rated videos intended for male audiences.

In order to understand the prevalence of any particular sexual stereotype or sexual act in pornography we must first understand that each individual has many different scripts or self-schema which assist in defining and explaining one's world and includes how one defines and explains one's sexual proclivities. According to Tompkins (1991), scripts or schema are sets of rules used in ordering information which allow one to evaluate and interpret the actions and outcomes of a set of related events or scenes. Mosher and MacIan (1994) propose that according to sexual involvement theory, there must be a good

fit between a person's personal sexual script or self-schema and the pornographic scene being viewed. They further propose that affect is an integral part of the psychological processes involved and dictates the depth of individual involvement. They explain that when the pornography being viewed matches an individual's personal sexual script or self-schema there is greater involvement and the involved individual will experience more positive affect, less negative affect, and increased subjective arousal.

The visual male ejaculation on a woman's face, buttocks, or chest is a predominant image in X-rated videos (Mosher & MacIan, 1994). Known as the "cum" or "money" shot, it is considered the central focus of all mainstream heterosexual and homosexual pornography (Gardos, 1992) and, is so predominant that it is repeated numerous times throughout a single video. Steven Ziplow, in the Filmmaker's Guide to Pornography, (1977) considered it such an important element in the movie that everything else (if necessary) should be sacrificed at its expense . . . "if you don't have the cum shot, you don't have a porn picture" (cited in Gardos, 1992). Sexual involvement theory would then suggest that due to its prevalence in pornography, the cum shot would appear to be an integral part of the male's sexual arousal script, given that pornography primarily targets the male viewer.

Williams (1989) noted that the terminology "cum" or "money" shot is the industry's slang for the male "delivering the goods" of sexual pleasure. Gardos (1992) suggested that when a woman allows a man to ejaculate on her face it is an expression of the woman's absolute acceptance of the man and his products. Although little research has

been conducted regarding external ejaculation in pornography, some researchers argue that the external ejaculation by the male is in fact a validation that the sex was authentic (Kimmel, 1991; Mosher & MacIan, 1994). In X-rated videos, the cum shot, regardless of the locality on the woman's body toward which it is directed, is generally overlaid with close-ups of the woman's face displaying great joy and ecstasy, thereby implying that ejaculation was solely for the benefit of her pleasure. One can intuitively understand how the association between validation or authenticity of sex and total male acceptance may be made when one understands that in pornography women are repeatedly shown ecstatically rubbing the ejaculate into their body or eagerly sucking it into their mouths. Fellatio, where the woman performs oral sex on the male, followed by the "money shot," in which the male ejaculates on the woman's face, becomes the privileged symbol with which to express both climax and sexual satisfaction in the male (Williams, 1989). However, some within the pornography industry consider the cum shot to the face to be the most violent act that can be directed at a woman (cited in Stoller & Levine, 1993).

The majority of cum shots in X-rated videos are directed to a woman's face, although the chest and buttocks are also frequently targeted. A study by Cowan and Campbell (1994) of over 476 characters, found that 32% of the characters viewed in the X-rated videos in which two or three actors participated showed the male ejaculating on the female's face or mouth. This number may be under represented due to the fact that in two female scenes, only one female can be ejaculated on at a time. Numerous videos consist of cum shots only and only rarely does one see a man ejaculate inside the female

(Rimmer, 1984). Cowan and Campbell (1994) found that although black women performed more fellatio while in a suppliant position (i.e., on their knees), white women were subjected more frequently to semen in the face. They suggested that degrading pornography, especially cum shots to the face of a white woman, allow white men to practice sexism; the idea that if uppity white women are going to compete with men, then men will make the face a sexual organ equal to breasts or vulva. In contrast to white women, black women are already viewed as subservient and the prevalence of black women on their knees, compared to white women, continues to promote black female inferiority.

Dworkin (1995) notes that the Marquis de Sade always referred to ejaculate as pollution. This being the case, then the face of white skinned females not only becomes sexualized, but contaminated by the male's pollution. If semen is viewed as pollution and is seen as dirty or disgusting by women (and men), then it may be that it is viewed similarly to the menstrual fluids of women. Menstrual fluids historically have been viewed as a contaminant by various cultures and the females subjected to cleansing rituals and ostracism during their menses.

Another negative interpretation of the cum shot can be argued that the cum shot to the face is a reduction of the personal identity of the woman (Cowan, personal communication). While breast, vulvas, and buttocks are universally a part of female anatomy just as is the face, the face is considered to be uniquely personal to each individual, the seat of one's identity. In making the face a sexual organ, a woman's face is

sexualized into a sexual receptor. In addition, the ejaculate itself marks who and what the male owns.

Dworkin (1995) believes that in pornography, a woman is turned into a sexual fetish where the male in the pornographic film ejaculate on her. This may be analogous to the idea that in many societies, to mark or slap an individual's face is to cast the ultimate insult or humiliation upon that person. In this perspective then, it can be speculated that to target a female's face with a cum shot is to reduce and degrade the individuality of that female. The face is the most visible portion of the body and since it is exposed, it must be cleansed after being ejaculated on. In summary, ejaculation, especially ejaculation on the female face, can be seen as: 1) a contaminant, 2) a powerful tool used to ridicule and demean by erasing or marking the woman's face, hence her identity, 3) a means of visually bolstering the man's self-esteem, and 4) a validation for the man that the sex was authentic.

Gardos (1995) found gender differences in response to the cum shot when videos contained degrading voice over videos compared to videos with accepting voice overs or no voice overs. He found for females that the degrading voice overs decreased sexual arousal and enjoyment and increased perceived degradation in the cum shot.

There may also be contextual elements relating to degradation. In an unpublished study by Cowan and Polk (1994), the results did not support the prediction that greater degradation would be perceived when the cum shot was to the face. Participants were randomly assigned X-rated videos clips to view where the ending of the scene (the cum

shot) was manipulated. Endings were varied to reflect some scenes ending with cum shots to the face and chest, while the endings of other scenes had the cum shots edited out. Though participants did not like the face cum shot ending compared to the chest cum shots and clips without cum shots, they did not rate the entire scene as more degrading to women. However, this may in part have been due to the contextual elements of the clips; the clips may have been viewed as too egalitarian, artistic, and sensual. Although the scenes were explicit and graphic in content, the context appeared to demonstrate a significant degree of consensuality between the partners (i.e., in more romantic settings such as candles and bubble bath) with erotic visual shots.

Statement of the Problem

In Cowan and Dunn's (1994) study of degradation involving penis worship, the cum shot was only one aspect of penis worship studied; the present study specifically examined the cum shot. This study was designed for the purpose of isolating and defining particular aspects of the sexual scenario in pornographic videos that may be degrading to women by investigating the context within which the cum shot appears. Specifically, is the cum shot seen as equally degrading to women by men and women and, what effect does the context in which the scene occurs have on perceived arousal or degradation? It is predicted that in the context of scenes depicting degrading sex (scenes containing power differentials and subordination), cum shots to the face will be rated more negatively and less positively in terms of emotions and judgments by both males and females than scenes which include face cum shots in a neutral or pleasant context. Additionally, it is predicted

that regardless of the context in which the cum shot takes place (degrading, neutral, pleasant), cum shots to the face will be seen by both males and females as less positively and more negatively than cum shots to the chest or buttocks, and both males and females are expected to respond to degrading contexts more negatively across cum shots. It is expected that women overall will respond more negatively to all cum shots, whether in degrading and nondegrading sex scenes, than will men.

Pornography attitudes should be related to judgments and emotions with those having more negative attitudes toward pornography having more negative judgments and more negative emotions across all conditions.

In order to better understand the role of male ejaculate in pornography, we must first understand external ejaculation's role in non media sexual encounters. To assist in achieving this understanding several exploratory questions asked participants questions, reactions, and comments with regards to their personal experiences with male ejaculation in their sexual encounters. Additionally participants answered several questions asking them to rate how strongly they agree or disagree with seven currently held theories used to explain the use of the face cum shot in pornography.

METHODS

Participants

Volunteer undergraduate students, 30 male and 35 female, with a mean age of 24.7 years were solicited from various psychology classes and by notice on the projects' bulletin board listing research available for extra credit. Cohen's (1992) power table on statistical power analysis for effect size was used to determine that in order to obtain a medium effect size of .05 with 3 groups the most effective sample size would be 30 participants per cell. Assessment of ethnicity indicated 47.7% of the participants were Caucasian, 23.1% of Hispanic or Mexican descent, 12.3% Black, 7.7% Asian, 1.5% Native American, and 7.7% other. Eighty percent of the participants were single and 15.4% married with 4.6% indicating they were divorced or separated. Only 9.2% listed themselves as highly religious and 10.8% quite religious, compared to 44.6% who indicated they considered themselves somewhat religious, 20 % slightly religious, and 15.4% who considered themselves not religious at all. When asked about their viewing habits regarding pornography, 30.8% reported never viewing pornography, 35.4% viewed it 1 to 2 times a year, 13.8% viewed it 3-11 times a year, 6.2% viewed pornography once a month, and 13.8% reported viewing pornography more than once a month.

All participants received written informed consent (see Appendix B), assurances of anonymity, permission to withdraw without penalty, and full debriefing. Participants were informed of the explicit nature of the viewing material, but were not told that the "cum" shot to the face was the focus of the study. No exclusions were made with the

exception of subjects less than 18 years of age. All subjects were treated in accordance to the ethical guidelines outlined by the American Psychological Association (APA, 1992).

Experimental Stimuli

Experimental stimuli consisted of X-rated video film clips (see Table 1) depicting cum shots to the face, chest/stomach, and buttocks. Nine of the video clips ranged from 3-5 minutes in length and contained actor interactions, sexual context and verbal cues. Three video clips contained short 40-60 second noncontextual cum shots (1 each to the face, chest/stomach, buttocks). These particular clips focused on the actual moment of ejaculation without the surrounding context of sexual stimulation. Each of the three levels of the cum shot were viewed in 1) a nondegrading mutually pleasurable context, 2) a neutral context 3) a degrading or unequal context, and 4) no context, for a total of 12 video film clips. Clips were chosen from videos donated to the University library in a will and were comparable to videos easily rented at local family video stores (see Appendix A). Each film clip was selected based on contextual similarity (i.e., attractiveness of the actors, background, verbal and nonverbal cues, and mutuality or inequality of sexual situation).

