

NEW MEDIA AND NEW FOUND FREEDOM OF ACCESSING ADULT CONTENT AMONG INDIAN FEMALES

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Abstract-The research work reveals the impact of New Media technologies like mobile phone on youth especially females. The researcher's main aim was to find out how mobile phone and other digital technologies are making adult content popular among young girls. The availability of the content and how it is accessed and with what frequency were the major objectives of the research. A survey was conducted with structured questionnaire as a tool. The researcher also included observational method as a part of research methodology to collect qualitative data. The collected data was processed and analysed. It was found that majority of young girl's access porn content. Mobile phone is the most popular source for watching or reading the porn content. Apart from this, it was also found that females coming from villages are more addicted to porn than the urban ones. The study also revealed that entertainment, curiosity, knowledge and peer pressure are major reasons behind accessing porn content.

Keywords: New Media technology, adult content and uses and gratification theory.

INTRODUCTION

Today media is an important tool for social interaction, information and entertainment. Media is transforming the lifestyle. New Media technologies like mobile phone is making the availability of porn content easy and quick. Now –a – days with digital technologies a lot of media content is available for the audience. Now, everybody has a power to access anything anytime. As a result pornography is getting popular among children and youth.

But with the advent of new media technologies, pornography is getting very popular. It is distorting the sexual attitudes of people. The available content is hindering the development of a healthy sexuality of both males and females. Data from Porn hub (2018) reveals that India is the fourth largest audience as far as pornography is concerned. The lower prices of mobile phone and internet are contributing a lot to its popularity. Mukesh Ambani led 'jio' has been the single biggest disrupter in telecommunication sector with the \$ 50 billion worth in India (Cheap data is fuelling a porn boom in India by Ananya Bhattacharya, 2018.q3.com). Also, according to Vidooly a Noida based video intelligence platform the viewing of adult content in India spiked 75% in nine months after Jio's entry in the Indian market.

It is worth mentioning here that falling prices of data is making pornography popular. According to an article published in India Times.com (Jan 18, 2018). 30% of Pornhub's Traffic from India consists of women. (Gwyn Mello, 30% of Porn hubs traffic from India consists of women who are watching more lesbian videos). Thus, the researcher has conducted her research on females. With new media technologies, women are changing socially, psychologically, culturally and also politically. Their attitudes behaviour and worldviews are changing with exposure they are getting with digital technologies, especially mobile phones. Media is a two edged weapon, on one side women are getting information, awareness and education and on the other side they are getting exposed to adult content

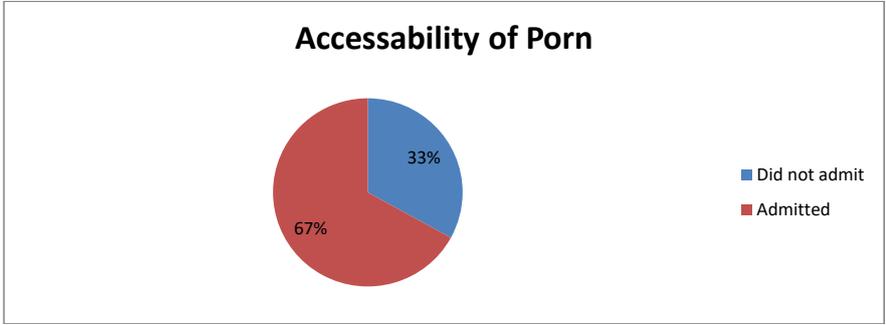
AIM: To find out the popularity of adult content among the young females. The research also focussed at finding out the reasons for accessing such content.

The data collected revealed that all the young females have an access to mobile phone. Even TV has 100% reach among the Indian female population. But television is not a private property for females as mobile phone. The penetration of laptops and tablets is less than 25% among the females. The internet facility is also easy available to all the females who have mobile phones.

