



A STUDY ON CYBER PORNOGRAPHY ADDICTION IN YOUNG ADULTS

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ABSTRACT

Aim: the present study aims at accessing the presence of pornographic addiction, its relation with socio demographic variables, the degree of pornographic addiction and associated factors with regard to pornographic addiction in young adults.

Keywords: pornography, craving, addiction,

1. METHODOLOGY

A descriptive research design was employed. Purposive sampling was used and data was collected from four institutions of Ranchi i.e Xavier Institute of Social Sciences, Ranchi, Birla Agricultural University, Ranchi, Veterinary Science and Animal Husbandry, Ranchi, National University of Study And Research In Law For Professional Courses, Ranchi. Total 310 samples collected, in which 200 collected in hard copy and 110 collected through email. Two scales were administered The Pornography Craving Questionnaire: Psychometric Properties (TPCQ-PP) by Shane Kraus & Harold Rosenberg, 2013, Cyber Pornography Use Inventory (CPUI) by Grubbs, Sessons, Wheeler & Volk, 2010 and Socio demographic and clinical data sheet (SDCS) develop for the study. Statistical Package for Social Sciences (SPSS) software was used to compute the data percentage and Pearson correlation.

RESULTS & DISCUSSION

The results indicate that findings are significant 1. Male young adult found to have more pornographic craving and pornographic addiction than female. 2. These young adult belongs to 18 to 29 years having more pornographic craving and pornographic addiction. 3. Students with the professional education are having more frequent use of online pornographic material surfing. 4. Urban Habitat and nuclear families are more prone for frequent use of pornography.

5. Housewife's and graduated mother's children were having more use of pornography. 6. Young adults, whose father's were highly educated and having private jobs reported high use and craving of pornography. 7. Uses with the two or more than two devices are having high use of pornography. 7. It was found that those who have more craving are having more addiction. Socio-demographic data has significant relationship with the craving and addiction.

CONCLUSION

Pornographic addiction is having significant impact on young adults. Further researches are needed to be done in this area cautiously.

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2. INTRODUCTION

Youth, pornography, and the Internet, the combination of these elements is a subject where a young adult gradually entering in a wide world of curiosity and knowledge. With the power of rapidly advancing technology as much as youth gets opportunity to find anything under their one click to nothing is impossible to dig in this virtual era. Due to this infinite access facility, youth and internet equate with the pornographic world whenever or

wherever they want. Internet-enabled devices have indiscriminately allowed people of all ages to encounter, consume, create, and distribute sexually explicit content, and a growing body of data revealed that these phenomena are increasingly common for adolescents worldwide (Flood, 2007; Haggström-Nordin et al., 2006; Lo & Wei, 2005; Wolak et al., 2007). Kersper, 2015, asserted that internet pornography involves highly erotic scenes (to arouse the viewer), and it often portrays much idealized images and sexual activities. In this way, the internet is a narcissistic medium that allows individuals to act out sexual impulses of fantasy and grandiosity. Relative to other media, the Internet is considered a highly sexualized environment (Cooper et al., 1999; Peter & Valkenburg, 2001), and research has shown significant increases in the number of youth who are intentionally or accidentally encountering pornographic material online (Mitchell et al., 2007; Wolak et al., 2007).

It is believed that first piece of literature that treated “Kama” as a science came from the Indian subcontinent. Even historically it may be argued that India pioneered the use of sexual education through various art forms like sculptures, painting and pieces of literature as in all societies (Chakraborty, et.al. 2013). Later this influenced other cultures as well like Chinese, Japanese, Tibetan and South East Asian cultures. This text support the view that in ancient India, sex was considered a mutual duty between a married couple where husband and wife pleased each other equally but the sex was considered a private affair at least by followers of the aforementioned Indian religions. This fact is directly relate to this study that in Indian context sex is a private mutual comfort affair in practice but pornography defined it as sexually explicit material as a content “that depicts sexual activities in unconcealed ways, often with close-ups with (aroused) genitals and of oral, anal, or vaginal penetration” (Peter and Valkenburg ,2009).

Now a day’s sexual pleasure is directly associated with the internet and sometimes these pleasurable services turns in addiction, because pornography is one kind among those available services. With the use of compulsive internet surfing a person becomes repeated user of that activity which is facilitated by the internet so internet addiction is the similar category like pornography addiction. These include activities as diverse as gambling (Griffiths, 1995), over eating (Cooper,Z, 1989), sex (Carnes, 1983), exercise (Glasser, 1976), computer game playing (Griffiths, 1993) and pair bonding (Peele & Brodsky, 1975). Relationship of pornography and young adulthood creates the pool between the adult and one’s fantasies, desire to mingle with partner and satisfy their curiosity about the universal matter of sexual exploration by various means. In this series internet plays a very important role, it gives them personal space with desired pace according to their choice as well as maintenance of their confidentiality.

