

Sexual perception and attitude of young urbanized Myanmar people  
consuming internet pornography and social networking channels

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บทคัดย่อและแฟ้มข้อมูลฉบับเต็มของวิทยานิพนธ์ตั้งแต่ปีการศึกษา 2554 ที่ให้บริการในคลังปัญญาจุฬาฯ (CUIR)

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การรับรู้และเจตคติเกี่ยวกับเรื่องทางเพศของชาวเมืองวัยหนุ่มสาวในประเทศเมียนมาร์ผู้บริโภคสื่อภาพโป๊เปลือยใน

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PORNOGRAPHY AND SOCIAL NETWORKING CHANNELS

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อ่อง เขียน: การรับรู้และเจตคติเกี่ยวกับเรื่องทางเพศของชาวเมืองวัยหนุ่มสาวในประเทศเมียนมาร์ ผู้บริโภคสื่อภาพโป๊เปลือยในอินเทอร์เน็ตและช่องทางระบบเครือข่ายทางสังคม (SEXUAL PERCEPTION AND ATTITUDE OF YOUNG URBANIZED MYANMAR PEOPLE CONSUMING INTERNET PORNOGRAPHY AND SOCIAL NETWORKING CHANNELS) อ.ที่ปรึกษา วิทยานิพนธ์หลัก: ผศ.ดร. ประเทือง หงสรานากร, 126 หน้า

งานวิจัยนี้มีจุดประสงค์ที่จะตรวจสอบความสัมพันธ์ระหว่างการบริโภคสื่อภาพโป๊เปลือยในอินเทอร์เน็ต และ เจตคติและการรับรู้เกี่ยวกับเรื่องทางเพศของชาวเมืองวัยหนุ่มสาวในประเทศเมียนมาร์จากกลุ่ม MMTCP เฟสบุ๊ค การศึกษาภาคตัดขวางครั้งนี้ดำเนินการระหว่างวันที่ 23 กุมภาพันธ์ถึง 15 มีนาคม ปี 2556 โดยใช้การสุ่มตัวอย่างแบบเป็นระบบกับกลุ่มผู้มีส่วนร่วมในการวิจัยจำนวน 312 รายในการวิจัยเชิงปริมาณ ดำเนินการเก็บข้อมูลผ่านระบบออนไลน์ด้วยการสำรวจแบบมีโครงสร้าง SurveyMonkey สำหรับการวิเคราะห์ ข้อมูลใช้สถิติเชิงพรรณนาและสถิติเชิงอ้างอิงเพื่อตรวจสอบความสัมพันธ์ระหว่างตัวแปรอิสระและเจตคติและการรับรู้เกี่ยวกับเรื่องทางเพศด้วยการใช้สถิติไคสแควร์ การทดสอบ T- test และการทดสอบ ANOVA test ผลการวิจัยพบว่า ความชุกของการดูเล่นเรื่องทางเพศในระบบเครือข่ายทางสังคมอยู่ที่ร้อยละ 27.2 จากกลุ่มผู้มีส่วนร่วมในการวิจัยจำนวน 283 ราย โดยแบ่งออกเป็นชายจำนวน 69 รายและหญิงจำนวน 8 ราย ความชุกของ หน้าเฟซบุ๊กที่เข้าเยี่ยมชมซึ่งเป็นภาพโป๊เปลือยในช่องทางระบบเครือข่ายทางสังคมอยู่ที่ร้อยละ 87.3 โดยร้อยละ 97.6 เป็นกลุ่มผู้มีส่วนร่วมการวิจัยเพศชายและร้อยละ 58.7 เป็นกลุ่มผู้มีส่วนร่วมการวิจัยเพศหญิง ความชุกในปัจจุบันของการบริโภคสื่อภาพโป๊เปลือยในอินเทอร์เน็ตของกลุ่มผู้มีส่วนร่วมการวิจัยอยู่ที่ร้อยละ 87.3 โดยร้อยละ 97.6 เป็นกลุ่มผู้มีส่วนร่วมการวิจัยเพศชายและร้อยละ 72.0 เป็นกลุ่มผู้มีส่วนร่วมการวิจัยเพศหญิง พบความสัมพันธ์ด้วยค่า p-value น้อยกว่า 0.05 ระหว่างการดูเล่นเรื่องทางเพศในระบบเครือข่ายทางสังคม หน้าเฟซบุ๊กที่เข้าเยี่ยมชมซึ่งเป็นภาพโป๊เปลือยในช่องทางระบบเครือข่ายทางสังคม และการบริโภคสื่อภาพโป๊เปลือยในอินเทอร์เน็ต กับระดับของเจตคติและการรับรู้เกี่ยวกับเรื่องทางเพศ ผลการวิจัยแสดงให้เห็นว่า มีความแตกต่างระหว่างเจตคติและการรับรู้เกี่ยวกับเรื่องทางเพศของกลุ่มผู้มีส่วนร่วมการวิจัยตามเพศด้วยค่าเฉลี่ยของการทดสอบ independent samples test ระดับการปฏิบัติของการบริโภคสื่อภาพโป๊เปลือยในอินเทอร์เน็ตมีความสัมพันธ์ด้วยค่า p-value น้อยกว่า 0.05 กับเพศ (p=0.00) สถานภาพการสมรส (p=0.39) และรายได้โดยเฉลี่ยต่อเดือน (p=0.003) หากแต่ระดับการปฏิบัติของการบริโภคสื่อภาพโป๊เปลือยในอินเทอร์เน็ตไม่มีความสัมพันธ์กับระดับการศึกษา อาชีพการงาน และสถานที่อยู่อาศัยของกลุ่มผู้มีส่วนร่วมการวิจัย ข้อค้นพบจากการวิจัยนี้ชี้ให้เห็นว่า การดูเล่นเรื่องทางเพศในระบบออนไลน์ การบริโภคหน้าเฟซบุ๊กที่เข้าเยี่ยมชมซึ่งเป็นภาพโป๊เปลือยในช่องทางระบบเครือข่ายทางสังคม และการบริโภคสื่อภาพโป๊เปลือยในอินเทอร์เน็ต มีความสัมพันธ์กับเจตคติและการรับรู้เกี่ยวกับเรื่องทางเพศของกลุ่มผู้มีส่วนร่วมการวิจัย และความสัมพันธ์เหล่านี้ควรได้รับการพิจารณาว่า เป็นปัจจัยหนึ่งซึ่งนำไปให้คนวัยหนุ่มสาวเข้าสู่พฤติกรรมและการปฏิบัติทางเพศซึ่งมีความเสี่ยง ดังนั้น ควรจัดให้มีโปรแกรมการเรียนรู้เรื่องเพศศึกษาอย่างรอบด้านให้แก่คนวัยหนุ่มสาวเหล่านี้ เพื่อให้รอดพ้นจากผลกระทบเชิงลบของการบริโภคสื่อภาพโป๊เปลือยในอินเทอร์เน็ต ทั้งยังควรทำให้ข้อมูลด้านสุขภาพมีความทันสมัยด้วยการใช้ภาษาท้องถิ่นและนำเข้าสู่ระบบอินเทอร์เน็ตเพื่อให้คนวัยหนุ่มสาวอ่าน

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ปีการศึกษา 2555.....ลายมือชื่อ อ. ที่ปรึกษาวิทยานิพนธ์หลัก.....

