

Pornography Craving, Loneliness and Body Shape Concerns among Young Adults

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ABSTRACT--The current expansion of technology, namely the internet service, has greatly contributed to the increase of available pornography material (Cooper, 2009). This increase in material has eventually given rise to platform to a lot of issues. This study focuses to study the relation of individuals reported pornography craving with loneliness and body shape. Data was collected from a sample of 98 random participants, who filled out an online questionnaire. Measures included were pornography craving questionnaire, UCLA loneliness scale and body shaping questionnaire. Statistical analysis used were Pearson correlation and regression analysis. Results from analysis revealed significant and positive relation of pornography craving with loneliness and body shape concerns and results of the regression analysis reflected role of pornography craving in body shape concerns and role of body shape concerns is loneliness among young adults.

Keywords-- Pornography craving, Loneliness, Body shape

I. INTRODUCTION

Throughout the history, humans have given heavy importance to the beauty of the human body. With the current scenario, body shape concern is a very prominent issue in action, the new generation have a sense of an ideal body shape and they tend compare themselves with it. As a result, people can be comparing themselves with heavily filtered images and aspiring to an ideal that isn't even real. According to Fardouly and Vartanian (2014) women reported that they tend to compare their appearances negatively along with their peers. Adolescents nowadays are particularly more vulnerable to body shape concerns due to the physiological, psychological and social changes they are going through. According to Calzo, Sonnevile, Haines, Blood, Field and Austin (2012) body shape concerns intensify across adolescence. This contributes to girls being particularly vulnerable to a negative body shape and harmful dieting during adolescence. According to Ganesan, Ravishankar and Ramalingam (2018) along with the growing sense of ideal body shape, adolescents try to lose or gain body weight to achieve that perfect ideal body. Teens tend to choose their friends based upon the concern of body shape. According to Gerner and Wilson (2005) friendship contributed significantly to the prediction of body shape dissatisfaction among adolescent girls.

Pornography can be described as "written or pictorial (including video) material showing sexually explicit images intended to sexual arouse an individual." Pornography is being talked about a lot lately. Primarily due to easy availability of Internet worldwide, pornography has become an integral part of everyday life of young adults (Griffiths, 2001; Nordin , 2005; Johansson & Hammarén, 2007). However, the rise of pornography has given new

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urgency to this issue, presumably because of the increased amount of anonymity, affordability, and accessibility. Individuals who are into pornography regularly have intense cravings for it. Pornography acts as a drug in the brain. According to Love, Laier, Brand, Hatch and Hajela (2015) the neuroimaging results of subjects who viewed pornography reveal brain region activation as like craving reactions for drugs and alcohol.

The media often favours a “ideal” body type, based on strongly gendered ideas of feminine or masculine. All those internet appealing bodies and body shapes don't look like most people. For a generation so used to online learning, the boundaries between real life and pornography can easily become blurred, creating anxiety about what a 'normal' human body looks like. The body shape of an individual has a strong influence on how one behaves towards themselves as well as towards others. A major part where body shape comes into play is one's sexual life. If one feels not so satisfied in their skin doesn't make intimate part of their lives all that enjoyable.

There has been some limited research on the specific effects of erotic media on the perceptions of normal-looking nude bodies (Kenrick, Gutierrez, & Goldberg 1989; Weaver, Masland, & Zillman 1984; Zillmann & Bryant 1988), generally concluding that pornography craving and ultimately usage does decrease the satisfaction with the bodies being considered. According to Peter and Valkenburg (2014) the effects of exposure to SEIM (sexually explicit internet material) on the various dimensions was of body dissatisfaction. According to Grabe, Hyde, and Lindberg (2007); Monro & Huon (2005) women who have an urge to pornography may experience feelings of dissatisfaction about their own bodies.

We as human beings, our need to connect is innate. Loneliness is a prevalent and global issue for the current generation. The negative influence of loneliness on well-being are difficult to deny. According to Perlman and Peplau (1981) loneliness is the negative feeling that occurs when a person does not perceive their social relationships to be as satisfying as they would like. According to Rokack, Orzeck, Moya, and Exposito (2002) loneliness is a multidimensional experience which is universal to all humans and is affected by personality, history, and the background variables.