This sexual pleasure has been reported under behavioral addiction so the increased frequency of pornography consumption can lead predicted negative outcomes in a person. Decreased rate in sexual satisfaction and a tendency to adopt pornographic scripts in their routine life has been associated with frequent Internet pornography consumption. Internet users had found that accessing pornography online is predictive of compulsive computer use after one year (Kühn et al.2014). In tandem with this increase, the mental health community has borne witness to a dramatic rise in problematic internet pornography use (Carrol et. al, 2008; Manning 2006; Owneset al.2012). According to Oxfam international, the UK communication regulator, we now spend increasing amount of our time on online. It was found that this now stands at over 20 hour per week, double the time spent online in 2005 (Perry, B. I. & Singh. S. 2016).

Pornography related researches have carried out widely in western countries as well as in few Asian countries like China, Japan, Malaysia, Vietnam, Korea and Russia or in Scandinavian countries as well but there is a dearth of studies on pornographic addiction in India. Therefore, current study aims to see the prevalence of problematic pornography use among young Indian adults. With these gravel findings, this study intended to know the pornography addiction in young adults. Finding of this study could be helpful to the various health care professionals. Hence the researcher felt the need to assess the prevalence of pornography addiction in young adults, their acceptance, view and impact of pornography addiction on them in Indian setting.

“Pornographic imagination” is a concept used by Susan Santag (1982) in her book *Style of Radical Will*, she considered pornography as an artistic or art producing form of the human imagination. Pornography, as a visual (mis)representation of sexuality, distorts an individual’s concept of sexual relations by objectifying them, which, in turn, alters both sexual attitudes and behavior. It is a major threat to marriage, to family, to children, and to individual happiness.

“**Violent pornography**” contains “images that portray explicit violence of varying degrees perpetuated against one individual (usually female) by another (usually male).”

“**Non-violent pornography**” contains “images that have no explicitly violent content but may imply acts of submission or violence by the positioning of the models or the use of props. They may also imply unequal power relationships by differential dress, costuming, positioning or by setting up the viewer as a voyeur (e.g., the model is engaged in some solitary activity and seems totally unaware or very surprised to find someone looking at her).”

“**Erotica**” contains “sexual images that have as their focus the depiction of mutually pleasurable sexual expression between people who have enough power to be there by positive choice. They have no sexist or violent connotations and are hinged on equal power dynamics between individuals as well as the camera/photographer” (Malamuth et.al., 2000).

The first type of pornography is adult magazines. These magazines are primarily directed toward an adult male audience. The magazines that have the widest distribution (like Playboy and Penthouse) do not violate the Supreme Court’s standard of obscenity and thus can be legally distributed. But other magazines that do violate these standards are still readily available in many adult bookstores.

A second type of pornography is video cassettes. These are rented or sold in most adult bookstores and have become a growth industry for pornography. People who would not go into an adult bookstore or theater to watch a pornographic movie will obtain these video cassettes through bookstores or the mail and watch them in the privacy of their homes. Usually these videos display a high degree of hard-core pornography and illegal acts.

A third type of pornography is motion pictures. Ratings standards are being relaxed and many pornographic movies are being distributed and shown carrying R and NC-17 ratings (both ratings are related to adult material, not allowed to attend below specified by the law). Many of these so-called

hard-R-rated films would have been considered obscene just a decade ago. In India, this content served with the A rating or X rated (for adults only), certifies by the Central board of film certification (CBFC) Here one interesting fact is, numerous blue movies directed and produced at the regional level and released online which has big audience worldwide due to ease of regional language, culture and local sexual practices in day to day life.

3. CYBER PORNOGRAPHY

All the above mentioned forms served on the online (soft form, can be saved in personal gadgets to use it offline later). Cyber is relating to or characteristic of the culture of computers, information technology, and the virtual reality, defined by Merriam Webster dictionary. So here cyber is denoting the word internet in this study. Over the last decade, use of internet pornography has increased, attributable in large part. The accessibility, affordability, and anonymity provided by free and low cost websites display sexually explicit videos (Cooper et al.2000;Rosset al.2012; Wallace, 2011). Cooper et al, have identified three factors that facilitate the use of pornography over the Internet, which they term the "Triple-A Engine": accessibility, affordability, and anonymity (2000).

Cybersex is subcategory of OSA (online sexual activity) and can be defined as using the medium of the internet to engage in sexually gratifying activities, such as looking at pictures, participating in sexual chat, exchanging explicit sexual images or emails, cybering (i.e. sharing fantasies over the internet that involve being sexual together while one or both people masturbate), and so on. This cyber content served through the help of web sites or web pages.

4. PORNOGRAPHY ADDICTION

Following five stages of pornographic addiction have been reported in the literature by Michelle Amerman in 1990.

Early exposure Most person who get addicted to porn, start at early age and this early exposure with the sexually explicit content make them more prone to the addiction in later age. They start to watch the sensational stuff when they are very young as many researches support this fact. This initial exposure will make a baseline stage for the later development for the addiction.