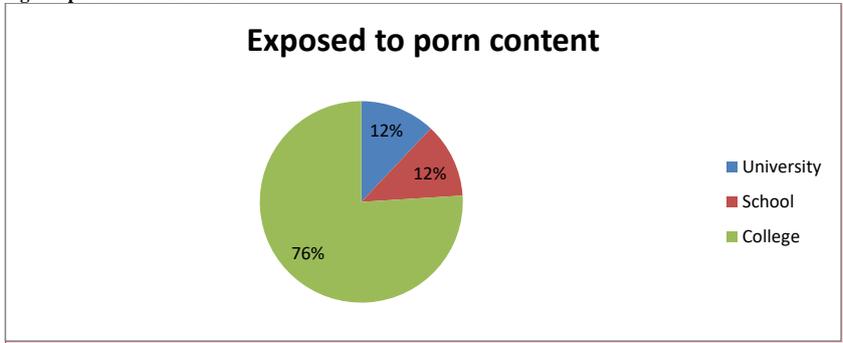
Thus, mobile phones are the major source for accessing pornsites. The affordable smartphones and cheap high speed internet has made pornography available to Indian population at large. According to report published by Internet and Mobile Association of India (IMAI), till 2013 an average Indian used to spend more on voice services than on mobile data services. But now 65% of an average mobile bill is spent on data.

On asking the females from various colleges and universities whether they access porn or not.

67% of the girls admitted that they watch or read such content. Only 33% did not admit that they watch or have ever read porn content. But on discussing the topic at length, the researcher realised that all the girls were aware of novels like 'Fifty Shades of grey'. They all had heard about it. Though only very small percentage (3%) had read the novel. But majority of them had seen the film. All the girls were aware of 'Kama- Sutra'. They all knew that it is a book also a film. Few had also seen the film. Thus, it is concluded that 33% of the respondents did not openly agree that they had seen or read the porn content. Astonishingly, very few girls known about 'Mills and Boon novels especially girls coming from rural areas have absolutely no idea about such literature.



Age when get exposed to adult content.

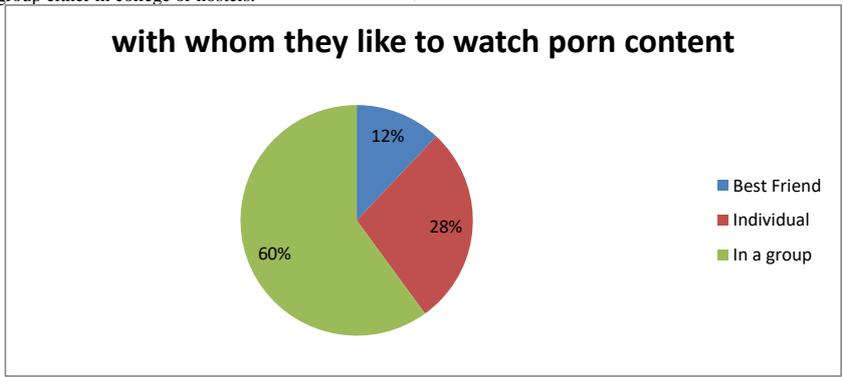


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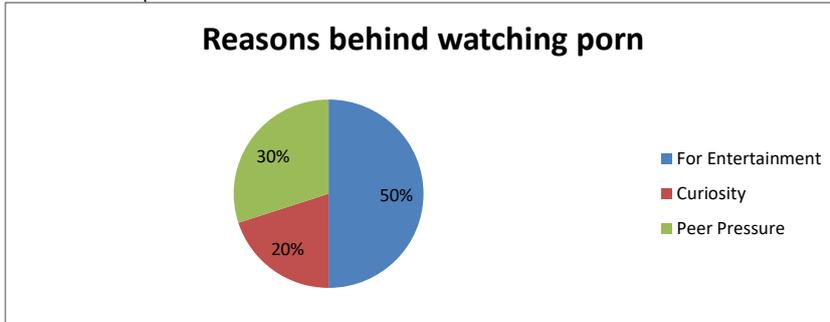
On asking the female respondents regarding when they get exposed to such content. Majority of them replied in college. In other word, after 16 years, the girls get exposed to porn content. Only 12% of girls said that they had accessed it in schools. The girls revealed that they all were aware about pornography and also used to talk, but had not seen it or read. It was in the college that majority of them actually accessed it. The girls also revealed that majority of them (50%) were given personal mobile phones, once they started college. So, having a mobile phone has given them the freedom of accessing pornographic content.