According to Nolen-Hoeksema and Ahrens (2002) feelings of loneliness are associated with depressive symptoms. According to Franko, Moore, Bean, Tamer, Kraemer and Dohm (2005) these feelings are especially detrimental to adolescent girls as they are more likely to suffer in their young adulthood because of these. Social relationships as well as weight are the prevalent concerns during adolescence (Denneel, Maes, Vanhalst, Bijttebier & Goosens, 2018; Markey, 2010). According to Lawler and Nixon (2011) adolescents are vulnerable to peer disapproval of their body size, feelings of loneliness (Qualter, Vanhaltst, Roekel, Lodder, Bangee & Verhagen, 2015) and they are driven by a need to “fit in” (Reitz, Zimmermann, Hutterman & Neyer, 2014). According to Potter, Forste and Erickson (2017) body dissatisfaction is predictive of loneliness among early adolescent girls. The isolation felt during adolescence period is unique as in the teen can be surrounded by friends and family yet still feel much alone because of changes they experience. They may work hard to alter their appearance in order to fit in and feel accepted. Because of this desire to appear like everyone else, body shape concerns become influenced. According to Zinovyeva, Nikonova and Kazantseva (2016) adolescents with body dissatisfaction viewed themselves as weak, had an intense conflict between the actual and desired self and often had experienced feelings of loneliness. Body dissatisfaction has been linked with greater loneliness among young adults, but Body shape concerns can trigger loneliness to individuals of varying age groups. According to Barnett, Moore, Edzards (2020) young adults had lower levels of body shape satisfaction and higher levels of loneliness in comparison to

older adults. Older adults are also body shape conscious of age-based stigmas and thus have experiences of greater loneliness. In conclusion of above-mentioned studies, as the search and pining for the perfect body type increases, more and more is the increase in loneliness

Throughout human history, importance of body shaping has been highly stressed and valued as well. A good body shape has become 'prized possession in nowadays society. Given today's unattainable ideal body prototype and the increasing gap in between the aspired ideal body of people, has ended to growing body shape dissatisfaction among individuals in the current scenario. Social appearance and body shape are prevalent concerns that often when not attained may end to feelings of loneliness i.e. body dissatisfaction can be framed as predictive of loneliness. It can trigger loneliness to individuals of all age groups. As the pinning of ideal body shape increases, more is the increase in loneliness. For the generation endlessly struggling to attain the ideal body, the line between real life and pornography can easily become blurred, creating issues of what a normal body looks like. Erotic media has led to distortion of what normal bodies look as, also depicting its use to result in body dissatisfaction. Thus, portraying that body shaping is a very prominent issue in action.

II. OBJECTIVES

- To check the relationship between pornography craving, loneliness and body shape concerns among young adults.
- To check the role of pornography craving on body shape concerns among young adults.
- To check the role of body shape concerns on loneliness among young adults.

III. HYPOTHESIS

- There shall be a significant relationship between pornography craving, loneliness and body shape concerns among young adults.
- There shall be a significant role of pornography craving on body shape concerns among young adults.
- There shall be a significant role of body shape concerns on loneliness among young adults.

IV. METHOD

The sample of the study comprised of 98 young adults. 52% percent of the sample was female, and 48% percent was male (51 females and 47 males). Participants ranged in age from 18-25 years. Purposive sampling method was used to collect the data.

V. MEASURING TOOLS

Pornography Craving Questionnaire: The scale Pornography craving Questionnaire was developed by Shane Kraus and Harold Rosenberg (2014) was used, is 12 items by adapting statements from measures designed to assess alcohol and drug craving. PCQ is a Likert scale, ranging from 1 to 7 (1=disagree completely, 2=disagree somewhat, 3= disagree a little, 4= neither agree/disagree, 5=agree a little, 6= agree somewhat, 7= agree completely).

University of California loneliness scale (UCLALS): The UCLALS version 3 by Russell (1996) was used to assess loneliness. This scale consists of 20 items, the 20-item list is comprised of 10 items worded in a negative or lonely direction and 10 items worded in a positive or non-lonely direction. Likert scale, ranging from 1-4 (1=never, 2=rarely, 3=sometimes, 4=often). The items worded in positive direction are reverse scored. Version 3 of the loneliness scale appears to be very reliable; coefficient alpha ranged from .89 to .94 across the samples. In the elderly sample, the UCLA loneliness scale was re-administered 12 months later with a test-retest correlation of .73.

The Body Shape Questionnaire (BSQ): It is a self-report questionnaire that was developed to measure concerns about body shape (Cooper et al. 1987). BSQ 16-A is a short form questionnaire consisting of 16 items. BSQ is a Likert scale, ranging from 1 to 6 (1=never, 2=rarely, 3= sometimes, 4= often, 5=very often, 6= always). For administration, scoring was done by adding scores on a continuous basis.