Addiction In the second stage it turns into a general piece of their life. They can't quit as being a regular part of their life by start thinking more about different type of porn acts. They start act compulsively to use in their work time and it start hamper their routine life.

Escalation The person starts to look for more and more porn. They start using porn that would have disgusted them when they started. Now it excites them and over a period of time, stops the same mental and physical response in the body. As a person continues to seek the higher thrill of porn, he/ she may look for more graphic, more intense types of pornographic act. What a person may have viewed as disgusting at first becomes intriguing and exciting in the later stages.

Desensitization In the long run, they begin to end up numb. Indeed, the most realistic, debasing porn doesn't energize them any longer. They get to be frantic to feel the same excite again, however can't discover it.

ADDICTION

"Addiction is a chronic disease characterized by drug seeking and use that is compulsive, or difficult to control, despite harmful consequences. The initial decision to take drugs is voluntary for most people, but repeated drug use can lead to brain changes that challenge an addicted person's self-control and interfere with their ability to resist intense urges to take drugs. These brain changes can be persistent, which is why drug addiction is considered a "relapsing" disease—people in recovery from drug use disorders are at increased risk for returning to drug use even after years of not taking the drug" (National Institute of Drug Abuse, 2016).

As a result of the growing neuro-scientific evidence, the American Society of Addiction Medicine (ASAM) formally expanded their definition of addiction in 2011 to include both behaviors and substances: Addiction is a primary, chronic disease of brain reward, motivation, memory and related circuitry. Dysfunction in these circuits leads to characteristic biological, psychological, social and spiritual manifestations. This reflects in an individual pathologically pursuing reward and/or relief by substance and other behaviour.

According to the American Center for Online Addiction, indeed, five specific types of Internet Addictions have been identified in general terms:

- Cyber sexual addiction
- Cyber relationship addiction
- Social network addiction
- Net gaming addiction
- Information overload
- Computer addiction

5. METHODOLOGY

AIM OF THE STUDY

To assess the presence of pornographic addiction, its relation with socio demographic variables, the degree of pornographic addiction and associated factors with regard to pornographic addiction in young adults.

OBJECTIVES OF THE STUDY

- To assess & compare the percentage of pornography addiction in male and female young adults
- To assess the psycho-social dimensions of pornographic addiction in young adults

Hypothesis:

- There will be no significant relation between socio demographic profile and pornographic craving
- There will be no significant relation between socio demographic profile and pornographic addiction
- There will be no significant difference male and female in percentage of pornographic addiction
- There will be no significant difference male and female in percentage of pornographic craving
- There will be no significant relation between pornographic craving and pornographic addiction in young adults

Venue of the study:

The following institutions were approached for the e-data collection.

1. Xavier Institute of Social Sciences, Ranchi
2. Birla Agricultural University, Ranchi
3. Veterinary Science and Animal Husbandry, Ranchi
4. National University of Study and Research In Law For Professional Courses, Ranchi

Research Design:

Descriptive design

Sampling technique:

Purposive sampling

Sample size:

Total population: 310.

Inclusion criteria:

Participants within age-range of 21-40 years

Participants of both sexes

Participants with no physical, diagnosable psychiatric or neurological illness and substance use

Participants who were willing to participate

Exclusion criteria:

Participants below 21 years and above 40 years of age

Participants with history of physical, any diagnosable psychiatric or neurological illness and substance use

Participants who were not willing to participate

Scale of assessment for Cyber pornography in young adults

Socio demographic data developed for the study

The Pornography Craving Questionnaire: Psychometric Properties (*TPCQ-PP, Shane Kraus & Harold Rosenberg (2013)*)

Cyber Pornography Use Inventory (*CPUI, Grubbs, Sessons, Wheeler & Volk (2010)*)

Socio demographic and clinical data sheet (SDCS)

The socio-demographic data sheet includes the following- sex, Education, Habitat, Religion, Type of family, Parent's education and occupation separately, Family history of any medical or psychiatric illness and using devices to access the internet.

Procedure:

Students (N=310) were selected (both male and female) within the age range 21-40 years as per the purposive sampling method. Those who were fulfilling the inclusion and exclusion criteria were selected for the study. The Socio-demographic data, The Pornography Craving Questionnaire and Cyber Pornography Use Inventory were administered accordingly through the email addresses which were provided by the competent authority, as well as by providing hard copy of the questionnaire.

Consent was taken for the data collection. Out of the total 310 data collected, 200 data collected through hard copy and 110 data through email from the total four institutions.