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KEY WORDS: SEXUAL ATTITUDE/ SEXUAL PERCEPTION/ YOUNG URBANIZED MYANMAR PEOPLE/ INTERNET PORNOGRAPHY/ SOCIAL NETWORKING CHANNELS

AUNG HEIN: SEXUAL PERCEPTION AND ATTITUDE OF YOUNG URBANIZED MYANMAR PEOPLE CONSUMING INTERNET PORNOGRAPHY AND SOCIAL NETWORKING CHANNELS

ADVISOR: Asst. Pro. Prathurng Hongsranagon, Ph. D.

To examine the association between consuming internet pornography and sexual attitude and perception of young urbanized Myanmar people from MMTCP facebook group. The cross sectional study was conducted from 23 February to 15 March, 2013. The systematic sampling method was applied in 312 respondents for quantitative research. The data was collected through online structured survey system by using SurveyMonkey. The data were clarified by applying descriptive statistics for interpretation of data and inferential statistic to examine the association between independent variables and sexual attitude and perception scale by using Chi-square, T- test and ANOVA test.

The result showed that the prevalence of sex related chat on social network was 27.2% among 283 respondents. There were 69 male and 8 female in this 27.2%. The prevalence of pornographic related pages on social networking channels was 87.3% .97.6% of male respondents and 58.7% of female respondents being exposed to these pages. The current prevalence of internet pornography among respondents was 83.7%. 97.6% of male respondents and 72% of female respondents being exposed to internet pornography. There were significant associations between sex related chat on social network, consuming pornographic pages on social network and consuming internet pornography with level of sexual attitude and perception at the p-value less than 0.05. The result showed that there was significant difference of sexual attitude and perception of respondents by gender by mean of independent samples test. Practice level toward internet pornography was significantly associated with gender ( $p=0.00$ ), marital status ( $p=0.39$ ) and monthly average income ( $p=0.003$ ) at p-values less than 0.05. But practice level toward internet pornography was not associated with education level, type of job and living place of respondents.

Findings from this study pointed out that sex related online chat, consuming pornographic pages on social networks and consuming internet pornography had significantly associated with sexual attitude and perception of respondents and these associations should be considered as one of the factors that lead young people toward risky sexual behavior and practice. So comprehensive sex education program should be implemented among young people to overcome negative impact of internet pornography on young people. Updated health information in local languages should be available and accessible on the internet by young people.

Field of Study.....Public Health..... Student's Signature.....

Academic Year.....2012..... Advisor's Signature.....

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## **List of Abbreviations**

BSS= Behavioral Surveillance Survey

MMTCP= Myanmar torncity players (Facebook Group)

MPT= Myanmar Post and telecommunication

STI= Sexually transmitted infection

UNESCO= United Nations Educational, Scientific and Cultural Organization

UNFPA= United Nations Population Fund

WHO= World Health Organization

WWW= world wide web

# CHAPTER I

## Introduction

### 1.1 Background and Rationale

Nowadays, technology has become progressively more important matter in human society. Most of the people's daily life depends solely on technology especially for young people. Young people are mass users of newer and advanced electronic communication forms such as instant short text messaging and e-mailing as well as communication-oriented internet web sites such as social media channels, blogs and webpage for sharing videos, music and movies.

Using technology related things such as social networking, blogging and surfing online have both positive and negative impacts on young people's behavior. Among positive impacts, the one that related with health is that adolescents and young people can find online information about their health related issues secretly and without difficulty. Tremendous health resources are more and more available to youth on a diversity of topics of interest to this population, such as sexually transmitted infections, contraception, healthy lifestyle, signs of depression and stress reduction. The internet is a practical, accessible tool for increasing sexual health awareness. Sexual health sites can be particularly valuable information sources for young people who have trouble accessing sexual health services and can be used to publicize services by providing information that tackles access barriers (e.g. confidentiality for all ages, free emergency contraception, how to get there and so on).(Makeda et al, 2012) But it also has a dark side such as Cyber bullying and Online Harassment, sexting, facebook depression and sexual predation.

While looking on the young people population, according to WHO age group classification, Young People [covering the age range 10-24 years] covers two overlapping age groups of adolescents and youth. WHO defines "adolescents" as individuals in the 10-19 years age group and "youth" as the 15-24 year age group. [WHO definition]

Adolescent is the transition from childhood to adulthood, marked by profound physical, mental and social changes. WHO states the range of adolescents from 10 to 19 years of age. Adolescent age can be divided into 3 stages, early (10-13), middle (14 to 16) and late adolescent (17 to 19) and in which every stage marked prefunded by physical, psychological and behavioural change. Psychological change is always associated with increase interest in sex and new things which in turn influence on behaviour of adolescent. The consequences for having sexual intercourse in adolescents can be resulted having sexually transmitted diseases and HIV, unwanted pregnancy and other sexual related effects. So it is important to have correct and comprehensive sexual and reproductive health information during adolescent life.

In Myanmar, sexual and reproductive health area for adolescents and youth is new thing for everyone especially for policy makers and providers. There is very limited information and research for this area. And also most people assume that unmarried people are not sexually active by consistently saying that pre-marital sex amongst girls is still said to be very rare in Myanmar. But in reality, according to cultural and globalization effects, pre-marital sex during adolescent age become popular in Myanmar.

Myanmar's population is estimated at 57.5 million, with 28.6 million males and 28.9 million females in 2007. The increase in population for the year 2006-2007 was 0.98 million with an annual growth rate of 1.75 percent. Over 30% of nation's population is in the age range of 10 to 24. (UNFPA, 2009)

Overall 94 percent of all pregnancies of ever-married women aged 15-49 are live births, 4.7 percent are aborted and 1.33 percent are stillbirths. Adolescents have the highest abortion rates of 11.39 percent and university educated women have the next highest rate of 9 percent. (UNFPA, 2009)

Age at first birth in Myanmar showed mean age at first birth for Myanmar women has increased from 21.2 years in 2001 to 22.8 years in 2006. There is little variation among various age groups of women. Only 1.5 to 2 percent had their first birth before age 15. Ten percent of women age 15-49 have given birth before they were 18. Over 20 to 30 percent had their first birth before age 20. Nearly half of married women had given birth before they were 22 and about 40 percent had their

first birth between age 20 and 24 (UNFPA, 2009). By viewing these figures, it can be clearly seen that most of young people from Myanmar seem to be sexually active and they also need to know correct and accurate sexual and reproductive health information before entering sex life or marriage.