The young female population watches the porn content, whenever they want to. The researcher wanted to know whether they are in the habit of watching such content. The girls replied that they don't have a routine for it. Sometimes they watch it daily and at times they don't watch such content for months together.

Good percentage of females replied that they watch content daily only when they like it. Also, the girls revealed that they are not very comfortable in hunting for such content. They watch it, if someone, delivers it to them. Now –a –days WhatsApp is becoming very popular among girls for sharing such content. Majority of girls revealed that they watch porn outside the home and during the day. Home is not preferred place for them during day. Infact, 60% of the female respondents prefer to watch porn content in a group either in college or hostels.

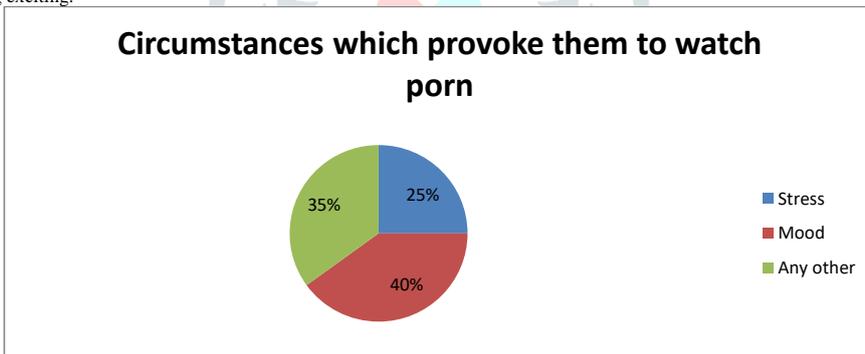


On asking them, the reason for the same, majority of them revealed that they feel comfortable watching it in group and it also reduces down their guilt level. 28% of the females prefer to watch such content in privacy. They said they don't mind it in group, but prefer individual exposure.



The researcher also explored the reasons behind girls exposing themselves to such content. Half of the total sample of girls said that they watch porn content for entertainment. They said that it is like watching a film. 20% of the girls replied that they watch porn videos out of curiosity. They revealed that whenever someone sends them such data either via MMS or WhatsApp, they tend to watch it just out of curiosity. There were some percentage of girls i.e. 30% who replied that they watch such content under peer pressure. They said that as their friends watch such videos and also discuss it, they feel the pressure to watch it. Few girls also said that though they do not like to watch such content but they do so, just to be the part of their gang.

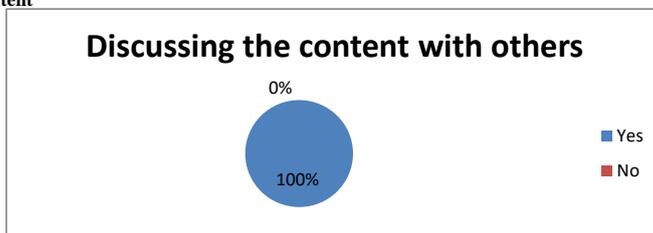
On asking the young ladies regarding the circumstances which provoke them to watch porn content, it was revealed that 40% of the females watch porn content when in mood. They don't have specific reasons for watching it. It was also revealed that almost same percentage of females watch porn content whenever it's available or when they are getting bored and want to do something exciting.



Few girls also revealed that they watch pornography when they all spend a night together either in the hostel or someone's place. Small percentage of girls also revealed that they watch porn content when they party.