6. RESULTS

Table 1.1: Socio demographic variable of young adults

Variables	N (310)	%	
AGE (in years)	18-23 years	154	49.4
	24-29 years	147	47.4
	30-33 years	8	2.6
	34-40 years	1	0.3
SEX	MALE	200	64.5
	FEMALE	110	35.5
GRADUATION	PROFESSIONAL	243	78.4
	NON-PROFESSIONAL	67	21.6
POST GRADUATE	PROFESSIONAL	260	83.9
	NON-PROFESSIONAL	50	16.1
RELIGION	HINDU	241	77.7
	MUSLIM	31	10.0
	SIKH	6	1.9
	CHRISTIAN	27	8.7
	OTHER	5	1.6
HABITAT	RURAL	62	20.0
	URBAN	248	80.0
TYPE OF FAMILY	NUCLEAR	192	61.9
	JOINT	107	34.5
	EXTENDED	11	3.5
MOTHER OCCUPATION	WORKING	133	42.9
	HOUSE WIFE	177	57.1
MOTHER EDUCATION	MATRIC	38	12.3
	INTERMEDIATE	94	30.3

	GRADUATE	141	45.5
	HIGHER EDUCATION	37	11.9
FATHER OCCUPATION	PRIVATE JOB	181	58.4
	GOVERNMENT JOB	128	41.3
FATHER EDUCATION	MATRIC	1	0.3
	INTERMEDIATE	13	4.2
	GRADUATE	62	20.0
	HIGHER EDUCATION	181	58.4
FAMILY HISTORY OF MENTAL ILLNESS	YES	23	7.4
	NO	221	71.3
	NOT KNOWN	66	21.3
USING INTERNET DEVICES	MOBILE	36	11.6
	LAPTOP	13	4.2
	DESKTOP	2	0.6
	TWO DEVICES	117	37.7
	THREE DEVICES	117	37.7
	ALL DEVICES	25	8.1

Table 1: 1 shows the frequency of different domains of the socio-demographic variables. Majority of the young adults in the study belong to 18-23 age category i.e. 49.7% and another participated majority of young adults belongs to 24-29 i.e. 47.4% . Male respondents is 64.5% (n= 200) and female is 35.5% (n=110).Graduate and post graduate professionals found higher with the respective frequency of 78.4% (n=243) and 83.9% (n=260). Majority of the young adults in the study belong to Hindu religion i.e. 77.7% (n=243). Majority belong to urban habitat i.e. 80% (n=248), to nuclear family of 61.9% (n=192). Percentage of housewife is 57.1(n=177) as well as the percentage of graduate mother's i.e. 45.5% (n=141).Majority of the young adults Father's are in private occupation and they are graduate in educational qualification with 58.4% (n=183) and 58.4% (n=181) respectively. Family history of any mental illness is absent majority of the young adult's i.e. 71.3% (n=221) and Majority of the young adults use two or three devices to access the internet i.e. 37.7% (n=117 equally each).

Table 1.2: Socio-demographic variables of young adults with craving

Variables		N (114)	(%)
AGE	18-23	24	21.1
	24-29	82	71.9
	30-33	8	7.0
	34-40	0	0
SEX	MALE	77	67.5
	FEMALE	37	32.5
GRADUATION	PROFESSIONAL	91	79.8
	NON-PROFESSIONAL	23	20.2
POST GRADUATE	PROFESSIONAL	91	79.8
	NON-PROFESSIONAL	23	20.2
RELIGION	HINDU	84	73.7
	MUSLIM	19	16.7
	SIKH	5	4.4
	CHRISTIAN	6	5.3
	OTHER	0	1.6
HABITAT	RURAL	34	29.8
	URBAN	80	70.2
TYPE OF FAMILY	NUCLEAR	49	43.0
	JOINT	58	50.9
	EXTENDED	7	6.1

USING INTERNET DEVICES	MOBILE	7	6.1
	LAPTOP	0	0
	DESKTOP	0	0
	TWO DEVICES	36	31.6
	THREE DEVICES	53	46.5
	ALLDEVICES	18	15.8

Table 1.2 shows the frequency of different categorical domains of the socio-demographic variables of young adults who had craving. Majority of the young adults belong to 24-29 age category with 71.9% (n=82) .. Male young adults are found 67.5% (n= 77) and female is 32.5% (n=37) with craving. Majority of the Graduate and post graduate with professional educational background found to be having craving than non professional young adults. i.e 79.8% (n=91). Majority belong to Hindu religion i.e. 73.7% (n=84).Majority belong to Urban habitat i.e 70.2% (n=80).Majority belong to Joint type of family i.e. 50.9% (n=58). Majority of the participants use two or three devices to access the internet at the same time , their respective frequency is 31.6% & 46.5% (n=36 & 53).