All nine 3-5 minute video clips were assigned a numeric identification number and were partially counterbalanced using a random numbers table to obtain ordering sequences in order to control for viewing order. Identical sequences were used for both the male and female participants. These cum shot clips were given two ordering sequences: One-half of each the male and female participants viewed the ordering -- face, chest/stomach,

buttocks, and one-half of each the male and female participants viewed the ordering --
buttocks, chest/stomach, face. Assignment to the condition was alternated.

Table 1

Descriptions of X-rated Videos Used in Experimental Stimuli

Condition	Description
Degrading Face	Multi partner interracial (Hispanic woman and three white males) scene depicting simultaneous oral, anal, and vaginal sex. Although the woman actively participates, she displays discomfort and pain through facial expressions and vocally though not in words. All three men ejaculate on her face simultaneously.
Degrading Buttocks	Multi partner interracial (Black woman and two white males) scene depicting oral, anal, and vaginal sex. The woman is dressed in night clothes and the males are dressed in KKK robes and hoods. The males use racial female slurs (e.g., "let me at that Black bitch"). The men take turns ejaculating on her buttocks.
Degrading Chest	Multi partner interracial (Black woman and two white males) scene depicting oral, anal, and vaginal sex. Woman is dressed as a maid and is cleaning the mens bathroom when the men begin taking turns with her. All men stay fully

Table 1 Contd.

Descriptions of X-rated Videos Used in Experimental Stimuli

Condition	Description
	dressed. When they are done with sex they go back to urinating. One man ejaculates on her chest.
Pleasant Face	A white male and female engage in mutually pleasurable oral and vaginal sex in candle light bubble bath scene. The male is complimentary and considerate, and the female is adoring and intent on pleasing him. The male ejaculates on her face.
Pleasant Buttocks	White male and female engaging in mutually pleasurable oral and vaginal sex in a scenic fountain in a private park like setting. The male is affectionate and attentive, and the female is encouraging and obviously enjoying the man and the encounter. The male ejaculates on her buttocks.
Pleasant Chest	A white married couple engages in mutually pleasurable oral and vaginal sex on kitchen floor. She is upset and he consoles her when she burns breakfast. He lays his robe

Table 1 Contd.

Descriptions of X-rated Videos Used in Experimental Stimuli

Condition	Description
	down after cuddling with her. He uses endearments and is intent on pleasing her as she is in return. Both are affectionate during and after sex. He ejaculates on her chest.
Neutral Face	A white male and female engage in oral and vaginal sex in a tent. No use of endearments or sexual language. Do not touch or display any physical or emotional engagement. They go immediately to intercourse and then are done. Male ejaculates on her face.
Neutral Buttocks	A white male and female engage in oral and vaginal sex while in a gardening shed. No use of endearments or sexual language. He briefly touches her breasts but other wise they do not touch or display any physical or emotional engagement. They go immediately to intercourse and then are done. Male ejaculates on her buttocks.
Neutral Chest	Black female city official and white collar male engage in oral and vaginal sex on desk in office. They meet and go

Table 1 Contd.

Descriptions of X-rated Videos Used in Experimental Stimuli

Condition	Description
	immediately to intercourse and although he touches her breasts during sex there are no signs of physical or emotional engagement. At conclusion the male ejaculates on her chest and stomach area.

Rating Materials

Each video clip was assigned a rating sheet that consisted of three sections designed to measure differential emotions, judgments of positive, negative, and exciting/arousing elements of specific sexual acts, and degree of perceived degradation (see Appendix E). Section I contained 27 descriptive adjectives (see Table 2) describing 7 emotions drawn from Tompkin's (1991) and Mosher and MacIan's (1994) work on affective emotions (joy, interesting, disgust, anger, surprise, sad, and upset) and 2 emotions (shame and embarrassed) drawn from Mosher and White's (1981) work on shame. This differential emotions scale was designed to measure affective arousal and included adjectives such as glad, sad, sickened, nervous, shocked, etc. Participants rated their answers on a Likert type scale ranging from 1 (not at all) to 7 (extremely). For each emotion the range of ratings was 3 to 21.

Section II contained 15 phrases regarding negative, positive, and exciting/arousing elements of specific sexual acts drawn from Cowan and Dunn's (1994) study of degrading elements in pornography. This scale was designed to measure three dimensions of judgments (positive, negative, exciting/arousing) regarding the viewed scenes. Descriptive phrases included educational, exciting, obscene, affectionate, stimulating, etc. Participants rated their responses on a seven point Likert type scale ranging from 1 (not at all) to 7 (extremely). The range for negative judgments was 6 to 42, for positive judgments the range was 3 to 21, and the range for exciting/arousing judgments was 5 to 35.

Table 2

Scales for Emotions and Judgments

Emotions

Joy	Glad	Joyful	Happy
Interest	Interested	Alert	Curious
Disgust	Sickened	Disgusted	Nauseated
Anger	Angry	Irritated	Shocked
Surprise	Amazed	Astonished	Surprised
Shame	Embarrassed	Mortified	Shy
Sad	Unhappy	Sad	Gloomy
Upset	Nervous	Tense	Upset
Embarrassed	Blushing	Bashful	Self-conscious

Judgments

Negative	Disgusting	Degrading	Obscene
	Aggressive	Offensive	Dehumanizing
Positive	Artistic	Affectionate	Educational
Exciting/arousing	Exciting	Entertaining	Amusing
	Stimulating	Sexually Arousing	

Section III contained 4 questions on the degree of perceived objectification, power differentials, hypersexuality, and degree of perceived degradation regarding the cum shot specifically in all four questions (i.e., “the woman in the scene was treated as a sexual object or plaything; the woman in the scene was lower in status or had less perceived power than the man; the woman in the scene responded excessively or more than an average woman would; the ejaculation part of the scene was degrading to the woman”). The range of ratings for each of the four questions was 1 to 7.

Demographic questions asked information regarding age, religiosity, ethnicity, marital status, and frequency of viewing X-rated materials (see Appendix C).

A questionnaire taken from Cowan’s (1992) study on attitudes toward pornography and pornography control rated the participants’ attitude on the harm/harmlessness of pornography to women and to men, and civil rights protection and violations such as freedom of speech and discrimination using a Likert type scale ranging from 1 (strongly agree) to 7 (strongly disagree) (see Appendix D).

An exploratory questionnaire (see Appendix G & H) was used to ask each participant’s personal experience(s) regarding ejaculation by asking if they have ever been ejaculated on or have ever ejaculated on a sexual partner, area(s) of the body targeted, their or their partner’s response (i.e., did they like it, did their partner like it, did they or their partner request that it take place, did they participate voluntarily), and in their own words what they feel ejaculation on the female’s face represents.

The final questionnaire listed seven commonly held theories regarding as to why the male may ejaculate on the female. A Likert type scale ranging from 1 (strongly disagree) to 7 (strongly agree) asked each participant to rate how relevant they felt each of the theories were (see Appendix H). The range for ratings for theories was 7 to 49.

Experimental Design

This experiment can be described as a randomized 3X3X2 mixed factorial design. The between factor variable is sex of participant and the within subject factors were type of video clip (noncontextual, degrading context, neutral context, nondegrading context) and 3 levels of the cum shot (cum shots to the face, chest, buttocks).

Procedure

Male participants were greeted by a male assistant and female participants were greeted by a female assistant. Greetings and instructions for the assistants were standardized so the wording remained consistent for all participants. After greeting the participant the researcher verbally verified that the participant met the minimum age requirement of 18 years of age. Participants were then placed in a private viewing room and verbally informed of the explicit nature of the viewing material and advised they could withdraw from the study at any time without penalty. Total participation time required approximately sixty minutes. Participants then completed the informed consent, demographics, and attitudes on pornography questionnaires and placed them in a sealed box. Participants then were given a set of rating sheets which were precoded and sequenced with the video viewing order and instructed to view the video clips in the order

listed at the top of each rating sheet. They were further instructed to complete the rating sheet for each video clip prior to viewing the next video clip. After viewing all the video clips the participants were asked to complete the questionnaires on personal ejaculation experiences and suggested theories for the use of face cum shot in pornography. Upon completion of the task all rating sheets were placed in a sealed box to ensure privacy. Each participant was thanked for participating and received a written debriefing statement (see Appendix J) explaining the nature, though not the focus of the study. Debriefing statements contained the name of the faculty supervisor and her telephone number as well as the campus counseling office and its telephone number should any questions or concerns arise that the participant wished to discuss.

RESULTS

Preliminary Analyses

A Principal Components Analysis with Varimax rotation was performed to determine the best indices of reliability for the 15 individual adjectives used in rating judgments. The factor analysis yielded three significant factors. Factor One included five adjectives with $\alpha = .98$. The five adjectives were sexually arousing, exciting, entertaining, stimulating and amusing. This factor was called exciting/arousing judgments. Factor Two included six adjectives with $\alpha = .94$. The six adjectives were disgusting, degrading, obscene, aggressive, dehumanizing, and offensive. This factor was called negative judgments. Factor Three included three adjectives with $\alpha = .83$. The adjectives were artistic, affectionate, and educational and the factor was called positive judgments. Factor Four yielded one adjective, realistic. Further analysis did not include Factor Four.

A Principal Components Analysis was performed on the 16 attitudes towards pornography and yielded three factors that formed the most reliable scales. Factor One, with $\alpha = .81$, consisted of seven items closely related to the harm of pornography. Factor Two, with $\alpha = .73$, consisted of four items related to freedom of speech. Factor three, with $\alpha = .73$, contained two items related to negative effects of censorship of pornography on women.

The Emotions Scale were created by computing the totals for each of the three adjectives assigned to each of the nine emotions (e.g., total joy = glad, joyful, happy).

Due to the complexity of the analyses, significance is shown in tabled format.