VI. STATISTICAL TOOLS USED

Pearson correlation and regression were employed for analysing and interpreting data.

VII. RESULTS

In order to study the relationship between the variables under study the intercorrelation was computed between the scores on body shape concerns, pornography craving and loneliness among young adults.

Initially, Intercorrelation was computed.

Table 1: Intercorrelation between pornography craving, loneliness and body shape among young adults (N=100)

	Pornography Craving	loneliness	Body Shape concerns
Pornography Craving		.057	.216*
loneliness			.359**
Body Shape concerns			

**Correlation is significant at the .01 level (2- tailed)

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The table 1 showed the intercorrelation between body shape concerns, pornography craving and loneliness among young adults for the total sample. According to the obtained results it was reported that craving for pornography reflected significant and positive correlation with body shape concerns ($r = .216$, $p > .05$), which showed that craving to watch pornography will increase with the higher body shape concerns. Pornography craving did not show any relationship with loneliness. Whereas, loneliness reflected positive significant correlation with body shape concerns ($r = .359$, $p > .01$). Which meant that loneliness increased with higher body shape concerns. Thus, the hypothesis which predicted the significant correlation between the three variables was partially supported by the obtained results.

As the results reflected the relationship between craving for pornography and body shape concerns, further regression analysis was applied to understand the percentage of impact made by pornography craving on body shape concerns.

Table 2: Regression analysis predicting body shape concerns from pornography craving among young adults

Variable	R	R ²	R ² Change	β	F	P
Pornography Craving	.216	.047	.037	.21	4.692	<0.05

Dependent variable- body shape, *p<0.05

To check the role of pornography craving in predicting the body shape concerns among young adults, regression analysis was applied. The result table reflected that pornography craving was found as the significant predictor of body shape concerns among young adults. The R²= .047 (f= 4.692, p<0.05) and R² Change was .037 which reflected that the contribution of pornography craving was only . The beta value of this predictor was in positive direction (β= .21). Thus, the hypothesis which predicted that pornography craving play significant role in body shape concerns was found to be supported by the results.

As the correlation analysis reflected significant relationship between body shape concerns and loneliness so to find out the contribution of body shape in loneliness, regression analysis was again applied.

Table 3: Regression analysis predicting loneliness from body shape concerns loneliness among young adults

Variable	R	R ²	R ² Change	β	F	P
Body Shape concerns	.35	.129	.120	.359	14.22	<0.01

Dependent variable- loneliness, *p<0.01

The above table reflected that body shape concerns played a significant role in developing loneliness among young adults. According to the obtained results multiple R was R².35. The = .12 (F=14.22, p<0.01) and R² change was .12, that mean body shape concerns accounted 12% of variance on loneliness among young adults, and the hypothesis was supported by the results.

VIII. DISCUSSION

The main aim of the study was to check the correlation between three variables i.e. pornography craving, loneliness and body shape concerns and to find out the role of variables as predictors for other variables. Initially. Correlation was applied on total sample to check the relationship between pornography craving, loneliness and body shape concerns. According to the correlation table it was reflected that pornography craving and loneliness does have relationship with body shape concerns. According to Tylka (2015) in his study reflected that pornography and body shape concerns are related. According to Borgogna, Lathan and Mitchell (2018) problematic pornography use was to escape negative and predicted participants body shape dissatisfaction. On the other hand, pornography craving, and loneliness did not show any relationship between them.

As the relationship between pornography craving, and body shape was reflected in correlation table so, regression analysis was applied to find out the role of pornography craving on developing body image concerns. The results reflected that pornography does make impact on body image concerns, which meant that due to pornography people may develop body image concerns. (Lavine, Sweeney, & Wagner, 1999) pornographic images of women may decrease men's body satisfaction and may cause desire for a larger and muscular among men. The correlation between body shape concerns and loneliness was found significant, further regression analysis was applied to check the impact of body shape concerns in causing loneliness among young adults. The results came up with significant impact of body shape concerns over loneliness, which meant body shape concerns can trigger loneliness among young adults. Barnett, Moore, Edzards (2020) lower body shape satisfaction might cause increase in loneliness among young adults.

Thus, the results reflected that pornography, loneliness and body shape concerns are related with each other in one or the other way and these concerns are increasing among young adults day by day.

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