Although there are strong cultural and religious values rooted against sex before marriage (pre-marital sex), the rising average age of marriage for both girls and boys can lead to a longer period of chance to indulge in premarital sex. The legal minimum age for marriage in Myanmar is 20 years for both men and women. (UNESCO, 2000). The average age at marriage has continuously risen over the last three decades with young people tending to marry rather late. Only 3% of men and 11% of women aged 15-19 are married. The mean age at marriage for women has increased from 21.2 years in 1973 to 26.0 years in 1997 while for men it increased from 23.8 to 27.6 years during the same period. The average age at first marriage in 2003 was 22.4 years. (WHO, 2004)

Behavioral Surveillance Survey (BSS) of 2003 showed that 16% of the youth population was sexually active. The median age at first sex reported by the youth was 22 years and 19 years for men and women, respectively. Premarital sex is increasingly reported among young men. (Min Thwe et al, 2003) The attitude towards premarital sex is rather conservative: in a study conducted by the Department of Health Planning, only 5% of men interviewed reported that it was acceptable for women to engage in premarital sex whereas 28% felt the same for men. (Department of Health Planning, 2000). According to BSS 2003 a few respondents reported having had sex with a commercial sex worker (CSW) or having had casual sex in the past year. About 3% youth reported having sex with commercial sex workers in the past year; majority of these respondents had two or less non-regular partners. The proportion of youth who reported using condom consistently with CSW was 60%. (Min Thwe et al, 2003) Another study conducted on premarital sexual experience among 400 medical students from Medical University, Yangon, showed that 10.1% engaged in premarital sex in 2008. (Htay, S. Oo, M., et al 2008). Another study by Myint Zaw in 1997 showed that among final years student attending Yangon University 38.7 percent of male respondents and 2.9% of female respondents reported of having

sexual experience in which only 2.1 percent in male and 0.3 percent in female were married. (Zaw, M. 1997)

Because there are still strong culture norm exist against premarital sex in Myanmar and most older generation strongly expect that young people must maintain their virginity or must remain sexually inactive until they are married, premarital sex remains hidden part and not comes front as a widespread problem. (Htay, S. Oo, M., et al 2008). There are some cultural taboo against proper sex and contraception education for adolescents and youths, it can result in limited availability of that kind of information among youth and adolescents. However, nowadays, because of the impact of globalization and cultural shift among society, lifestyle of young people in Myanmar is also impacted by this effect. So, premarital sex has become popular among young people and which in turn can lead to reproductive health problems and some sexually related problems among young people.

And also after emerging the popularity of internet and social media and government release some restriction on internet surfing, young people might be exposed to sexually explicit materials from the internet more easily. Study by Than Nu Shwe in 2001 found that as a result of modernization and exposure to mass media, movies and magazine from foreign countries, premarital sexual activities among young people rapidly increased in Myanmar. (Shwe, T.N et al, 2001) And also Nilar Tin's study showed that sexual activities of most urbanized young people from Myanmar derived from western films and lifestyles. (Tin, N, 2003)

And many studies on factors that influencing sexual attitude of young people pointed out that "Adolescent's sexual risk behavior, attitude and perception toward sex, such as unsafe sex, is subject to various influences, ranging from psychological to social and cultural factors" (DiClemente et al, 2007). "It is interesting to note that the media have received only little attention as a potential influence on adolescents' sexual risk behavior" . This lack of attention is particularly making prominent when it comes to sexually explicit internet materials. One of the recent longitudinal studies have also pointed out that sexual explicit internet materials use affects adolescents' attitudes as well as the initiation of sexual behavior (Brown and L'Engle, 2009). In

Myanmar, there was no study conducted on effects of media especially internet on sexuality of young people.

Estimated data shows that nearly one third (26.4%) of population in Asia use internet and telecommunication daily. Among them, 5% use facebook as their social media. In Myanmar, 0.2% of population use internet in 2010 but current updated data is not available. There is no data on facebook user in Myanmar, but neighboring South East Asian countries ranges from 3.0% to 43% of population use facebook.

More than one third of the adolescents are familiar with social media, telecommunication and live messengers. Although cost for phone line usage is relatively higher in Myanmar than other countries, cost for internet usage is at reasonable price. So most of the adolescents try to find necessary information from internet. But it is important for adolescents to get correct and positively described information from internet.

In Myanmar, internet technology is advancing dramatically after year 2000, but in early time, because of technical and infrastructure shortage, accessing to internet by all citizens is very hard. Internet service for personal use was very limited to high income people around 2000. But after establishing Yatanarpon teleport in 2002, internet service in Myanmar has become available to every people with affordable cost. Yatanarpon teleport set up franchised public access centre around the country to provide internet access to Myanmar people and also they provide some internet package services for personal use at home and their work place. Most of the young people and adolescents from urban and even in some rural area become consumers of franchised public access centre. Starting from 2011, Yatanrpon teleport started to launch 3G package data plan service for mobile phone users, so since 2011, people can access to internet services through their mobile phone with affordable price. And moreover, these internet services on mobile phone become one of the most popular gadgets among young people and adolescent in urban area.

In Myanmar, before 2010, government set a strict policy on accessing to webpage especially for political websites and sex related websites. Even looking for sexual health information on internet was a difficult issue among medical

professional. Accessing to youtube, CNN, BCC, and others famous websites were publically blocked by internet service providers. But even at that time, sexually explicated materials were popular among Myanmar young people and these materials were exported from neighboring countries and sold at road side black market. Many people used tunneling software or bypass proxy software to overcome banned internet website. But after 2010, government released some restriction on internet access, so people can now access previously banned website from 2010 onward. At the same time, emerging mobile phone technology and development of public access centre also enhance the young people and adolescent to explore the new era of internet world. [[http://www.yatanarpon.net.mm/about\\_us](http://www.yatanarpon.net.mm/about_us)]. Most recent updated statistics from MPT (Myanmar Post and Tele-communication) showed that numbers of internet user by mobile phone have rise to around 450,000 within 10 months. So privately use of internet by mobile technology is now dramatically expanding in Myanmar especially among young people. So adolescent and young people can now communicate and explore to the World Wide Web by one click on mobile phone. Because of this popularity of internet access among young people, consuming of internet pornography can be accompanied with this emerging popularity.

Therefore, this study is aimed to assess the knowledge, attitude, and practice of pornographic internet viewing and social networking channels on sexual attitude and perception among young Myanmar people (18 to 24 years) both males and females from urban area.

The aim of this study is not to convict policy makers to set banned and restricted policy on internet pornography because it will not successful in reality, but by using the finding from this study, we can convict the policy makers that young people in Myanmar are already sexually active and some are already exposed to premarital sex. So proper sex education program should be implemented among school and university to avoid over consuming and exploring sexual experience from wide spread sexually explicated materials by young people.

## **1.2 Research Questions**

1. What is the distribution of socio-demographic factors among young (male and female) urbanized Myanmar people?
2. What are the levels of knowledge, attitude and practice toward internet pornography consuming among young (male and female) urbanized Myanmar people?
3. What are the factors relating to the practice toward internet pornography consuming among young (male and female) urbanized Myanmar people?
4. Do porn websites relate to sexual attitude and perception of young (male and female) urbanized Myanmar people?
5. Do social networking channels relate to sexual attitude and perception of young (male and female) urbanized Myanmar people?