Effects of Judgments on X-rated Video Clips

Analysis was first performed using Repeated Measures ANOVA to determine main effects and interactions. Significant main effects and interactions were analyzed by using paired t-test for the repeated variables and independent t-tests for sex differences.

Repeated Measures Analyses of ANOVA on the judgment variables (negative, positive, exciting/arousing), body part (face, chest, buttocks), scene (degrading, neutral, pleasant), and sex (male, female) revealed significant main effect for each variable and significant interactions (see Table 3). The main effects for body part (see Table 4) showed that the face cum shot was rated as significantly more positive and more exciting than were the chest or buttocks cum shots. As opposed to the positive and exciting/arousing judgments, on the negative judgment the face and buttocks were rated similar and more negatively than the chest cum shot. The main effect for scene (see Table 5) revealed that on the negative judgment, the degrading scenes were rated as more negative than neutral and pleasant scenes whereas neutral and pleasant scenes were not different from each other. Degrading scenes were also seen as less positive and less exciting than neutral or pleasant scenes. The main effect for sex (see Table 6) revealed that females rated the stimuli across all conditions more negative, less positive, and less exciting/arousing than did males. An interaction for sex by scene was found for positive and exciting/arousing judgments (see Table 7). Females, more than males, rated the degrading scenes on both judgments as less positive and less exciting/arousing than neutral or pleasant scenes.

Table 3

Repeated Measures Analyses of ANOVA for Judgments

	df	MS	F	p values
Negative Judgments				
Body part	2	1169.98	40.64	.000
Scene	2	7452.44	148.32	.000
Sex	1	1953.02	4.21	.045
Body part X Scene	4	1536.11	57.93	.000
Positive Judgments				
Body part	2	18.44	4.57	.012
Scene	2	182.18	39.54	.000
Sex	1	761.05	10.93	.002
Body part X Scene	4	52.18	15.10	.000
Sex X Scene	2	17.63	3.83	.024
Exciting/Arousal Judgments				
Body part	2	121.74	5.54	.005
Scene	2	747.23	25.99	.000
Sex	1	8168.28	24.24	.000
Body part X Scene	4	129.49	6.91	.000

Table 3 Contd.

Repeated Measures Analyses of ANOVA for Judgments

	df	MS	F	p values
Exciting/arousing Judgment Contd.				
Sex X Scene	2	117.53	4.09	.019
Sex X Body part X Scene	4	59.80	3.19	.014

Table 4

Means for Significant Main Effects for Body Part on Judgments

Judgment	Face	Chest	Buttocks
Negative Judgment	19.96 _a	15.28	19.35 _a
SD	8.08	7.59	7.63
Positive Judgment	5.94	5.33 _a	5.58 _a
SD	3.31	2.80	3.25
Exciting/Arousing Judgment	14.96	13.59 _a	13.60 _a
SD	7.94	7.37	7.18

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$

Table 5

Means for Significant Main Effects for Scene on Judgments

Judgment	Degrading	Neutral	Pleasant
Negative Judgment	25.53	14.39 _a	14.37 _a
SD	9.43	7.31	7.22
Positive Judgment	4.55	5.81	6.44
SD	2.44	3.24	3.67
Exciting/Arousing Judgment	12.17	13.94	16.01
SD	6.77	7.71	8.23

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$

Table 6

Means for Significant Main Effects for Sex of Participant on Judgments

Judgment	Female	Male
Negative Judgment	179.84	145.54
SD	60.93	68.66
Positive Judgment	40.74	61.66
SD	15.27	33.02
Exciting/Arousing Judgment	95.24	164.43
SD	51.59	59.04

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$.

Table 7

Means for Significant Interaction for Sex by Scene on Judgments

Judgment		Degrading	Neutral	Pleasant
Positive Judgment				
	Female	3.76	4.71 _a	5.16 _a
	SD	1.40	1.97	2.29
	Male	5.45	7.21	8.11
	SD	3.03	3.89	4.39
Exciting/Arousing Judgment				
	Female	9.34 _a	10.36 _a	12.01
	SD	5.95	5.45	6.71
	Male	15.32	18.33	20.88
	SD	6.19	7.75	7.21

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$

Post hoc t-tests between scenes and sex revealed that females did not differ in their positive ratings for the neutral and pleasant scenes, or on the exciting/arousing judgment for the degrading and neutral scenes. Although the male's mean ratings were higher than those of the females, the males also rated the degrading scenes as less positive and less exciting/arousing than the neutral and pleasant scenes.

Significant interactions for scene by body part were found for all three judgments and are presented on two tables. Table 8 examines the difference between scenes for each body part, and Table 9 examines the differences between body part for each scene. On all three judgments, the face cum shot was seen as less exciting, less positive, and more negative in the degrading scene than face cum shots in the pleasant scene. The face cum shot was also seen as less positive and more negative than the neutral face cum shot (see Table 8). In the comparison of the body parts in the degrading scene, the buttocks cum shot was perceived as less exciting/arousing than the face and the chest shots in the degrading scene and less negative and less positive than the face cum shot (see Table 9). The negative ratings are the most extreme across scenarios in the degrading buttocks and face cum scenarios.

Table 10 displays the means for sex differences for the three way interaction of sex by body part by scene found for the exciting/arousing judgment. Means for females were lower than for the males in eight of the nine comparisons. However, the means for the degrading buttocks condition were not significantly different for males and females. For both females and males, the degrading buttocks was the least exciting of the nine scenes.

Table 8

Means for Significant Interactions for Body Part by Scene on Judgments

Judgment	Degrading	SD	Neutral	SD	Pleasant	SD
Exciting/Arousing						
Face	13.65 _b	9.28	15.14 _{ab}	8.88	16.20 _a	8.96
Chest	13.33 _a	7.58	12.16 _a	7.50	16.38	9.00
Buttocks	10.35	6.89	14.68 _a	8.39	15.65 _a	8.92
Positive						
Face	4.83	3.18	6.68 _a	4.09	6.43 _a	3.85
Chest	4.47 _a	2.36	4.44 _a	2.49	7.16	4.44
Buttocks	4.28	2.87	6.49	3.95	5.97	3.87
Negative						
Face	30.33	11.15	13.34	7.89	16.13	8.80
Chest	16.08 _a	10.10	16.21 _a	8.16	13.20	7.06
Buttocks	30.62	11.38	13.66 _a	7.91	13.89 _a	7.79

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$

Table 9

Means for Significant Interactions for Scene by Body Part on Judgments

Judgment	Degrading	SD	Neutral	SD	Pleasant	SD
Exciting/Arousing						
Face	13.65 _a	9.28	15.14 _a	8.88	16.20 _a	8.96
Chest	13.33 _a	7.58	12.16	7.50	16.38 _a	9.00
Buttocks	10.35	6.89	14.68 _a	8.39	15.65 _a	8.92
Positive						
Face	4.83 _a	3.18	6.68 _a	4.09	6.43 _a	3.85
Chest	4.47 _a	2.36	4.44	2.49	7.16	4.44
Buttocks	4.28	2.87	6.49 _a	3.95	5.97 _a	3.87
Negative						
Face	30.33 _a	11.15	13.34 _a	7.89	16.13	8.80
Chest	16.08	10.10	16.21	8.16	13.20 _a	7.06
Buttocks	30.62 _a	11.38	13.66 _a	7.91	13.89 _a	7.79

Note: Means having the same subscript down columns do not significantly differ from each other at $p < .01$

Table 10

Means for Significant Main Effects for Sex Differences on Exciting/Arousing Judgments

Scene	Females	SD	Males	SD
Face Degrading	10.09	7.94	17.80	9.10
Face Neutral	10.83	6.57	20.34	8.57
Face Pleasant	12.46	7.48	20.73	8.46
Buttock Degrading	8.83 _a	6.28	12.13 _a	7.25
Buttock Neutral	10.91	6.21	19.07	8.55
Buttock Pleasant	10.89	6.92	21.20	7.77
Chest Degrading	9.11	5.78	16.21	7.77
Chest Neutral	9.06	5.59	15.67	7.92
Chest Pleasant	12.69	7.66	20.70	8.43

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$

Effects of Emotions on X-rated Video Clips

Repeated Measures Analyses by ANOVA revealed significant main effects on emotions for body part (face, chest, buttocks), scene (degrading, neutral, pleasant), and sex (see Table 11). A main effect for body part was found for all nine emotions (see Table 12). Table 12 shows that the face generated both positive and negative emotions relative to the other body parts. On positive emotions the face was more interesting than the chest or buttocks and was associated with greater surprise than the chest. The face, chest, and buttocks were rated equally in terms of joy. In comparison to the chest, the face and buttocks were more closely associated with negative emotions, both being rated as more disgusting, more shameful, more upsetting, and more embarrassing than the chest. The comparison of face and chest on negative emotions indicates the face was seen as more disgusting and created more anger whereas the buttocks generated more feelings of sadness and anger than the chest or face; the face generated greater disgust than the chest or buttocks.

A main effect for scene was found for seven of the nine emotions. The mean ratings of scene (degrading, neutral, pleasant) by emotion are shown in Table 13. In the degrading scenes, six of the seven emotions were rated higher than the same emotions were rated when the scene was neutral or pleasant indicating the rater felt more surprise, but also more anger, sadness, upset, and embarrassment when the scene was degrading as opposed to when the scene was neutral or pleasant. The pleasant scene was rated greater

Table 11

Repeated Measures Analyses of ANOVA for Emotions

Emotions	df	MS	F	p values
Joy				
Body part	2	138.36	18.66	.000
Sex	1	1462.09	12.57	.001
Body part X Scene	4	27.75	5.18	.001
Sex X Body part X Scene	4	20.26	3.78	.005
Interesting				
Body part	2	73.02	7.68	.001
Scene	2	38.77	3.90	.023
Sex	1	1232.93	10.31	.002
Sex X Body part X Scene	4	36.73	4.25	.002
Disgust				
Body part	2	1263.13	69.23	.000
Scene	2	321.24	25.33	.000
Sex	1	1490.81	13.29	.001
Sex X Body part	2	57.45	3.15	.047
Sex X Scene	2	54.80	4.32	.015

Table 11 Contd.