Table 1.3: Socio-demographic variables of young adults who had addiction to pornography

Variables		N (265)	N%
AGE	18-23	119	45.1
	24-29	137	51.9
	30-33	8	3.0
	34-40	0	0
SEX	MALE	192	72.7
	FEMALE	72	27.3
GRADUATION	PROFESSIONAL	215	81.4
	NON-PROFESSIONAL	49	18.6
POST GRADUATE	PROFESSIONAL	218	82.6
	NON-PROFESSIONAL	46	17.4
RELIGION	HINDU	209	79.2
	MUSLIM	29	11.0
	SIKH	5	1.9
	CHRISTIAN	16	6.1
	OTHER	5	1.9
HABITAT	RURAL	57	21.6
	URBAN	207	78.4
TYPE OF FAMILY	NUCLEAR	158	59.8
	JOINT	97	36.7
	EXTENDED	9	3.4
	INTERMODIATE	56	21.2
	GRADUATE	155	58.7
	HIGHER EDUCATION	41	15.5
FAMILY HISTORY OF MENTAL ILLNESS	YES	20	7.6
	NO	186	70.5
	NOT KNOWN	58	22.0
USING INTERNET DEVICES	MOBILE	30	11.4
	LAPTOP	8	3.0
	DESKTOP	2	0.8
	TWO DEVICES	94	35.6
	THREE DEVICES	106	40.2
	ALLDEVICES	24	9.1

Table 1.2 shows the frequency of different categorical domains of the socio-demographic variables who had pornography use within last six months (addiction) among young adults (n=264). Majority of the young adults belong to the age range of 24-29 i.e 51.9% (n=137) among all the categories. The frequency of male young adult is 72.7% (n=192) and female young adult is 27.3% (n=72) respectively. Graduate and post graduate with in professional education found to have addition to pornography than non-professional education with the respective frequency i.e. 81.4% & 82.6% (n=215 & 218). Majority of them belongs to Hindu religion i.e. 79.2% (n=209). Majority of them from Urban habitat i.e. 78.4% (n=207), belong to Nuclear family i.e 59.8% (n=158). Majority of the young adults use two or three devices to access the internet i.e. 35.6% & 40.2% (n=94 & 106) respectively.

Table 1.4: Pornography used within the last six months (Pornography addiction)

Seen or not		N=310	%
	Yes	265	85.5
	No	45	14.5

Table 1.5: Pornographic craving

Craving (had or not)		N=310	%
	Yes	114	36.8
	No	196	63.2

Table 1.4 & 1.5 shows that about 83.5 % (n=265) and 36.8% (n=114) of young adults having addiction and craving for cyber pornography .

Table 2.1: Correlation between socio-demographic variable and pornography craving among young adults (n=310)

Correlation between craving and demographic profile	Craving
Age	0.404**
Sex	-0.119*
Graduation	-0.045
Post graduation	0.091
Religion	-0.055
Habitat	-0.109
Mother occupation	-0.289**
Mother education	-0.151**
Father occupation	-0.031
Father education	-0.101
Family history	0.154**
Using devises	0.205**

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

*. Correlation is significant at the 0.05 level (2-tailed)

Table 2.1: Pearson correlation was used. Significant positive correlation was found between socio demographic domains of age, family history and using devises with the craving and negative correlation was found between socio-demographic variables like sex, mother occupation and mother education and craving.

Table 2.2: Correlation between socio-demographic variable of the young adults and pornographic addiction distributed among the domain of compulsive use, Social image, Isolation, Interest, Effort and Guilt.

Correlation between pornographic addiction and socio demographic variable (n=310)

Variables	Compulsive	Social image	Isolation	Interest	Effort	Guilt
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Age	0.264**	0.279**	0.153**	0.257**	0.275**	0.243**
Sex	-0.197**	-0.024	-0.356**	-0.084	-0.079	-0.239**
Graduation	-0.084	-0.024	-0.065	-0.006	-0.042	-0.099
Post graduation	0.116*	0.060	0.068	0.055	0.051	0.132*
Religion	-0.104	0.029	-0.179**	-0.048	-0.081	-0.055
Habitat	-0.206**	-0.112*	-0.167**	-0.059	-0.192**	-0.159**
Mother occupation	-0.202**	-0.244**	-0.190**	-0.248**	-0.259**	-0.167**
Mother education	-0.152**	-0.195**	-0.098	-0.097	-0.189**	-0.128*
Father occupation	-0.083	-0.099	-0.139*	-0.022	-0.076	-0.111
Father education	-0.110	-0.106	-0.022	-0.083	-0.085	-0.106
Family history	0.103	0.125*	0.026	-0.170**	0.086	0.072
Using devises	0.203**	0.163**	0.153**	0.216**	0.271**	0.157**

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

*. Correlation is significant at the 0.05 level (2-tailed)

Table 2.2 (1), Pearson correlation was used. Significant positive correlation was found between the domain of **“compulsive use”** and socio demographic domains of age, post-graduation and using devises whereas negative correlation was found between compulsive use and socio demographic domains of sex, habitat, mother occupation and mother education.

Significant positive correlation was found between the domain of **“Social image”** and socio-demographic domains of age, family history of mental illness and internet used devises whereas a negative correlation was found between social image and the socio demographic domains of habitat, mother occupation and mother education.