## **1.3 Research Objectives**

### **1.3.1 General Objective**

To evaluate the sexual perception and attitude of young urbanized Myanmar people (age 18 to 24 years) consuming internet pornography and social networking channels

### **1.3.2 Specific Objectives**

1. To identify the distribution of socio-demographic factors among young (male and female) urbanized Myanmar people.
2. To evaluate the levels of knowledge, attitude and practice toward internet pornography consuming among young (male and female) urbanized Myanmar people.
3. To evaluate the factors relating to the practice toward internet pornography consuming among young (male and female) urbanized Myanmar people.
4. To know the relation of consuming internet pornography to sexual attitude and perception of young (male and female) urbanized Myanmar people.
5. To know the relation of using social networking channels to sexual attitude and perception of young (male and female) urbanized Myanmar people.



## 1.4 Research Hypothesis

### **Hypothesis I**

#### Null Hypothesis

There is no relation between viewing internet pornography and sexual attitude and perception of among young urbanized Myanmar people.

#### Alternative Hypothesis

There is a relation between viewing internet pornographic site and sexual attitude and perception of among young urbanized Myanmar people

### **Hypothesis II**

#### Null Hypothesis

There is no relation between using social networking channels for sex related chat and sexual attitude and perception scale among young urbanized Myanmar people.

#### Alternative Hypothesis

There is a relation between using social networking channels for sex related chat and sexual attitude and perception scale among young urbanized Myanmar people.

### **Hypothesis III**

#### Null Hypothesis

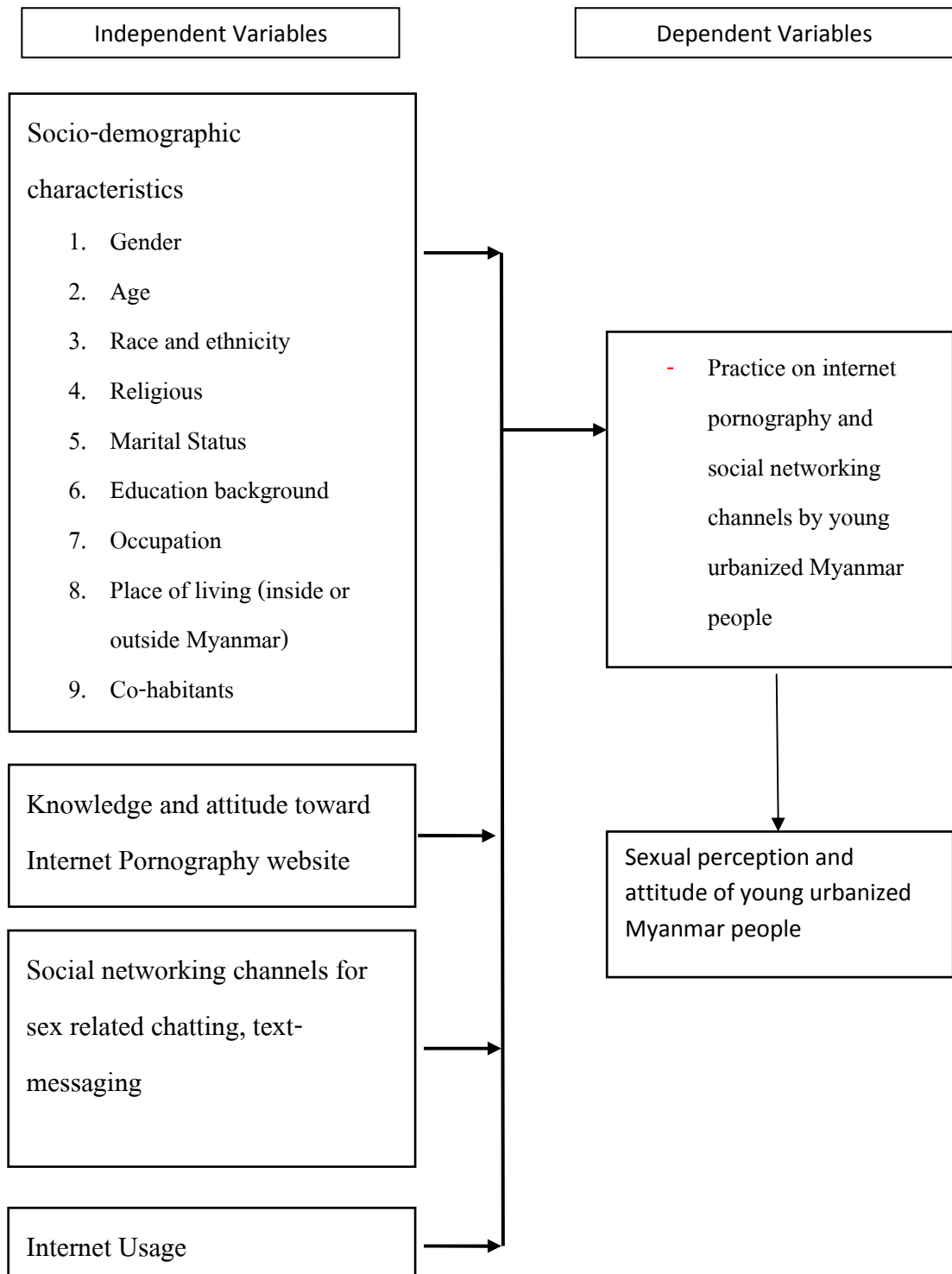
There are no differences in perception and attitude on social networking and internet pornographic website by different gender.

#### Alternative Hypothesis

There is difference in perception and attitude on social networking and internet pornography website by different gender

### 1.5 Conceptual Framework

**Figure 3.1: Conceptual Framework**



## 1.6 Operational Definition

### **Social Demographic factor**

Socioeconomic characteristics of a population expressed statistically, such as age, race, education level, income level, occupation and marital status.

### **Social Network (Self Definition)**

Social Network is a kind of web sites in which internet users can create their own web pages, post photos and texts, communicate with other users through build in chat or message system, share news among users, and also can create a group in which users of same interest interact each other.

### **Social Networking channels (Self Definition)**

This is a kind of communication on the internet using certain type of social networks (eg., facebook, google talk, Hi5, skype, IRC etc.) to rely information, share photography, video files and music etc. It is also can use as communication tools between people by sending text message.

### **Pornographic website (internet pornography)**

**Internet pornography** is pornography that is accessible over the Internet, primarily via websites, peer-to-peer file sharing, or paid websites The Internet enables people to access pornography more or less anonymously and to view it in the comfort and privacy of their homes.

Pornographic movie or photo or scripts are films or photos or scripts that seek to create the sexual arousal in viewers and their erotic satisfaction, usually by including erotically stimulating material such as nudity and the explicit portrayal of sexual activity. In this study, internet pornography means not only pornographic materials on internet, it will also mean to downloaded pornographic materials that can view on computer without internet access.