Repeated Measures Analyses of ANOVA for Emotions

Emotions		df	MS	F	p values
Anger	Body part X Scene	4	214.62	25.86	.000
	Body part	2	1143.48	78.90	.000
	Scene	2	178.67	28.73	.000
	Sex	1	660.63	8.75	.004
	Sex X Body part	2	84.54	5.83	.004
Surprise	Body part X Scene	4	201.23	27.61	.000
	Body part	2	1049.36	68.47	.000
	Scene	2	239.82	22.38	.000
	Sex	1	441.13	4.60	.036
	Sex X Body part	2	80.24	5.24	.007
Shame	Body part X Scene	4	187.03	21.23	.000
	Body part	2	111.37	16.68	.000

Table 11 Contd.

Repeated Measures Analyses of ANOVA for Emotions

Emotions	df	MS	F	p values
Sad				
Body part	2	547.04	51.79	.000
Scene	2	73.64	14.23	.000
Body part X Scene	4	103.96	19.16	.000
Upset				
Body part	2	515.79	48.53	.000
Scene	2	85.00	19.43	.000
Embarrassed				
Body part	2	236.83	31.58	.000
Scene	2	59.37	11.24	.000
Sex X Body part	2	25.57	3.41	.036
Body part X Scene	4	24.91	6.15	.000

Table 12

Means for Significant Main Effects for Body Part on Emotions

Emotion	Face	SD	Chest	SD	Buttocks	SD
Joy	6.32 _a	4.31	6.31 _a	4.03	6.02 _a	3.73
Interesting	9.62	4.33	8.69 _a	4.17	8.90 _a	4.04
Surprise	8.19 _a	4.21	5.92	3.28	7.47 _a	3.56
Disgust	9.23	4.85	6.47	4.26	7.69	3.65
Anger	6.90	3.46	5.49	3.07	7.41	3.29
Shame	6.60 _{ab}	3.73	6.03 _a	3.61	6.57 _b	3.74
Sad	5.56	2.54	4.93	2.92	6.13	3.01
Upset	6.70 _a	3.37	5.62	3.09	6.80 _a	3.16
Embarrassed	6.32 _a	3.85	5.24	3.26	6.08 _a	3.33

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$

Table 13

Means for Significant Main Effects for Scene on Emotions

Emotion	Degrading	SD	Neutral	SD	Pleasant	SD
Interesting	8.71 _a	3.88	8.70 _a	4.09	9.81	4.52
Surprise	10.01	4.93	5.31	2.86	6.21	3.51
Disgust	10.84	5.21	6.05	3.99	8.98	4.39
Anger	9.50	4.51	5.16 _a	3.23	5.06 _a	2.73
Sad	7.55	4.08	4.60 _a	2.40	4.48 _a	2.26
Upset	8.29	4.10	5.35 _a	3.12	5.42 _a	2.94
Embarrassed	7.20	4.11	5.01	3.11	5.39	3.40

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$.

Table 14

Means for Significant Main Effects for Sex on Emotions

Emotion	Female	SD	Male	SD
Joy	14.15	7.93	24.07	13.49
Interesting	23.21	10.24	32.17	11.72
Surprised	24.10	11.07	18.74	7.94
Disgust	27.78	11.24	17.86	9.77
Anger	22.78	9.79	16.23	7.18

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$.

for interesting than degrading or neutral whereas all other emotions were rated greatest in the degrading scene. Table 14 shows the means for the main effect for sex of subject on emotions. Compared to males, females reported they felt less joy and interest, and more surprise, disgust, and anger.

Table 15 shows the interaction of sex by scene for the emotion disgust. Both males and females rated the degrading scenes as more disgusting than they rated the neutral and pleasant scenes.

The interaction for sex by body part on the emotions can be viewed on Table 16 which shows that when the face was involved, females more than males, indicated surprise, disgust, and anger. Additionally, females made the greatest distinction among emotions when rating the face on disgust in comparison to the chest and buttocks. Although the interactions for sex by body part is significant on anger, surprise, and embarrassment, the meaning of the interaction cannot be readily detected.

The interactions for body part and scene are shown on Table 17. Means for the emotions joy, disgust, anger, surprised, sad, and embarrassed show the face rated more negatively and less positively in the degrading scenes than in the neutral and pleasant scenes. Means for the emotions disgust, surprise, and embarrassed show that for the face each scene is significantly different from each other, whereas the emotions joy and sad show the neutral and pleasant face scenes rated similar. On four of the emotions, surprise, anger, sad, and embarrassed, the chest and buttocks scenes were rated more similar in the neutral and pleasant scenes and different from the degrading scene.

Table 15

Means for Significant Interactions for Sex by Scene on Emotions

Emotion	Degrading	Neutral	Pleasant
Disgust			
Female	12.78	7.55	10.82
SD	4.86	4.60	3.96
Male	8.36	4.66	6.89
SD	4.55	3.15	3.94

Note: Means having the same the subscript across rows do not significantly differ from each other at $p < .01$.

Table 16

Means for Significant Interactions for Sex by Body Part on Emotions

Emotion	Face	SD	Chest	SD	Buttocks	SD
Disgust						
Female	11.26	4.39	7.77	4.51	8.82	3.86
Male	6.63	4.02	4.82	3.33	6.44	2.92
Anger						
Female	8.10	3.56	6.20	3.29	8.45	3.52
Male	5.47	2.61	4.66	2.62	6.20	2.56
Surprised						
Female	9.22	4.61	6.45 _a	3.65	8.10 _a	3.91
Male	6.75	3.22	5.20 _a	2.67	6.79 _a	2.94
Embarrassed						
Female	7.05 _a	4.23	5.79 _b	3.50	6.68 _c	3.60
Male	5.34 _a	2.98	4.61 _b	2.89	5.38 _c	2.87

Note. Means having the same subscript down columns do not significantly differ from each other at $p < .01$.

Table 17

Means for Significant Interactions for Body Part by Scene on Emotions

Emotion	Degrading	SD	Neutral	SD	Pleasant	SD
Joy						
Face	5.36	4.41	6.80 _a	4.93	6.91 _a	4.82
Chest	5.92 _b	4.19	6.08 _{ab}	4.16	6.81 _a	4.77
Buttocks	4.33	3.09	6.83 _a	4.93	6.89 _a	4.89
Surprised						
Face	11.94	6.27	5.11	3.45	7.15	4.75
Chest	6.38 _a	4.89	5.67 _a	4.02	5.44 _a	3.38
Buttocks	11.46	5.92	5.09 _a	3.17	5.92 _a	4.40
Disgust						
Face	13.17	6.37	6.28	4.72	8.03	5.84
Chest	7.23 _a	5.82	6.64 _a	4.91	5.20	3.81
Buttocks	12.36	6.14	5.63 _a	4.41	5.52 _a	3.59
Anger						
Face	10.51	5.65	4.85 _a	3.50	5.29 _a	3.18
Chest	6.05 _b	4.44	5.52 _{ab}	3.65	4.78 _a	3.15
Buttocks	12.00	5.88	5.18 _a	3.82	5.05 _a	2.98

Table 17 Contd.

Means for Significant Interactions for Body Part by Scene on Emotions

Emotion	Degrading	SD	Neutral	SD	Pleasant	SD
Sad						
Face	7.98	4.45	4.28 _a	2.48	4.49 _a	2.37
Chest	4.45 _a	5.28	4.95 _a	3.19	4.50 _a	2.85
Buttocks	9.46	5.81	4.53 _a	2.66	4.40 _a	2.37
Embarrassed						
Face	8.03	5.23	4.98	3.48	5.77	3.85
Chest	5.70 _b	3.94	4.86 _a	3.07	5.05 _{ab}	3.73
Buttocks	7.89	4.76	5.09 _a	3.40	5.25 _a	3.44

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$.

Table 18

Means for Significant Interactions for Sex by Body Part by Scene on Emotions

Emotion	Female	SD	Male	SD
Joy				
Face Degrading	4.09	2.78	6.90	5.47
Face Neutral	5.37	3.61	8.47	5.75
Face Pleasant	5.43	3.71	8.63	5.42
Buttocks Degrading	3.86 _a	2.40	4.83 _a	3.67
Buttocks Neutral	5.20	3.60	8.60	5.63
Buttocks Pleasant	4.86	3.28	9.34	5.42
Chest Degrading	4.23	2.54	7.93	4.89
Chest Neutral	4.65	2.84	7.70	4.76
Chest Pleasant	5.50	3.51	8.37	5.51
Interesting				
Face Degrading	8.66	5.02	11.07	4.67
Face Neutral	7.29	3.87	10.76	4.72
Face Pleasant	9.37 _a	5.09	11.45 _a	5.05
Buttocks Degrading	7.89 _a	4.36	8.47 _a	4.12
Buttocks Neutral	7.46	3.74	10.90	5.03

Table 18 Contd.

Means for Significant Interactions for Sex by Body Part by Scene on Emotions

Emotion	Female	SD	Male	SD
Interesting Contd.				
Buttocks Pleasant	7.31	4.47	11.90	4.82
Chest Degrading	6.40	3.66	10.55	5.32
Chest Neutral	6.41	3.64	9.93	4.56
Chest Pleasant	8.37	5.06	11.17	4.95

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$.

A three way interaction for sex by body part by scene was found for the emotions joy and interesting (see Table 18). As can be seen on Table 18, regardless of the scene and body part, the means for female ratings, compared to male ratings, were lower on both emotions. The lack of a significant difference between male and female ratings for the degrading buttocks scene again indicates both males and females rated it similarly. The similarity for the pleasant face rating on the emotion interesting indicates that both males and females viewed the romantic sensuality portrayed in the video equally in terms of joy and interest.