Pearson correlation was used. Significant positive correlation was found between the domain of **“isolation”** and socio demographic domains of age, and using devises whereas negative correlation was found between compulsive use and socio demographic domains of sex, religion, habitat, mother occupation and father occupation

Significant positive correlation was found between the domain of **“interest”** and socio-demographic domains of age, family history of mental illness and internet used devises whereas a negative correlation was found between social image and the socio demographic domains of mother occupation.

Significant positive correlation was found between the domain of **“effort”** and socio-demographic domains of age, and internet used devises whereas a negative correlation was found between social image and the socio demographic domains of habitat, mother occupation and mother education.

Significant positive correlation was found between the domain of **“guilt and** socio-demographic domains of age, post graduation and internet used devises whereas a negative correlation was found between social image and the socio demographic domains of sex, habitat, mother occupation and mother education.

Table 2.3: Correlation between pornographic craving and pornographic addiction among young adults (n=310)

Correlation between craving and addiction domains	P
Compulsive	0.688**
Social	0.669**
Isolation	0.530**
Interest	0.473*
Effort	0.698**
Guilt	0.631**

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

*. Correlation is significant at the 0.05 level (2-tailed)

The table 2.3 shows significant positive correlation between pornographic craving and pornographic addiction among young adults.

Table 3.1: Correlation between socio-demographic data and young adults who had craving (n= 114)

Correlation between socio-demographic data and craving	Craving
Age	0.404**
Sex	-0.119 *
Graduation	-0.045
Post graduation	0.091
Religion	-0.055
Habitat	-0.109
Mother occupation	-0.289**
Mother education	-0.151**
Father occupation	-0.031
Father education	-0.101
Family history	0.154**
Using devises	0.205**

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

* . Correlation is significant at the 0.05 level (2-tailed)

Table 3.1: Pearson correlation was used. Table shows significant positive correlation between craving and socio demographic domains of age ,family history of mental illness and internet used devises and significant negative correlation was found between craving and socio demographic domains of sex, mother occupation and mother occupation.

Table 3.2: Correlation between socio-demographic data and addiction (compulsive use, Social image, Isolation, Interest, Effort and Guilt) among young adults (n= 265)

Variables	Compulsive use	Social image	Isolation	Interest	Effort	Guilt
Age	0.240**	0.248**	0.089	0.251**	0.255**	0.214**
Sex	0.115	0.198**	-0.097	0.059	0.152*	0.124*
Graduation	0.058	0.068	0.099	-0.065	0.059	0.070
Post graduation	0.070	0.024	0.015	0.022	0.003	0.089
Religion	-0.005	0.117	-0.107	0.000	-0.013	0.097
Habitat	-0.148*	-0.080	-0.088	-0.018	-0.142*	-0.080
Mother occupation	-0.189**	-0.242**	-0.172**	-0.252**	-0.246**	-0.141*
Mother education	-0.103	-0.173**	-0.030	-0.065	-0.166**	-0.058
Father occupation	-0.034	-0.071	-0.071	0.006	-0.041	-0.038
Father education	-0.058	-0.066	0.063	-0.050	-0.043	-0.042
Family history	0.106	-0.132*	0.010	0.174**	-0.080	0.068
Using devises	0.174**	0.133*	0.101	0.216**	0.257**	0.107

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

* . Correlation is significant at the 0.05 level (2-tailed)

Table 3.2: Pearson correlation was used. Significant positive correlation was found between the domain of “compulsive use” and socio demographic domains of age and using devises whereas negative correlation was found between compulsive use and socio demographic domains of habitat and mother occupation.

Significant positive correlation was found between the domain of “**Social image**” and socio-demographic domains of age, sex and internet used devices whereas a negative correlation was found between social image and the socio demographic domains of mother occupation, mother education and family history of mental illness.

Pearson correlation was used. Significant negative correlation was found between the domain of “**isolation**” and socio-demographic domains of mother occupation.

Significant positive correlation was found between the domain of “**interest**” and socio-demographic domains of age, family history of mental illness and internet used devices whereas a negative correlation was found between social image and the socio demographic domains of mother occupation.

Significant positive correlation was found between the domain of “**effort**” and socio-demographic domains of age, sex and internet used devices whereas a negative correlation was found between social image and the socio demographic domains of mother occupation and mother education.

Significant positive correlation was found between the domain of “**guilt**” and socio-demographic domains of age and sex whereas a negative correlation was found between social image and the socio demographic domains of mother occupation.

Table 3.3: Correlation between pornographic craving and pornographic addiction (n=113)

Correlation between craving and use domains	P
Compulsive use	0.426**
Social image	0.363**
Isolation	0.041
Interest	-0.095
Effort	0.316**
Guilt	0.389**

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

*. Correlation is significant at the 0.05 level (2-tailed)

Table 3.3: Pearson correlation was used. Table shows significant positive correlation between craving and use (addiction) domains. Significant craving correlation found with the domains of compulsive use, social image, effort, guilt and craving.