**Sexual Attitude**

Sexual attitude is a person's beliefs about sexuality shown by a person's behavior and are based on cultural views and previous sexual experience. In this study sexual attitude refers to attitude toward premarital sex and sexual permissiveness.

Available from: <http://psychologydictionary.org/sexual-attitudes/> [Accessed Date: 20/4/2013]

**Sexual Perception (self definition)**

In this study, sexual perception refers to the way of how young people perceive about premarital sex and other extramarital sexual intercourse affair between couple or lover.

**Knowledge toward Internet pornography (Self definition)**

Knowing about how to access pornography and sexual explicit materials from internet, how to download it, how to find free source of internet pornography. Also know about Myanmar websites that host sexually explicit materials on internet and downloaded pornographic movies are available in the market.

**Practice on internet pornography (Self definition)**

Past or current practice on frequency of consuming internet pornography, types of pornographic materials and sources for that kind of materials.

**Internet Usage (Self Definition)**

Definition of internet usage includes place of internet access, purpose for internet use, most cost for internet usage and whether respondents have private access to internet or not.

**Sex Chat (or) chatting sex related topics on social network channels**

Social network channels provide build in chat services or message services on their web sites. By using these services, user can communicate or chat each other. Some users talk sex related topics by using these chat or messaging services.

### **Brief Sexual attitude Scale**

It is a scale to develop to access the sexual attitude of human being by using 23 items which composed of

1. Permissiveness which refers to open and casual sexuality;
2. Sexual practices which represents responsible and tolerant sexuality;
3. Communion which denotes emotional and idealistic sexuality; and
4. Instrumentality which views sex as egocentric and very biological.

It was developed by Clyde Hendrick, Susan S. Hendrick, and Darcy A. Reich Texas Tech University, 1987.

### **Sexual Perception and Attitude Scale**

It is modified version of sexual attitude and perception scale based on brief sexual attitude scale of Clyde Hendrick et al. (1987) to be fixed with Myanmar culture. This modified scale will be used to measure sexual perception and attitude of young urbanized Myanmar people consuming internet pornography and social media network channels.

### **Sexual liberalism**

Sexual liberation included increased acceptance of sex outside of traditional heterosexual, monogamous relationships (primarily marriage), contraception and the pill, public nudity, the normalization of premarital sex, homosexuality and alternative forms of sexuality, and the legalization of abortion all followed.

[online] available from: [http://en.wikipedia.org/wiki/Sexual\\_revolution](http://en.wikipedia.org/wiki/Sexual_revolution) [accessed date: 20/4/2013]

### **Sexual conservatism (self definition)**

Sexual conservatism is an ideology that focuses on the preservation of what are seen as traditional sexual values. They accepted goals and ideologies related to preserving of virginity and moral value of virginity. It opposes premarital sex, homosexuality and alternative forms of sexuality.

**Liberal sexual attitude and perception (self definition)**

Liberal attitude and perception toward sex outside of traditional heterosexual, monogamous relationships (primarily marriage). Liberal attitude and perception toward premarital sex and alternative forms of sexuality.

**Conservative sexual attitude and perception (self definition)**

Conservative sexual attitude and perception toward sex outside of traditional heterosexual, monogamous relationships (primarily marriage). Conservative attitude and perception toward premarital sex and alternative forms of sexuality.

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter shows important facts and figures about social media related matters, some facts from the previously studied article on effects of pornography on sexual behavior and practice of young people. And also shows various types of social media and their usage and popularity among adolescents and youths, and reviewed on sexual behavior of adolescents at a glance. Due to limitation of the Myanmar literature and published papers on the social media and sexual behavior of adolescents and youths, the literature review focused on other countries' figure. This chapter also describes some terminology and implications of certain topics.

**Adolescence** is a “transitional stage of physical and psychological human development generally occurring between puberty and legal adulthood (age of majority).The period of adolescence is most closely associated with the teenage years (10 to 19 years)”. ([www.wikipedia.org](http://www.wikipedia.org), accessed date: 19/8/2012). WHO states that there are 1.2 billion of adolescents worldwide and one in five people in the world is adolescents. Adolescents contribute 18-25% of the population in South East Asia Countries.

Adolescent is the transition from childhood to adulthood, marked by profound physical, mental and social changes.

- Physical change: secondary sexual characteristics and sexual maturity
- Mental change: development of adult mental process and identity
- Social change: transition from dependence to relative independence

Table 2.1 Adolescent developmental stages

	Physical	Psychosocial	Behavioral
Early Adol (10-13)	puberty	Beyond family Concernedpeer's acceptance	Think abstractly
Middle Adol (14-16)	continue	↑Interest in sex Strongly influenced by peer	Challenge rules and limits
Late Adol (17-19)	Sexual maturity	↓peer influence Reintegrate into family	↑problem solving taking adult's responsibilities

Adapted from the American Academy of Child and Adolescent's Facts for Families, 2008

[http://www.ehsnrc.org/Publications/English%20Tip%20Sheets/TIP%20SHEET%2034\\_addendum.pdf](http://www.ehsnrc.org/Publications/English%20Tip%20Sheets/TIP%20SHEET%2034_addendum.pdf) (accessed date: 18/9/2012)

### Age groups (by World Health Organization)

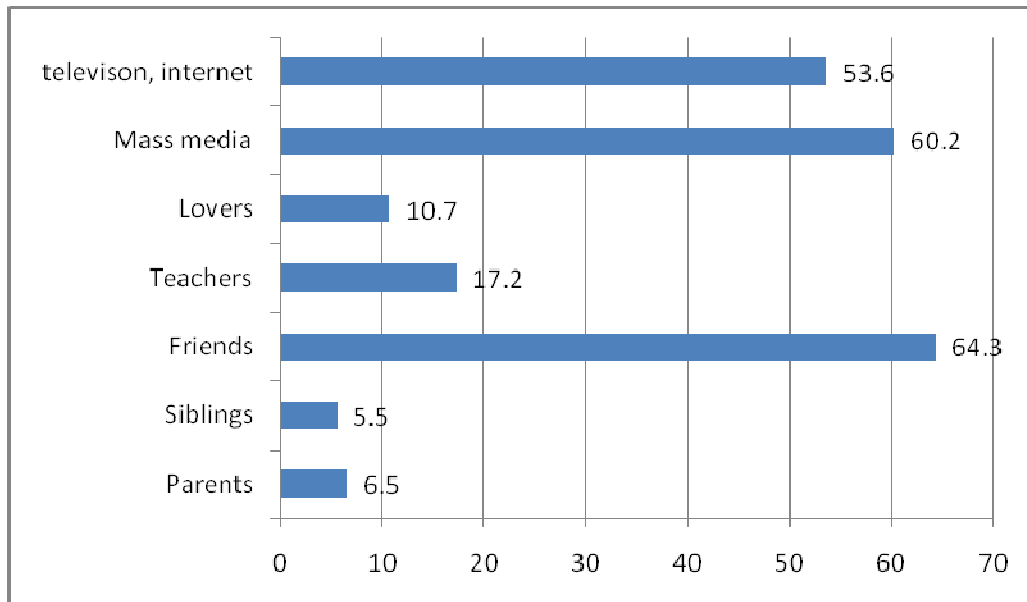
WHO defines “**adolescents**” as individuals in the 10-19 years age group and “**youth**” as the 15-24 year age group. These two overlapping age groups are combined in the group “**young people**” covering the age range 10-24 years. [http://www.searo.who.int/en/Section13/Section1245\_4980.htm, Accessed Date: 9/11/2012]

This study is aimed to conduct on young people of age between 18 to 24 years who are both late adolescent age and youth involved in this study.