Effects of No Context Cum Shot Video Clips

Repeated Measures Analyses of ANOVA revealed significance main effects for sex and for body part for the face, chest, and buttock non contextual cum shots. The main effect for body part, $F(2) = 55.31$, $p < .000$, showed the face ejaculation shot received the most negative rating, followed by the buttocks, and then the chest ($M = 2.14$ face, $M = 4.01$ buttocks, $M = 3.74$ chest, $p's < .01$). A main effect for sex was also found. Females rated the face cum shot more negatively ($M = 1.4$) than did males ($M = 3.0$). Males rated the buttocks cum shot the least negative ($M = 4.0$) compared to females ($M = 3.5$). Overall, females rated all three cum shot scenes more negatively than did males ($M = 2.7$ female, $M = 4.0$ male).

Self Reported Experiences with Male Ejaculation

Descriptive statistics using frequencies were used to analyze participants' individual experiences with male ejaculation in their sexual relationships. Analysis of

participants responding to the question regarding their experiences with male ejaculation revealed that 76.5% ($n=49$) reported they had experienced external male ejaculation with a partner and 21.5% ($n=14$) reported no experiences with external male ejaculation; 2% ($n=2$) did not respond to the questions. The area of the body on which external ejaculation was most commonly experienced was the chest (72.3%, $n=47$), followed by the buttocks (41.5%, $n=27$), and the face (27.7%, $n=18$). These percentages reflect those participants who reported having experienced ejaculation to one or more areas. Of those who had experienced external ejaculation with a partner, 67.3% ($n=33$) reported that they asked their partner or were asked by their partner prior to the ejaculation portion of intercourse if external ejaculation was permissible, while 32.7% ($n=16$) did not ask their female partner's permission beforehand or were not asked by their male partner.

Of the 14 males and females who reported they had not previously experienced external ejaculation on a female, 78.5% ($n = 12$) indicated external ejaculation was an experience in which they would like to participate compared to 21.4% ($n = 2$) who indicated this is not an experience in which they wished to participate.

Analysis of Theories for the Use of Face Cum Shots in Pornography

Repeated Measures ANOVAs were used to analyze the responses to the seven interpretations involving theories as to why the face cum shot is used in pornography revealing a main effect for interpretation, $F(6) = 10.19$, $p = .000$ and an interaction of sex with interpretation, $F(6) = 4.13$, $p = .001$. The main effect for interpretation (see Table 19) revealed that there was no one interpretation as each was different from the others.

Table 19

Means for Theories for the Use of the Face Cum Shot in Pornography

Theory	Group Mean	SD
It is an act of aggression or dominance against a woman	4.93 _c	2.04
Viewing the woman accepting the face cum shot is extremely arousing to men	4.65 _{acd}	1.99
The face cum shot is a way to degrade women	4.41 _{bd}	2.20
The face cum shot shows the woman's complete acceptance of the man and his sexuality	3.82 _{ab}	2.21
The face cum shot takes away a woman's unique identity	3.72 _a	2.38
Viewing the woman accepting the face cum shot is extremely arousing to women	2.82 _e	1.88
The face cum shot proves that sex was authentic	2.70 _e	1.94

Note: Means having the same subscript down columns do not significantly differ from each other at $p < .01$.

Theories regarding the face cum shot as an act of aggression or dominance against a woman, as arousing to men, and a way to degrade women had the highest group means, whereas the face cum shot as acceptance of a man and his sexuality, taking away the woman's unique identity, as arousing to women, and proving the authenticity of sex had the lowest group means. Independent t-tests for sex and interpretation showed gender differences on the theories that the face cum shot is an act of aggression or dominance against a woman ($\bar{M} = 5.5$ female, $\bar{M} = 4.3$ males), and the face cum shot is a way to degrade women ($\bar{M} = 5.25$ female, $\bar{M} = 3.5$ male). Means for females showed that females were in stronger agreement with these two theories as the reason for the face cum shot's use in pornography than did males.

Analyses of Perceived Degradation Toward Women

Repeated Measures Analyses of ANOVA revealed significant main effects for body part (face, chest, buttocks), scene (degrading, neutral, pleasant), and sex, and an interaction for body part by scene (see Table 20) on all four questions of perceived degradation. The main effect for scene (see Table 21) was found with the ejaculation portion of the scene rated more degrading toward women when in a degrading scene than when in the neutral or pleasant scene. The woman was perceived as a sex object or plaything, as being lower in status or having less power, and as being more degraded in the degrading scene more than in the neutral or pleasant scene. neutral scenes. Table 22 shows a main effect for body part where compared to ejaculations on the chest or buttock,

Table 20

Repeated Measures Analyses of ANOVA for Degradation

	df	MS	F	p values
The woman in the scene was treated as a sexual object or plaything				
Body part	2	26.65	18.53	.000
Scene	2	348.35	149.84	.000
Body part X Scene	4	70.57	41.88	.000
The woman in the scene was lower in status or had less perceived power than the man				
Body part	2	35.67	17.18	.000
Scene	2	337.32	156.83	.000
Sex X Scene	2	6.86	3.19	.045
Body part X Scene	4	84.26	38.21	.000
The woman in the scene responded excessively or more than the average woman would				
Body part	2	11.61	5.38	.006
Scene	2	97.43	33.90	.000
Body part X Scene	4	39.47	19.35	.000
The ejaculation part of the scene was degrading to the woman				
Sex	1	103.74	5.32	.025
Body part	2	93.52	47.91	.000

Table 20 Contd.

Repeated Measures Analyses of ANOVA for Degradation

	df	MS	F	p values
Scene	2	162.89	79.23	.000
Body part X Scene	4	26.03	13.96	.000

Table 21

Means for Significant Main Effects for Scene on Degradation

Perceived Degradation	Degrading	Neutral	Pleasant
The woman in the scene was treated			
as a sexual object or plaything	4.19	3.17 _a	3.11 _a
SD	1.37	1.52	1.62
The woman in the scene was lower in			
status or had less perceived			
power than the man	3.78	2.85 _a	2.66 _a
SD	1.58	1.50	1.52
The woman in the scene responded			
excessively or more than the			
average woman would	3.62 _a	3.01	3.34 _a
SD	1.48	1.54	1.54
The ejaculation part of the scene was			
degrading to the woman	3.59	2.72	3.08
SD	1.49	1.55	1.67

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$.

the ejaculation on the face was rated as more degrading to the woman, whereas the buttocks was rated higher than the face or chest on status and excessive response questions. The buttocks were rated higher than the face and chest when rating the woman in the scene as being perceived as a plaything or sexual object. Table 23 shows the main effect for sex on degradation where significant differences in the mean responses between males and females are revealed for status and power issues and the ejaculation portion of the scene being degrading to the woman, compared to mean responses for woman as a sexual object or excessive response which did not show these differences. The interaction for sex by scene (see Table 24) which revealed that none of the means were significantly different indicating that males and females did not differ from each other in their ratings. However, on status and ejaculation, the females means were higher than the males in degrading scenes and in pleasant scenes. In addition, females, compared to males, rated the degrading scene more negative in terms of whether the woman in the scene was perceived as being lower in status and power. An interaction for sex and body part (see Table 25) reveals that when the woman in the scene was rated on status and power issues, both males and females rated the buttocks as significantly higher than the face and chest.

Analysis of Attitudes Toward Pornography

Correlational analyses (See Table 26) indicated a strong correlation between attitudes toward harm of pornography and negative judgments and negative emotions. In contrast, speech and harm of censorship do not appear to correlate significantly with most of the judgments or emotions.

Table 22

Means for Significant Main Effects for Body Part on Degradation

Perceived Degradation	Face	Chest	Buttocks
The woman in the scene was treated			
as a sexual object or plaything	4.02	3.51	4.30
SD	1.32	1.59	1.37
The woman in the scene was lower in			
status or had less perceived			
power than the man	3.37 _a	3.24 _a	4.04
SD	1.35	1.66	1.29
The woman in the scene responded			
excessively or more than the			
average woman would	3.55 _a	3.40 _a	3.88
SD	1.42	1.69	1.60
The ejaculation part of the scene was			
degrading to the woman	4.27	2.80	3.37
SD	1.76	1.64	1.61

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$.

Table 23

Means of Significant Main Effects for Sex on Degradation

Perceived Degradation	Females	Males
The woman in the scene was treated as a sexual object or plaything	4.47 _a	3.87 _a
SD	1.25	1.45
The woman in the scene was lower in status or had less perceived power than the male	4.17	3.33
SD	1.49	1.58
The woman in the scene responded excessively or more than the average woman would	3.94 _a	3.24 _a
SD	1.39	1.52
The ejaculation part of the scene was degrading to the woman	4.01	3.10
SD	1.35	1.47

Note: Means having the same subscript across rows do not significantly differ from each other at $p < .01$.

Table 24

Means for Significant Interactions for Sex by Scene on Degradation

Perceived Degradation	Degrading	SD	Neutral	SD	Pleasant	SD
The woman in the scene was treated as a sexual object or plaything						
Female	4.47 _a	1.24	3.28 _a	1.56	3.44 _a	1.63
Male	3.87 _a	1.46	3.06 _a	1.50	2.77 _a	1.51
The woman in the scene was lower in status or had less perceived power than the male						
Female	4.17	1.49	2.94 _a	1.60	3.13	1.61
Male	3.33	1.58	2.74 _a	1.40	2.16	1.19
The woman in the scene responded excessively or more than the average woman would						
Female	3.94 _a	1.39	3.16 _a	1.60	3.47 _a	1.66
Male	3.24 _a	1.52	2.86 _a	1.47	3.23 _a	1.44

Table 24 Contd.

Means for Significant Interactions for Sex by Scene on Degradation

Perceived Degradation	Degrading	SD	Neutral	SD	Pleasant	SD
The ejaculation part of the scene was degrading to the woman						
Female	4.01	1.35	3.09	1.64	3.53	1.66
Male	3.10	1.47	2.33	1.31	2.54	1.49

Note: Means having the same subscript down columns do not significantly differ from each other at $p < .01$.