7. DISCUSSION

Davis (2001) had proposed the cognitive behavioral model of pathological internet use in one of his study, in which he had posited that presence of Psychopathology as well as lack of social support and subsequent social isolation is the major cause of problematic internet use this can manifest in form of distorted commission and belief about self, further resulting in development of self-doubt and low self-efficacy as a consequences of these negative belief about self, the individual may further go on to develop negative self appraisal for example “I am good only on internet”. The individual may further go on to develop negative appraisal about the world as well, such as “The internet is only place where I am respected”. This internet cognitive behavioral model is as applies in the pornography use because persons response for the internet problematic use same as responses to the pornography use.

Two recent studies found that undergraduates’ reported reason for using internet pornography included habit, sexual excitement, sexual satisfaction, convenience, curiosity, anonymity and mood management (Paul & Shim, 2008; Ross et al.2012).

The present study was conducted at four institutions of Ranchi. The aim of the study was to assess the prevalence of pornographic addiction among young adults. The initial step of the study was selection of four institutions from Ranchi and adjacent areas and to get the permission to assess their email database to contact them through the emails. To identify the pornographic addiction among young adults, purposive sampling was used according to the aforesaid inclusion and exclusion criteria for the present study. The Consent was sought from the participant after briefing the purpose of the study. Total 800 participants were contacted and briefed about the study and its purposes in four institutions (Xavior Institute of Social Sciences, Ranchi, Birla Agricultural University, Ranchi, Veterinary Science and Animal Husbandry, Ranchi and National University of Study and Research in Law for Professional Courses, Ranchi). Through the email circulation, responses were very slow. No separate institutional account of participants kept by the researcher because Column of name and name of institution kept voluntary and participants were assured for the confidentiality.

Out of 800 contacted participants, Only 310 responses found properly entered. Out of 310 participants, 200 were collected by the hard copy and 110 collected through online.

The aim was to assess factors associated with pornographic addiction. According to the literature, there are several psychosocial factors (Hovarath et.al. 2013, Braun- Courville and Rojas.2009) associated with the pornographic addiction. Compulsivity (Black.Denise L. Flumerfelt et al, 1997, Al Cooper,

2001 and Judith A. Reisman, 2004), intention (Bleakley et al. 2011, Arnett. 2000, Ross et al. 2012), isolation (Yoder, Virden, & Amin, 2005; Schneider, 2000), interest (Carroll et al. 2008), efforts (Paul and Shim 2008), Craving (Baltazar et al., 2010; Cooper et al. 2004; Morgan, 2011; Ross, Mansson, & Daneback, 2012; Shaughnessy et al., 2011), and guilt (Deloy 2006) associated with the pornographic use.

The table 1.1, 1.2 and 1.3 findings are discussed. The survey has included modest number of subjects, who exposed to cyber pornography. Prevalence of cyber pornography was found to be higher in the males than the females. All the participants were college going young adults.

About 64.5% male and 35.5% females found to have frequent access to pornography in the last six months. 67.5% of males and 32.5% female reported have craving out of the total 310. The cut off score of 5.0 or greater is only 114 participants found craving among all the surveyed participants. About out of the total 310, 264 participants found to have addiction (use) to pornography with the respective sex division male 72.7% and females 27.3%. Lastly prevalence of craving as well as addiction (use) with in last six months was reported in among only 113 respondents. i.e in 36.45% As per sex ratio prevalence is followed with 70.50% in males and 29.49% in females separately. About 85.5% respondents accepted that they were viewing pornography in the last six months. There is a similar study corroborate with the present findings that 67% of young men and 49% of young women agreed that viewing pornography is acceptable, and 87% of male respondents and 31% of female respondents reported that they viewed pornography (Carroll et al., 2008). The study done by Rapelato, 2007; Morgan, 2011; Gordon and Kraus, 2010; Shaughnessy, Byers and Walsh, 2011; Boies 2002 had the similar findings. A finding of present study corroborate with the previous study findings that It was estimated that 12% of the Internet is made up of pornography and 13% of the U.S. population views Internet pornography regularly. Of those who view regularly, nearly 75% are male (Internet Filter Learning Center, 2008). This would find that, for males, there is a portion (20% in this case) that views pornography and finds it unacceptable. Another recent study found that 17% of individuals who viewed pornography on the Internet met criteria for problematic sexual compulsivity (Cooper, Delmonico, & Burg, 2000). This finding is corroborating with the present findings, high prevalence of pornography craving and addiction is in young male adults.