Adolescents are seen to be healthy at their age, but during this transition period, they are very prone to get certain type of problems such as HIV/AIDS, STI and unplanned pregnancy. Moreover, during this time, they are eagerly look for new things and try to discover new world. So it is important to provide correct and healthy information to them. Because of eagerness of adolescents and young people for new things, they always try to seek information from various sources. The following chart shows the sources of information about sexual and reproductive health that adolescents seek to get their necessary facts.



Graph 2.1: Source of information about sexual and reproductive health among adolescent



Source: Knowledge of sexual and reproductive health among adolescents attending school in Kelantan, Malaysia by Azriani Ab Rahman, 2011

In graph 2.1, it can be clearly seen that most of the adolescents seek information from friends (peers) followed by mass media. But for sexual and reproductive health related things, they more prefer to ask friends or to seek on other sources such as internet, book in private manner. So it is wise to know the preference sources by young people for sexual and reproductive health information. But the type of information they want to seek are also needed to consider in this graph. If for information about menstruation or puberty related thing, young people will ask for

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more prefer to learn from peer or other sources.

The following table (2.2) shows that the difference between parent perceptions of how young people should receive information about sex and what sources that young people actually seek for sex information. It is clearly seen that most young people seek sex information from friends and classmates or media.

Table 2.2 Parents perception of how young people should and do receive information regarding sex

source of information	Where parents think young people	
	Should receive most of their information regarding sex and/or sexuality	Do receive most of their information regarding sex and/or sexuality
Parents	97.9%	24.2%
teachers	58.5%	15.2%
Health care professionals	42.9%	1.1%
Religious leaders	30.3%	1.1%
friends, classmates	5.5%	77.7%
media	3.5%	60.3%
others	2.2%	8.0%

Source: Sexuality: Information needs and sources of Young People, Lenka Šilerová, PhD, 2012

While seeking information by using advanced technology, internet is not only a technology used to find information; there are other media or ways to look for information or communication with information providers or peers. The following table shows the different form of communication that young people are using to find information in today world.

Table 2.3 Form of communication

<b>Communication form</b>	<b>Electronic hardware that support it</b>
e-mail	Computers, cell phones, personal digital assistants
Instant messaging	computers, cell phones, PDAs
Text messaging	Cell phones, PDAs
Chat rooms	computers
bulletin boards	computers
Blogs	Computers, cell phones
Social networking	computers, cell phones
video sharing	computers, cell phones, cameras with wireless
photo sharing	computers, cell phones, cameras with wireless
massively multiplayer online computer games	computers
virtual world	computers

Source: Online Communication and Adolescent Relationships ([www.futureofchildren.org](http://www.futureofchildren.org)), (accessed on 16/8/2012)

Among these different forms of communication and information sharing material, social Networking is the most popular one. Social networking means “online service or website that focuses on facilitating the building of social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. “([www.wikipedia.org](http://www.wikipedia.org), accessed on: 16/8/2012)

On social networking, adolescents can make friend with other people that she/he may know or may not know. They can share their feeling, chat, sharing photo and sending short-message. They can also do sex related activities on social networking such as sex texting, chat and dating outside for love affair with strangers.

By using these various form of communication tools, adolescents can live in the world of digital life. Sexting is another form of sexual activities that adolescents used to do by using advanced technology.

Sexting means sending or receiving sexually explicit messages, photographs through cell phone, computer or other digital devices. Nowadays, it becomes very popular among young people and many of pornographic images are distributed through cell phones or the internet. A recent survey on sexting revealed that 20% of teens have sent or posted nude or half-nude photographic or videos of themselves. (Gwenn, 2011)

## **2.2 The advantageous of using internet to young people**

Various reasons can be showed that online has become one of a good fashionable medium by providing necessary health information and suggestion for users.

According to the Kaiser Family Foundation survey (2003), why online become one of this most important medium because we can search for health information privately with confidentiality, the questions can be asked, can know who created this information, the capability to get data portraying various sides of an issue, searching information without difficulty, a convenient time and place to obtain the information, the chance to look real experiences of people in the same age group, and face-to-face communication.

Only the absence of face-to-face communication likes with real providers, all of these required issues are provided by internet health searches in just one click. Approximately around 83% of adolescents having access to internet at home, and almost all having access at school, most of them have a chance to go online whenever and wherever they like.

By doing this, internet provide the advantages of reducing the time consumed and cost for consulting with health providers at their clinic to consult about health issue. Moreover, internet also provides more confidential and less harassment to adolescents than other information sources.

The major concerns of adolescent are worrying about their parents or guardians know about what are they looking for such as sexual behaviors, drugs, alcohol and tobacco use. At that point, internet can support an easy and convenient channel for adolescent and young people to find their necessary data and facts that they need. Finding the answers to sexual and reproductive health questions in secret world of internet is also a way to avoid the embarrassment and intimidation that many adolescents anticipate or actually face at a visit with a healthcare provider. Additional to this, health information webpage aimed to create for adolescents and young people have extra advantage of sharing a sense of peer recognition and normalcy. The ease of surfing health related facts is another attractive feature of internet for young people. We can clearly see that there is no shortage of information on the web, especially

related with sexual and reproductive health information. Although there might be some unfairness and commercially overwhelming factors in this information, the huge amount of information contained in these websites can nearly ensure that most of the searched answers can be found through internet. It is also extremely probable that there will be multiple sources discussing different sides of the issue at hand.

When adolescent talk to a physician, they can only get a single opinion from physician at a time, but when they look on the internet, they can get various perspectives about their information concern. Moreover, all these opinions and information can be viewed at the privacy and comfort of their own computer. Internet also provides a chance to ask more questions in an unrestricted manner as they arise. Concerning about the time limitation with the doctor or not clearly understanding about the information provided by doctors as they use highly technical terms, internet can provide this opportunity for young people to understand by providing information in lay terms.

Additionally, young people seeking online health advice may feel like the information they find is more personalized since the Internet tends to be interactive. During searching this information on the internet may or may not diminish risky sexual behaviors among adolescents and young people, knowledge gain can be served as first step in health care promotion.

So internet provide huge resources of health information for adolescent, the benefits and advantages to an adolescent of getting access to this information may outweigh the risks of not knowing the problems at all.

Another positive thing of online health information website is the chance to get information concerning the experiences of other people in a similar age group. There are many adolescent web pages that not only contain specialized advice to make sure quality, but also provide questions and stories wrote by other adolescents to whom users can relate. Moreover, some of these web sites provide live chat rooms, where adolescent can interact each other and share their experiences. But these live chat rooms will become one of sex seeking space for adolescents, so these rooms should be guarded by strict operators all the times.