Table 25

Means for Significant Interactions for Sex by Body Part on Degradation

Perceived Degradation	Face	SD	Chest	SD	Buttocks	SD
The woman in the scene was treated as a sexual object or plaything						
Female	4.20 _a	1.22	3.65 _a	1.58	4.60 _a	1.28
Male	3.85 _a	1.37	3.40 _a	1.62	3.97 _a	1.40
The woman in the scene was lower in status or had less perceived power than the male						
Female	3.57 _a	1.34	3.52 _a	1.73	4.38	1.28
Male	3.08 _a	1.36	2.97 _a	1.57	3.67	1.18
The woman in the scene responded excessively or more than the average woman would						
Female	3.79 _a	1.47	3.59 _a	1.72	4.11 _a	1.47
Male	3.30 _a	1.31	3.24 _a	1.69	3.62 _a	1.67

Table 25 Contd.

Means for Significant Interactions for Sex by Body Part on Degradation

Perceived Degradation	Face	SD	Chest	SD	Buttocks	SD
The ejaculation part of the scene was						
degrading to the woman						
Female	4.83 _a	1.53	3.07 _a	1.65	3.76 _a	1.62
Male	3.62 _a	1.79	2.44 _a	1.54	3.62 _a	1.48

Note: Means having the same subscript down columns do not significantly differ from each other at $p < .01$.

Table 26

Correlational Analyses of Attitudes Toward Pornography

	Harm	Pornography Attitudes Speech	Harm of Censorship
Judgments			
Negative	.60***	.15	.19
Positive	-.10	-.15	.21
Exciting/Arousing	-.36**	-.26*	.13
Emotions			
Joy	-.41***	-.26**	-.00
Interest	-.31*	-.08	.13
Surprise	.21	.20	.09
Disgust	.44***	.16	.07
Anger	.43***	.20	.07
Shame	.41***	.14	.07
Upset	.46***	.16	.20
Sad	.42***	.19	.13
Embarrassed	.35***	.10	.20

Note: * $p < .05$ ** $p < .001$ *** $p < .001$

DISCUSSION

This study investigated several questions posited regarding the relationship between male ejaculation in pornography and the effect of context on judgments and emotions. The subsequent numerous results of the investigation will be summarized separately.

The first area of investigation asked whether the face cum shot, when viewed in a degrading context, would be seen more negatively and less positively in terms of judgments and emotions than face cum shots set in a neutral or pleasant context. Results showed when the face cum shot was viewed in a degrading context the ratings on judgments for the face cum shot were more negative, less positive, and less exciting/arousing than when the face cum shot was viewed in a neutral or pleasant context. The context in which the face cum shot was being viewed determined whether or not the pornography scenes were rated equally or differently on judgments. For example, on the exciting/arousing judgment, the face was rated more negative in the degrading context than in both the neutral and pleasant contexts, whereas on the negative judgment the face was rated as significantly different in each context.

Ratings of the face cum shot on emotions showed the face cum shot was associated with more disgust, anger, sadness, more upset, and embarrassment when viewed in a degrading context compared to a neutral or pleasant context. This indicates that the context in which the face cum shot takes place, whether the context is degrading,

neutral, or pleasant, has an impact on judgments and emotions when deciding if the face cum shot is perceived negatively.

The second area of investigation was to determine if the face cum shot in any context (degrading, neutral, pleasant) would be rated more negatively and less positively on judgments and emotions compared ratings on chest and buttocks cum shots. The face cum shot was rated similar to the buttocks cum shot on negative ratings but both less exciting/arousing and less positive than either the chest or buttocks cum shots. Respondents exhibited more anger and sadness toward the buttocks cum shot but more disgust to the face cum shot. The face cum shot was also the most interesting but was rated more similarly to the buttocks on embarrassment, joy, upset, and surprise. When compared to the chest and buttocks in the degrading context, the face cum shot scene was not rated as the most degrading. This distinction went to the degrading buttocks scene, which across all scenarios was rated as the most degrading. The buttocks scene was rated similar to the face on negative judgments in the degrading context but less positive and less exciting/arousing than the face on positive and exciting/arousing judgments. Respondents exhibited more anger and more sadness on ratings of the buttocks compared to the chest and face.

The face was not consistently rated as more negative and less positive when compared to cum shots to the chest or buttocks. Rather it was determined that the specific comparison was important to whether the body part was rated significantly different or equally similar when compared to the other body parts. For example, when the face cum

shot was compared to the chest cum shot, the face cum shot was rated more negatively, however, when the face and buttock cum shots were compared, the face and buttocks were rated equally negative. In comparisons of body part and judgments, the face cum shot, compared to the chest and buttocks cum shots, was rated higher on positive and exciting/arousing judgments but also associated with more disgust, more shame, and more embarrassment.

Three additional areas of support were found for the face cum shot being perceived as more negative than cum shots to the chest or buttocks. The first was found when examining the no context data. Compared to cum shots to the chest and buttocks, the face cum shot was rated the most negative. These findings are particularly revealing since the brief video clips of only 40-60 seconds showed the ejaculation on the woman's body in isolation and without benefit of the usual surrounding verbal, sexual, or contextual cues given off by the performers which can effect the perceptions of the viewer. The second area of support came from the question where participants were asked to rate whether or not they saw the ejaculation part in each scene as degrading to the woman in the scene and again, in the degrading context and in contrast to ejaculation on the chest and buttocks, ejaculation on the face was rated as the more degrading than when ejaculation occurred in the neutral or pleasant contexts.

The third area of support for the face cum shot as degrading came from the analysis of the theories for the use of the face cum shot in pornography. The most commonly held beliefs were "the face cum shot is a way to degrade women," and the "face

cum shot is an act of dominance and aggression against a woman.” This shows agreement with the pornographer who argues that the face cum shot is viewed as the most violent act that can be directed against a woman (cited in Stoller & Levine, 1993). These results too are particularly revealing since the participants ratings of the theories involved no prompting or cues from external experimental stimuli.

If, as pornographers argue, the face cum shot is the most vital part of a pornographic film (Gardos, 1992), and if the scene being viewed is intrinsic to the goodness of fit with one’s sexual arousal script as proposed by Mosher and MacIan, (1994) in sexual involvement theory, then it would seem that the face cum shot should consistently be rated as separate from cum shots to the chest and buttocks. This research refutes much of those arguments. The findings of this study did not show the face cum shot to consistently be isolated from other body parts when participants rated the scenes, but rather it showed that in many cases the face, chest, and buttocks were rated similarly and that similarity was dependent upon the scenario being viewed and upon the sex of the viewer. However, when there was no context surrounding the cum shot, respondents did not like the face cum shot.

Examination of these results shows how difficult it is to separate the context in which the ejaculation occurs from the body part on which it occurs. For example, on exciting/arousing judgments the face and buttocks showed the neutral and pleasant scenes as rated equally for each of these two body parts, whereas the chest showed the degrading and neutral scenes being rated equally. An example for emotions is the emotion disgust in

which the neutral and pleasant scenes were rated equally for the face, chest, and buttocks, in contrast to the degrading scene where all three were rated distinctly separate from one another. These examples lend support to the premise the cum shot by itself may not necessarily be perceived as degrading but that perceptions of degrading are inherently bound with the context within which the cum shot occurs. The cum shot may be perceived as degrading or not degrading to an individual or a couple dependent on the context wherein it occurs. For example, ejaculation to the face in a pleasant, mutually pleasurable setting, such as the face cum shot in this study which took place in a candlelight bubble bath, may not be perceived as degrading, whereas the same ejaculation, set in a more impersonal, less affectionate setting would be considered more degrading.

In summary, it was found that the context in which the cum shot takes place has an impact on whether the cum shot itself is viewed as degrading. When viewing cum shots in a degrading context, judgments and emotions were rated more negatively, less exciting/arousing, less positive, and more disgusting than judgments and emotions in a neutral or positive context.

Investigation of the role of context in and of itself revealed that the context in which a scene occurs has an important impact on ratings of judgments and emotions when viewing pornography. When viewing cum shots in a degrading context, judgments were rated more negatively, less exciting/arousing, less positive, and more disgusting than judgments in a neutral or positive context. The degrading context reflected more disgust, more anger, greater sadness, more upset, and more embarrassment than the neutral or

pleasant contexts. Additionally, ratings of the woman in the scene regarding how degraded she was were higher in the degrading context compared to ratings in the neutral or pleasant context. For example, when the context was degrading the woman was rated as being treated more as a sexual object or plaything, having less status or less perceived power than the man, and as responding excessively or more than the average woman. Additionally, the ejaculation part of the scene was rated as more degrading to the woman when the context was degrading than when the context was neutral or pleasant.

The final areas of investigation dealt with sex differences. Many sex differences were expected and many were subsequently found. Females rated negative, positive, and exciting/arousing judgments more negatively than did males. When compared to males, females rated the degrading, neutral, and pleasant contexts all less positive and less exciting/arousing on judgments, and exhibited less joy, less interest, more surprise, more disgust, and more anger when rating the emotions. Ratings for the emotion disgust by females was greatest in the degrading context. Females also rated the face the most disgusting compared to any of the other emotions or body parts. In addition, females rated the face cum shot in the non contextual scene more negatively than did the males. Overall, females rated all three non contextual cum shot scenes more negatively than did males. When rating in terms of context (degrading, neutral, pleasant) if the ejaculation scene was degrading to the woman, female ratings were significantly different from the male ratings for all contexts. Females also significantly differed from men when rating the perceived status and power of the woman in the scene when the context was degrading or pleasant,

compared to no difference in their ratings for the neutral context. Overall, males, to whom pornography is primarily targeted, indicated more positive and more exciting/arousing judgments for the scenes viewed and reported more positive and less negative emotions than did females.

Specifically of interest where sex differences were concerned was whether women overall would respond to all cum shots more negatively, regardless of whether they took place in degrading or non degrading sex scenes. It was found that across all stimuli, females rated all conditions as more negative, less positive, and less exciting/arousing than did males. In addition, when asked to rate if the ejaculation part of the scene was degrading to women, females, compared to males, rated the ejaculation portion of the scene more negative in the degrading context than when ejaculation occurred in a neutral or pleasant context.