Correlation between socio demographic variables verse pornographic craving and pornographic addiction

Significant positive correlation was found between the domain of craving of pornography and socio demographic domains of age, family history of mental illness and used devices for pornography access. This is to be concluded that as number of years on age is increased simultaneously craving of pornography also increases. As number of devices is increasing the craving of pornography is also increased. Whereas significant negative correlation was found between craving of pornography and the socio demographic domains of sex shows that being male, the craving is higher. The participant's mother's education is found to be low and occupation is high, higher the craving. Negative correlation with the socio demographic domain of mother education and mother occupation domain it can be concluded that working mother does not have the quality time to spend with their children so they rely on pornography like entertainments.

A major finding of the study is that socio-demographic domain of internet used devices is positively correlated with each domain of craving and addiction of pornography. It can be concluded that as the number of electronic gadgets is going higher the accessibility to the internet or pornographic materials for young adults is going to increase in their routine life. Study results shows that young adults are having more than two devices at one time to access the internet.

Significant positive correlation was found between the domain of compulsive use and guilt on the addiction scale and socio demographic domains of post graduation, it is showing that as number of age and exposure of education is increasing in years as they start spent high number of hours with the pornography because they have easy and frequent use of internet for various purposes like education and entertainment. This high number of hours in use becomes compulsive to them after some duration this behavior in turn leads to guilt. According to the values, morals and customs of each religion, sexuality and sexually explicit behaviors in other way is like sin so this led to the guilt feeling for the pornography. Whereas a negative correlation was found between the socio demographic domain of sex with the compulsive use, that shows that respective categories are, one is male and two is female it become reverse in order due to negative correlation. In this study this negative correlation supports the finding that male has more compulsive use of pornography as well as it has negative correlation with the domain of isolation. The male young adults would be more isolated due to compulsive use of pornography, this increased number of compulsive use and isolation lead to guilt in the male young adults. Research suggests that there are significant costs associated with the problematic viewing of Internet pornography (the term "viewing" will be used from now on to refer to the viewing of Internet pornography in cases in which it is problematic for the individual) for some. These individuals report difficulties with depression, social isolation, damaged relationships, career loss or decreased productivity, and financial consequences (Schneider, 2000). Viewing can be experienced as problematic for personal and moral reasons, social and relationship reasons, time spent viewing, and viewing in problematic situations such as at work. Thus, even though viewing may not be inherently problematic, the consequences for individuals for whom it is problematic may be significant. It has been designated as sexual addiction (Orzack & Ross, 2000), sexual impulsivity (Mick & Hollander, 2006), sexual compulsivity (Cooper, Putnam, Planchon, & Boies, 1999), out-of-control sexual behavior (Salisbury, 2008), and hypersexual behavior (Rinehart & McCabe, 1998).

Another negative correlation was found between compulsive use and socio demographic domain of habitat. As category one is rural and two is urban, so negative correlation reverse the order towards the rural habitat. It can be concluding that due to limited number of entertainment resources, pornography can be a more attractive entertainment source to them and it becomes a compulsive act. At the same time it is negatively correlated with other domains i.e social image, isolation and guilt. This can be concluded that due to compulsive use in rural habitat, they need more privacy because rural community people get very much into each other so this led to desire for isolation to young adult user to access the pornographic materials and it led towards guilt in themselves.

Negative correlation was found between compulsive use and socio demographic domain of mother's occupation, i.e. compulsion is higher in those young adults who's mother's are working. The working mothers may have no quality time to spend with their growing children. The domain of mother occupation is significant negatively correlated with all the domains of addiction i.e social image, isolation, interest, effort and guilt.

Negative correlation was found between compulsive use and socio demographic domain mother's education. In this domain category is divided one is metric, two is intermediate, three is graduation and fourth is higher education so with this category negative correlation is showing correlation with in the reverse order. This reverse order shows that whose mother is less educated, that young adult has high compulsive use of pornography addiction. This can conclude, that mother is not so aware about technology and knowledgeable about electronic gadgets so that young adult can be more in to pornography easily and this is directly correlate with the high efforts for pornography led less care about their social image and high chance to guilt feeling due to use of frequent pornography.

Negative correlation was found between isolation and socio demographic domain of religion. This domain ranking is respectively, one is Hindu, two is Muslim, three is Sikh, four is Christian and five is others. As the results are showing negative correlation of religion so this is to be concluded isolation is found to higher in Hindu young adults than their counterparts in pornographic addiction.

8. CONCLUSION

The cultural acceptance of pornography use as merely entertainment is imprecise. It is clear that more research needs to be done in Indian setting, and more awareness needs to spread about the effects and consequences of repeated pornography exposure. A new research agenda should concentrate on pornography use as a social, behavioral and health issue in order to fully understand its impact on society and human sexual development. It is noble area of research in Indian setting.

The study concludes that pornography use and addiction is present more in male's population in the studied population and young adults among professional academic groups are more in use.

Higher the number of internet devises, greater the exposure of pornography.

It was found that use of pornography is higher in urban adults so it is concluded that accessibility increases the exposure to the pornography but it is restricted to use only not to the level of addiction in young adults.

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