### 2.3 The disadvantageous of internet to young people

Because of advancing in technology which makes our daily routine things with ease, so it is easy to permit their negative sides to be hidden by their advantages. These advantages often become part of a “double-edged sword” allowing young people to enter dangerous territory too easily. Internet makes it easy for young people to pass across sites with wicked intention, such as sex-related chat rooms and pornographic websites, while seeking information about sexual health.

### 2.4 The Pornography Issue

In a couple of years, many surveys have been done with the aim to explore to know what young people are doing on the internet. Kaiser Family Foundation survey showed 70% of young people 15-17 years old had unintentionally been exposed to pornographic websites while seeking health information. It is clearly why such accidental exposure happens, as an example, while one looking for [www.whitehouse.gov](http://www.whitehouse.gov), the official website of the White House, but he types [www.whitehouse.com](http://www.whitehouse.com) rather than [.gov](http://www.whitehouse.gov) and goes to pornographic website instead. This is a major common problem among young people unintentionally exposed to internet pornography.

**“Internet pornography** is pornography that is accessible over the Internet, primarily via websites, peer-to-peer file sharing, or showing movie and picture on web page. The Internet enables people to access pornography more or less anonymously and to view it in the comfort and privacy of their homes.” (www.wikipedia.org, accessed on: 16/8/2012)

In other words, “internet pornography means professionally produced or user-generated (audio) visual material on or from the internet that typically intends to arouse the viewer and depicts sexual activities and aroused genitals in unconcealed ways, usually with close-ups on oral, anal and vaginal penetration.”(Jochen Peter et al., 2011)

## **2.5 Evolution of Pornography**

### **2.5.1 Pornography and Technology**

“The term of the pornography comes from the Greek origin of the word pornography “Pornographos,” literally, the “writing about harlots,” informs us that the depiction of sexual activities, organs, and fantasies—herein considered defining characteristics of pornography— is probably as old as the world’s oldest profession itself.” (Thomas P. Kalman et al, 2008)

It was certain that visual pornography has existed in the world for more than 2 million years, and can be seen at classical Greek and Roman sculptures, wall and cave paintings. In recent situation, the existent and popularity of pornography consistently has been associated to different kind of technological innovations which transform methods of production and dissemination among community or consumers.

“Widespread circulation of pornographic material was evident and by the Enlightenment, pornography was a well-developed commercial enterprise. Written in 1749 by John Cleland and acknowledged as the first pornographic novel, *Fanny Hill* might also be considered the earliest example of a profitable pornographic work: the publisher of this novel earned over \$10,000 from its sales (Lane, 2000), a significant sum at the time that would today represent more than \$1,500,000.” (Broadie & Filante, 2007).

“As printing press machinery had gradually expanded the clients and business of pornographic literature, the growth of photography in the late 1830s revolutionized the commercial activity of pornographic imagery. Within two years of the development of the daguerreotype in 1839, a marketplace for photographic depictions of “artistic,” erotic, and frank sexual subjects began to grow. Likewise, the development of movie technology in the late 1890s led rapidly to the attractiveness of the stag film. “The growth of 8mm technology in the late 1950s first enabled the viewing of pornographic films at home, foreshadowing the truly explosive growth in pornography that would accompany the advent of video recording and playback technology in the mid-1970s. From the late 1970s into the early 1990s, the VCR and

the availability of mail-order delivery provided the pornography viewer with dramatically greater privacy and a reduced risk of discovery and embarrassment. Video technology and then digital photography have also given birth to the “amateur” pornographer. With relatively little expense (compared to film), a camcorder, imagination (sometimes not much), and willing (and sometimes not-so-willing) participants, any videographer can create pornography for sale or for private entertainment. The casual recording and viewing of explicit sexual activity have become increasingly mainstream activities. Other elements of technology that have contributed to pornography’s growth in the video—and now, perhaps more correctly, the “digital” age—include pay-per-view, on demand, and other cable television programming, such that even without the Internet, opportunities for accessing pornographic material are without precedent. Increasingly, given a lucrative market, corporations in the hospitality, telephone and cable industries are thriving as distributors, if not producers, of pornographic material. Public venues of distribution, such as the adult bookstore and the seedy porn theater, have all but vanished.” ( Thomas P. Kalman, 2008)

### **2.5.2 Pornography and the Internet**

Development of internet in modern age is one of the encouraging factors to promote popularity of pornography. In recent years, there has been a prominent growth in the number of pornographic sites, the number of visitors to those sites, and the amount of money spent by both consumer and producer of pornographic sites.

For comparison, the U.S. porn revenues in 2006 \$13.3 billions, are 15% greater than the annual revenues from ticket sales for all U.S. sporting events (\$11.7 billion) for the same year. The media involved are internet, video, cable, as well as strip clubs and magazines.(from: <http://www.internet-filterreview.toptenreviews.com/internetpornographystatistics.html#anchor4,2007>, accessed on:16/8/2012)

The Internet has no geographic boundaries, can spread extensively and pornography on the Web is consumed by all nationalities around the world. The affordable price of Internet access and accompanying computer hardware technological advancements



have enabled large portions of the population to access pornographic content with growing financial and technological ease. Development of mobile technology also enhanced the consumers to access internet pornography in more confidential and private way from everywhere.

“But while pornography’s place in a society has shifted radically, nobody—not the government, not the private sector, not society or our cultural institutions—has done anything to address the change. We have relaxed the social, practical, and cultural restrictions once placed on pornography and it has wended its way into our lives, playing a more central role than ever before.”(Paul, 2005)

The tremendous growth and development of internet pornography, its advancement and its implication into diverse aspects of different culture logically leads to the questions about the consequences of that kind of availability and massive consumption. So before revisiting to internet, proper assessments regarding to the impact of pornography on different age groups should be done for every culture and every country.

## **2.6 Content Analysis of internet pornography**

“Reviews of content analyses of U.S. youth related media have indicated that youth media treatment of the ‘sex theme’ reveals large disparities in approach and influence. Some content may represent sex as a positive life-force and stress the importance of mutual respect and sexual health, while others just focus on sex’s amusement value and arousing potential (Lowry and Shilder 1993). Nevertheless, the results of these analyses also suggest that youth media’s portrayal of romance and sex as joyful and loving, and male female relationships as equal, may be overshadowed by more frequent depictions of casual, even exploitative, and stereotypical sexual behaviors and relationships (Christenson et al. 2004). Sexual health is rarely touched upon and the potential negative consequences of having sex (i.e., teenage pregnancy, STD) are systematically obscured (Hust et al. 2008). Another content analysis shows that sexually explicit material portrays sex as primarily a physical and unaffectionate game between uncommitted partners. “ (Brosiue et al., 1993).