There were also areas where females and males were in agreement with each other. It had been predicted that regardless of the context in which the face cum shot occurred (degrading, neutral, pleasant), cum shots to the face were expected to be rated by both males and females as less positively and more negatively than cum shots to the chest and buttocks. This prediction was not supported. Neither males nor females rated the face cum shot as the most degrading but rather rated the degrading buttocks cum shot as the equally negative, least positive, and least exciting/arousing on judgments, and associated it with more negative emotions such as sadness and anger than they did either the face or chest cum shots. In addition to their similar ratings of the degrading buttocks scene, both

males and females rated the pleasant face scene equally. We already know males and females respond differently to different stimuli. However, the consensus on the degrading buttock and pleasant face scenes may be an indication that certain elements in pornography can be agreed upon by both sexes.

Evidence was found that somewhat nullifies the pornographers argument for use of ejaculation on the woman's face in X-rated films. When analyzing responses to self reported experiences with external male ejaculation, it was found that of those experiencing external ejaculation only 27.7% of the respondents had experienced ejaculation to the face, whereas 72.3% had experienced ejaculation to the chest, and 41.5% to the buttocks. If as pornographers argue, the face cum shot is essential to pornographic films, why does the experiences of the individuals in this study indicate that the chest and the buttocks are more frequently the recipient of ejaculation? It may be that the views of the pornographer are not consistent with wants and desires of the viewing public. Replication of this portion of the study and a larger sample size is needed before these results can be generalized.

Significant correlations were found between attitudes toward the harm of pornography and negative judgments and negative emotions. Those individuals who believe pornography to be harmful exhibited more negative judgments and emotions across all conditions of the experimental stimuli. Negative attitudes toward harm of pornography correlated most highly with negative judgments and the emotions of disgust, anger, shame, upset, sad, and embarrassment. Freedom of speech issues and the harm of

censorship to women indicated little or no correlation with the variables. This indicates that those attitudes towards the harm of pornography relating to judgments and emotions participant's bring to a study correlates with their ratings of what is perceived as degrading and to the negative and harmful effects of pornography, whereas attitudes toward freedom of speech and harm of censorship show no significant relations to judgments. It may be that the higher correlations of harm with negative emotions and judgments is something the participant can identify with personally perhaps having already experienced negative emotions or judgments at a personal level. One doesn't have to stop and cognitively determine if they are experiencing negative emotions, one just feels them. In contrast, speech and harm of censorship issues are more abstract and we must cognitively determine whether these issues have or are affecting us. The issues of speech and censorship are legally protected rights we take for granted and as such we are not as apt to experience an infringement on them in our day to day social and personal interactions, rather they are more subjective in nature and requiring introspection and other cognitive determinants before we decide if they are or are not affecting us.

Moderate support was found for arguments made by Cowan (personal communications) that the face cum shot takes away a woman's unique identity and for Gardos' (1992) argument that acceptance of the ejaculate shows the woman's complete acceptance of the man and his sexuality, whereas only slight support was found for arguments made by Kimmel (1991) and Mosher and MacIan (1994) that external ejaculation by the male is seen as a validation or authenticity of sex. Overall, respondents

see the face cum shot as an act of aggression or dominance, a way to degrade women, and as sexually arousing for males. They do not however, see the face cum shot as a way to authenticate sex. To some extent these findings support Dworkin's (1995) arguments that pornography is about the degradation of women and further, that pornography supports and encourages the domination, inequality, and objectification of women. Additional research in each of these areas is needed in order to understand what relevance these beliefs may hold with regards to the harm of pornography towards women.

One finding showed that males and females do not agree that the ejaculation scene is degrading to the woman in the scenes and this was regardless of whether the ejaculation was viewed in a degrading, neutral, or pleasant scene. Each scene was rated as significantly different by each sex. In contrast, ratings on the woman in the scene as a sexual object or plaything and on whether the woman responded excessively or more than the average woman showed no sex difference in responses across the scenes. This indicates not only is the ejaculation portion of a scene seen and responded to differently by males and females, but once again the context is important. Females ratings, more than males ratings, were significantly higher for the ejaculation part of the scene being degrading to the woman when the scene was degrading than when the scene was neutral or pleasant.

This study is not without its limitations. The study indicates that while the cum shot is important to understanding what is degrading to women, the context in which the cum shot is viewed is more important. However, context can only be partially controlled

for when using commercial X-rated videos. It is difficult to find matching scenes containing no extra elements which may contaminate the results. Also, with the use of commercial X-rated videos, it is almost impossible to control the level of degrading within the scenes while keeping the context and content consistent. For example, the degrading scenes were chosen using the criterion for degrading of objectification, dominance, and penis worship found by Cowan and Dunn (1994). As a result of their findings the degrading scenes were chosen for their extreme objectification and inequality of the woman as opposed to an aggressive scene which imposes physical harm on the woman. In the degrading condition, the contexts were kept similar by having each degrading scene contain group sex (2-3 males and 1 female) and by having two of the degrading scenes containing a Black or Hispanic woman and Caucasian males. This is in sharp contrast to the pleasant and neutral scenes where the couples were Caucasian with only one exception, a black woman and Caucasian man in one of the neutral scenes. Of the X-rated films previewed for use as experimental stimuli none contained Black or Hispanic males performing with Caucasian males in heterosexual group sex. The degrading scenes were also the only scenes that contained anal sex. The study was designed to contrast the pleasant and degrading scenes by making the pleasant scenes really pleasant and the degrading scenes really degrading in order that the participants be able to easily distinguish one from the other. However, the face, chest, and buttocks scenes for each context group (degrading, neutral, pleasant) were kept as similar as possible. Although many X-rated videos were previewed in the search for experimental stimuli, clips containing single

couples of mixed race and couples performing anal sex were not found that met the criterion of objectification and inequality for the pleasant and neutral scenes. Additionally, only one film viewed contained a non-white male and this film was determined to be unsuitable for the present study. Under ideal conditions, this study would be conducted using a set of controlled videos which are identical in every contextual aspect except for manipulating the degree of degradation and ejaculation shots experienced by the woman.

Interpretation of the interactions of scene by body part may be limited. All participants viewed only one scene in each condition and this renders the conclusions about the interactions somewhat tentative. In addition, there was no control for levels of degradation that occurred in the different videos independent of the experimenters' judgments. It is suggested that for future studies, when looking at what is degrading to women and the cum shot that more video clips be used for each condition. It may be most advantageous to examine each body part (face, chest, buttocks) independently in order to determine if various factors regarding explicit degradation can be more finely isolated and identified; for example, examining face cum shots alone using stimuli containing three neutral face cum shots, three degrading face cum shot, and three pleasant face cum shots. The same can be done for the buttocks and chest cum shots either as independent studies or as a series of studies. This would allow the participants to make a comparison of various levels of the same stimuli and at the same time it would allow the researcher an opportunity to try and pinpoint exactly where boundaries of perceived degradation begin and end, and what elements are encompassed within those boundaries should they exist.

This study is only a beginning, having barely scratched the surface in its attempt at trying to detect those elements in pornography contributing to the harm of women, and of those elements in pornography seen as degrading to women. In order to truly understand what is degrading to women and its relationship to pornography, we need to first understand pornography from the viewers' perspective, not just from the perspective of the feminist, researcher, or pornographer. In other words what do people who view pornography find, if anything, degrading? Why and how is pornography used in private sexual relationships, and what are these individual's perceptions and beliefs as to what is degrading or harmful to women? What kinds of male and female dynamics exist in relationships where pornography is frequently viewed? Most important, do viewers of pornography really like the cum shot?

Misogyny, sexual abuse, violence against women, and degradation of women are serious problems in today's society, and a problem that won't soon disappear.

Pornography has been and is likely to continue to be seen as a key element toward understanding the forms of abuse, harm, and stereotyping perpetuated against women. It is essential that through scientific study we be able to identify those degrading and dangerous elements existing in pornography thereby allowing the court system to define pornography in legal terms, without undue influence from moral interpretation.

Appendix A

Titles of X-rated Videos Used in Experimental Stimuli

Debbie Duz Dishes

Let Me Tell You About Black Chicks

Rosebud Gang Bang 2

Raindance - The Squirt Cums Again

Baby Face 2

Appendix B

PORNOGRAPHY STUDY CONSENT FORM

The purpose of this study is to investigate student's reactions to various aspects of pornography. This study is being conducted by Dr. Gloria Cowan of the Psychology Department. We are interested in discovering people's responses to different aspects of pornography. Participants will be asked to view and evaluate twelve sexually explicit videotape clips, each approximately 1-6 minutes in length, and to complete an anonymous reaction sheet to each clip. All participants will be ensured complete privacy while viewing the video clips and names will not appear on any of the materials. Because the videotapes contain **VERY SEXUALLY EXPLICIT** clips from pornographic films, please volunteer to participate only if you feel comfortable with the idea of viewing sexually explicit material. Although none of the material contains sexual violence, we want to forewarn you that the clips contain **ACTUAL SEXUAL ACTIVITY WITH CLOSEUP SHOTS (i.e., INTERCOURSE AND ORAL SEX)**. Participation will involve about 60 minutes of your time. You will be given a brief questionnaire in which we ask background (demographic) information and information regarding your attitudes toward pornography and your exposure to pornography. At the end of the viewing session, you will be provided with information about the background and importance of the study and will have the opportunity to discuss any questions or concerns you have with the experimenter. The information you provide will be reported in group format only; no individual data will

be released. When the study is completed these group results will be made available to the interested participants.

Please read the following informed consent information and sign the bottom of this form.

Place the signed consent form in the box provided.

1. The pornography study has been explained to me. I understand the explanation that has been given and what my participation will involve.
2. I understand that I am free to discontinue my participation in this study at any time, and without penalty. If I choose to terminate watching the videos, I can get full extra credit for participating.
3. I understand that my responses will remain anonymous, but that group results of the study will be made available to me at my request.
4. I understand that, at my request, I can receive additional explanation of this study after my participation is completed.
5. I certify that I am at least 18 years old.