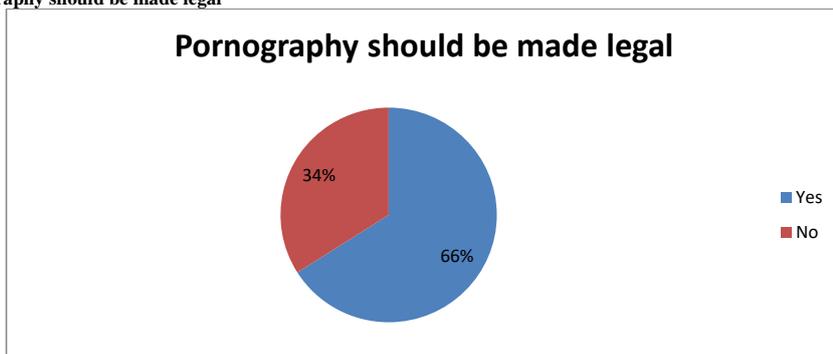
Some 25% of respondents also revealed that they watch porn videos when they are under some kind of stress. For college going girls the intensity of watching porn increases during examination days. For females who are doing some kind of job, whenever they are in some kind of stress or even full of anxiety they tend to watch pornography.

Discussing the Content



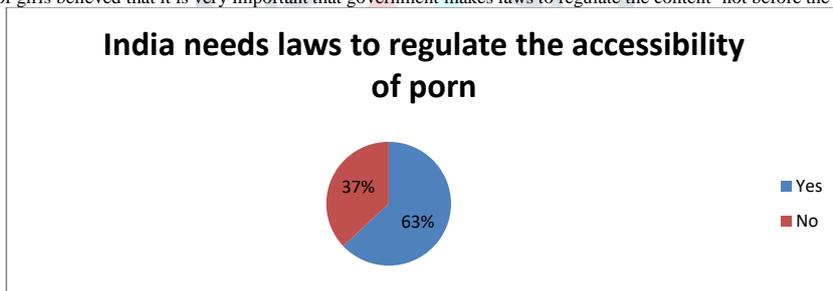
All the girls discuss porn content with each other. They all gossip about it, share the content and even watch it together. During parties or on trips, porn is the major topic of discussion. They all do it for the entertainment. Very few girls discuss out of compulsion of being a part of their girl's gang. Thus, it may be concluded that today majority of girls are confident enough to openly talk about pornography.

Pornography should be made legal



More than half of the total sample believes that pornography should be legal in India. The girls say that once they are major (i.e. 18 years and above) it should be their right to decide whether they want to watch porn or not. They said the more the government or society try to ban it, more popular it becomes. Curiosity is the major factor, which instigates people to watch it initially.

Supporting this view, about 63% the girls said that India needs laws to regulate the accessibility of porn in India. The good percentage of girls believed that it is very important that government makes laws to regulate the content- not before the legal age.



Law regarding the marketing of porn material or such content should be there. The content should only be available to people who are of the right age. Young generation who are below 18 years should not have an access to pornography. Privacy and also easy availability on YouTube or Google is creating negative impact on the younger generation.

The girls said if such content is accessed at right age, there is no harm as people are mature enough to handle it and never make a habit of accessing to it.

Major Findings

Thus, it is concluded that young females prefer to watch such content than to read. There is also another reason for this. Books are very difficult to hide whereas with mobile phone the privacy factor is 100%. According to a report published by Nokia Mbit Index India 2017, videos and social networking sites consists of 65-75% of the data traffic in India. Therefore, mobile phone has added to the popularity of porn content among females.

Another important factor which was revealed was that majorly girls watch porn for entertainment, and peer pressure and curiosity are the two factors which dictate the need for accessing porn content. But the most important factor making porn content popular among girls in the society is easy availability of it via mobile phones on laptops. New media technology is providing them the freedom to access adult content anytime anywhere with complete privacy.

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