Signature

Date

Print Name

Witness

Gloria Cowan, JB557 (909) 880-5575

Appendix C

BACKGROUND INFORMATION

STAT # _____

Gender: Female _____ Male _____

Age: _____

Marital Status: Married _____ Divorced _____ Separated _____ Single _____

Ethnicity: White _____ African American _____ Asian American _____

Chicano/Latino/Hispanic American _____ Native American _____ Other _____

Do you consider yourself a religious person?

Not at all _____ Slightly _____ Somewhat _____ Quite _____ Highly _____

How often do you view pornographic material?

Never _____ Once a month _____ More than once a month _____

1-2 times a year _____ 3-11 times a year _____ More than 11 times a year _____

How often do you go to the movie theater?

Never _____ Once a month _____ More than once a month _____

1-2 times a year _____ 3-11 times a year _____ More than 11 times a year _____

Appendix D

STAT # _____

Attitudes Toward Pornography and Pornography Control

Please answer the following items using the following seven point scale. Place the number which best represents how you feel in the space provided before each item.

There are no right or wrong answers.

1	2	3	4	5	6	7
strongly	somewhat	slightly	neither agree	slightly	somewhat	strongly
disagree	disagree	disagree	nor disagree	agree	agree	disagree

- ____ 1. Pornography directly harms women (e.g., leads to rape and molestation).
- ____ 2. Pornography indirectly harms women (e.g., creates a negative social climate).
- ____ 3. Pornography indirectly harms men (e.g., creates a negative social climate).
- ____ 4. You have been personally harmed by pornography.
- ____ 5. Pornography harms all women.
- ____ 6. Pornography harms all men.
- ____ 7. Pornography violates the civil rights of women.
- ____ 8. First Amendment protection of free speech is more important than the control of pornography.

- ____ 9. Pornography encourages discrimination against women.
- ____ 10. Control of pornography could lead to setbacks in women's progress toward equality.
- ____ 11. Control of pornography could limit women's sexual freedom.
- ____ 12. Laws that restrict pornography would unfairly affect people's freedom to engage in alternative lifestyles.
- ____ 13. Enough laws already exist to control the harmful aspects of pornography.
- ____ 14. Prohibiting pornography is not a violation of the First Amendment guarantee to free speech.
- ____ 15. The harm caused by pornography is greater than the harm caused by limiting free speech.
- ____ 16. Watching pornography is a harmless activity.

Appendix E

STAT # _____

FILM CODE _____

Rating Sheet for Judgments, Emotions, Degradation

Use the following scale to write the number in the space before each phrase that best represents how you feel about the selection you have just viewed.

1-----2-----3-----4-----5-----6-----7

not at all

extremely

- | | | |
|----------------------|---------------------|--------------------------|
| _____ 1. Glad | _____ 10. Sickened | _____ 19. Upset |
| _____ 2. Curious | _____ 11. Amazed | _____ 20. Shy |
| _____ 3. Embarrassed | _____ 12. Angry | _____ 21. Disgusted |
| _____ 4. Unhappy | _____ 13. Bashful | _____ 22. Happy |
| _____ 5. Joyful | _____ 14. Surprised | _____ 23. Nervous |
| _____ 6. Interested | _____ 15. Gloomy | _____ 24. Alert |
| _____ 7. Sad | _____ 16. Irritated | _____ 25. Turned off |
| _____ 8. Astonished | _____ 17. Tense | _____ 26. Self-conscious |
| _____ 9. Blushing | _____ 18. Mortified | _____ 27. Shocked |

Please write the number in the space before each descriptive phrase that best represents your judgment about the selection you have seen. Use the following scale.

1-----2-----3-----4-----5-----6-----7

not at all

extremely

- | | | |
|----------------------------|-----------------------|------------------------|
| _____ 1. Sexually arousing | _____ 6. Obscene | _____ 11. Affectionate |
| _____ 2. Educational | _____ 7. Entertaining | _____ 12. Dehumanizing |
| _____ 3. Exciting | _____ 8. Aggressive | _____ 13. Offensive |
| _____ 4. Disgusting | _____ 9. Stimulating | _____ 14. Artistic |
| _____ 5. Degrading to | _____ 10. Amusing | _____ 15. Realistic |

women

Use the following scale to answer the next four questions.

1-----2-----3-----4-----5-----6-----7

not at all

somewhat

very much

- _____ 1. The woman in the scene was treated as a sexual object or plaything.
- _____ 2. The woman in the scene was lower in status or had less perceived power than the man.
- _____ 3. The woman in the scene responded excessively or more than an average woman would.
- _____ 4. The ejaculation part of the scene was degrading to the woman.

Appendix F

STAT # _____

FILM CODE _____

No Context Cum Shot Rating Sheet

You will now watch 3 very brief video clips each approximately 1 minute in length.

Please use the following scale to rate how positive or negative you feel about the endings portrayed in these next three clips

Face ejaculate shot _____

1-----2-----3-----4-----5-----6-----7

Very negative

Very positive

Chest ejaculate shot _____

1-----2-----3-----4-----5-----6-----7

Very negative

Very positive

Buttocks ejaculate shot _____

1-----2-----3-----4-----5-----6-----7

Very negative

Very positive

Appendix G

Female Experiences with Male Ejaculation

Females:

1. Have you ever experienced a male ejaculating on your body? No _____ Yes _____

If yes, please answer parts a-d:

a. What part(s) of your body? Face _____ Chest/stomach _____ Buttocks _____

b. Did you like it when he ejaculated on your body? Yes _____ No _____

c. Did your partner ask you if he could ejaculate on your body?

Yes _____ No _____

d. If his ejaculation on your body was unexpected, what was your reaction?

2. If you have never had your partner ejaculate on your body would you like to have this experience? Yes _____ No _____

If you would like to have this experience, what part(s) of your body would you like him to ejaculate on? Face _____ Chest/stomach _____ Buttocks _____

3. Why do **you think** a man would want to ejaculate on a woman's face?

Additional Comments:

Appendix H

Male Experiences with Male Ejaculation

Males:

1. Have you ever ejaculated on a woman's body? No _____ Yes _____

If yes, please answer parts a-d:

- a. What part(s) of her body did you ejaculate on?

Face _____ Chest/stomach _____ Buttocks _____

- b. Do you think she liked it when you ejaculated on her body? Yes _____ No _____

- c. Did you ask your partner if you could ejaculate on her body? Yes _____ No _____

- d. If you didn't ask her, what was her reaction?

2. If you have never ejaculated on your partner would you like to?

Yes _____ No _____

If you would like to have this experience, what part(s) of her body would you like

to ejaculate on? Face _____ Chest/stomach _____ Buttocks _____

3. Why do **you think** a man would want to ejaculate on a woman's face?

Additional Comments:

Appendix I

Theories for Use of Cum Shot Rating Sheet

THE FOLLOWING ARE REASONS OFTEN GIVEN FOR THE USE OF THE FACE "CUM SHOT" IN PORNOGRAPHY. THIS OCCURS WHEN A MALE EJACULATES ON A WOMAN'S FACE. PLEASE RATE THE EXTENT TO WHICH **YOU THINK** THESE REASONS ARE VALID.

1	2	3	4	5	6	7
Strongly Disagree	Somewhat Disagree	Slightly Disagree	Neither agree Nor disagree	Slightly Agree	Somewhat Agree	Strongly Agree

1. _____ It takes away the woman's unique identity
2. _____ Shows the woman's complete acceptance of the man and his sexuality
3. _____ Is an act of aggression or dominance against a woman
4. _____ It proves that the sex was authentic
5. _____ A way to degrade women
6. _____ Viewing the woman accepting the face cum shot is extremely arousing to men
7. _____ Viewing the woman accepting the face cum shot is extremely arousing to women

Appendix J

EXPLANATION OF PORNOGRAPHY STUDY

Thank you very much for your participation in this study. While we cannot provide you the information about the results of this study at this time, we would like to give you some background information about the research so you can have some appreciation for its importance. Your responses in this study are valuable in contributing to a better understanding of how women and men respond to pornography and in developing measures for further research in this area.

The 1986 Commission on Pornography defined three categories of sexually explicit material: 1) Sexually violent material, 2) Non violent but degrading material, 3) Non-violent and non-degrading material. Most of the research on pornography has focused on the first category -- the fusion of sex and violence in X-rated movies. Although the fusion of sex and violence is important, the impact of sexually explicit material which is not violent but which is degrading to women has been relatively neglected.

The few studies on degrading pornography have had mixed finding, with some studies finding a negative effect on attitudes toward women, and other not. This inconsistency in findings may be due, in part, to the difficulty and lack of consensus in defining the somewhat ambiguous term "degrading." Hopefully, by ascertaining what types of sexual depictions are considered to be degrading by men and women, we may be able to determine the effects of such material. In this study, we are examining a

specific aspect of pornography--the type of ending and the context within which it occurs--in order to determine if people respond differently to different endings of sexually explicit behavior within different contexts.

As you are probably aware, for some people, viewing pornography can be an unpleasant experience, while for others, a pleasurable experience. Even if you do not like the clips, do not be distressed if you did find these depictions arousing because of the sexual explicitness of the scenes and the apparent enjoyment of the actors. We do not want you to feel that your responses were in any way wrong or deviant.

We hope that this explanation has been of some value to you. We hope that you gained an appreciation for the importance of studying the ways in which pornography can affect individuals. If you later have any questions, please feel free to contact us. We greatly appreciate your generous contribution of time, energy, and honesty and hope that you found the experience interesting and educational. If you would like to talk about your experience you can reach me at (909) 880-5575. Please leave a message on the answering machine if I am not there so I can contact you. If viewing this material has raised serious issues for you, please contact the Counseling Center, 880-5040. The results of the study will be available at the end of Spring quarter, 1996, and may be obtained by contacting me at the same telephone number.

PLEASE NOTE: Because of the nature of this research, it is important that other participants do not come to the experiment with specific expectations about the study as this might influence their responses. Therefore, we ask that you not discuss the

research with anyone who might be in the study until after all the data have been collected.

Again, THANK YOU FOR YOUR PARTICIPATION.

Gloria Cowan, Ph.D.

Professor of Psychology

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