## **2.7 Theoretical Background**

There are two types of theoretical background about sexually explicit internet materials that may affect on adolescents' sexual risk behavior. The first one is social cognitive theory (Bandura, 1986). "People may learn sexual behavior from sexually explicit material because such material provides information about the rewards and punishments of sexual behavior" (Seto & Barbaree, 2001). Therefore, if individuals regard pornography as getting little punishment and considerable reward for a certain kind of behavior in pornography, for example sexual intercourse without using condom, they are more likely to learn this kind of behavior. Second theory is "developmental research where adolescent sexual risk taking is often attributed to the still-developing sexual self, notably the curiosity, uncertainty, and sexual exploration that accompany this emerging sense of oneself as a sexual person" (brooks-Gunn & Graber, 1999). Similarly, some articles have pointed that, as a result of sexual curiosity but limitation in their sexual experience, many young people may unable to understand the real sexuality portrayed in sexually explicit materials as a particular, pornographic representation of sex (Thornburgh & lin, 2002). As a result, young people may not only be prone to sexual risk taking, but they are also likely to be influenced in their sexual risk taking by pornography.

## 2.8 Brief Sexual attitude scale

The measurement of sexual attitudes is important, and ease of scale usability is one key aspect of measurement. In this study, we use brief sexual attitude scale developed by Clyde Hendrick a , Susan S. Hendrick b & Darcy A. Reich (1987). Four aspects of sexual attitudes are measured in this scale which includes

- Permissiveness which refers to open and casual sexuality;
- Sexual practices which represents responsible and tolerant sexuality;
- Communion which denotes emotional and idealistic sexuality; and
- Instrumentality which views sex as egocentric and very biological.

Hendrick et al. (1987) found gender differences on the permissiveness and instrumentality scales, with males showing significantly greater endorsement of items on both scales. The Hendricks concludes that “Women seem oriented to a love/sexuality pattern that is relatively practical and conventional . . . but that can also encompass idealistic and highly affective attitudes. . . . Men, on the other hand, identify more with a casual, less conventional, and more manipulative approach.”

## 2.9 Adolescent and Internet Pornography

The most comprehensive Australian survey shows that 28% of 9–16- year-olds had seen sexual material on line.<sup>5</sup> A substantial proportion had seen genitals (17%) or images of sexual acts (16%) online, with the likelihood increasing sharply with age. Another 5 Overseas studies, mainly from the United States, have explored adolescent internet exposure to sexually explicit material in more detail. For example, a survey of adolescents up to 18 years found that boys were exposed to sexually explicit images online at an earlier age, had more frequent exposure and saw more violent images, while girls reported more involuntary exposure. Boys were much more likely to report sexual excitement than girls, who more frequently reported embarrassment.

## **2.10 Effects of internet pornography and sexual explicated materials on sexual attitude and behavior**

Exposure to internet pornography and sexual explicated materials has different affects on different gender. And different genders have different perception on internet pornography and sexual explicated materials. “As for boys, several types of internet use (i.e., chatting with potential romantic partners and searching for erotic content), strongly and positively correlated to endorsing sexual attitudes and stereotypes. The opposite seemed to hold for girls’ surfing for fun or to find information on the internet. “(Tom F. M et.al., 2010)

Pornographic sites have wide range of effects on sexual attitude and behavior of adolescents. Such effects include 1.more permissive sexual attitudes, 2.overestimation of various sexual activities engaged in by others, and 3.less satisfaction with one’s own sex life and body image (see Zillmann, 2000). Among adolescents, Brown and L’Engle found that “those exposed to pornographic materials through a variety of media (including Internet pornography and traditional media) were subsequently more likely to report permissive sexual attitudes (e.g., acceptance of casual or premarital sex) and to have oral or vaginal sex than youth with less exposure”. (REBECCA L Et.al., 2011)

There are many literatures that provide many negative effects of frequent or long-term exposure to pornographic related materials. Firstly, it can lead to more liberal sexual attitudes and can have greater belief that their peers are also sexually active, which can in turn increase the likelihood of early initiation of sexual intercourse. (Flood et al, 2007). Secondly, when adolescent becomes expose to sexual behavior outside the cultural norms may lead to unclear view of sex as unrelated to love affection and intimacy, and can get high desire for emotionally uncommitted sexual involvement with strangers. (Byrne & Osland, 2000).Thirdly, young people exposed to pornography may develop attitudes supportive of “rape myth”, which ascribe responsibility for sexual violence to the female victim. (Flood et al, 2007). Some previous cross-sectional studies have established a strong relationship between internet exposure to pornography and endorsement of earlier and more different sexual practice, and sexual behavior that can lead to adverse sexual and mental health

outcomes. Seven to nine percent of young people who reported having visited pornographic websites were more likely to have higher numbers of sexual partners, engage in a wider diversity of sexual practices, and use alcohol or drugs in association with sexual encounters. All these factors have been associated with a higher risk of sexually transmitted infections and unwanted pregnancy.

Svedin and Priebe (2004) identified a group of high frequency consumers of pornography among the young men in their sample (10%), who used pornography more or less daily. Moreover, these men had more experiences of buying or selling sexual services than other men of their own age. According to this research, these experiences were mediated by factors such as home background, personality characteristics, alcohol consumption, and current emotional and mental health. In addition, several studies have shown that young people are increasingly reporting experiences of sexual intercourse on the first date and a greater acceptance of more occasional sexual contacts after viewing sexually explicit materials. (Forsberg, 2005; Hammare'n, 2003; Herlitz, 2004). This could be a result of a continuous lack of connect or perceive opposite views to others perception about romantic love complex where sexuality is legitimated by love.

### **2.11 Frequency exposure to pornography among young people and its affects**

There is very wide range of frequency of exposure among young people. One of the studies from Sweden on 2015 male students aged 18 year showed that frequent exposure to pornography had a more positive attitude to pornography, were more often "turned on" while viewing pornography and also tried to view more often advanced forms of pornography. Frequent use was also associated with many problem behaviours. A multiple logistic regression analysis of this study revealed that frequent users of pornography were more likely to be living in a big city, consuming alcohol very often, having greater sexual desire and had more often looking for sex than other boys of the same age.

## **2.12 Positive effects of Pornography**

Positive outcomes of pornography are mentioned as a mean of sexual information, have nevertheless also been demonstrated. “A study among young adults (18–30 years old) examining the relations between pornography consumption and its self-perceived impact showed a positive effect in diverse areas, such as sexual knowledge and attitudes and general quality of life.” . “Another study showed that only 12% of male and 18% of female adolescents exposed to Internet pornography reported an important impact on their emotions or attitudes.” (Sabina,Wolak, & Finkelhor, 2008).

## **2.13 Attitude toward pornography by young people**

One study on young people attitude toward pornography was conducted in Sweden by Wallmyr, Gudrun in 2000 showed that the majority of female (61.0%) revealed their attitude about pornography in negative terms compare with male (29.3%). 46.3% of female and 23.3% of male described pornography as degrading. The majority of male (62.7%) responded positively toward pornography describing its as stimulating and cool. Figure 2.1 shows attitude toward pornography by different gender and different age range.

Figure 2.1 Attitude toward pornography

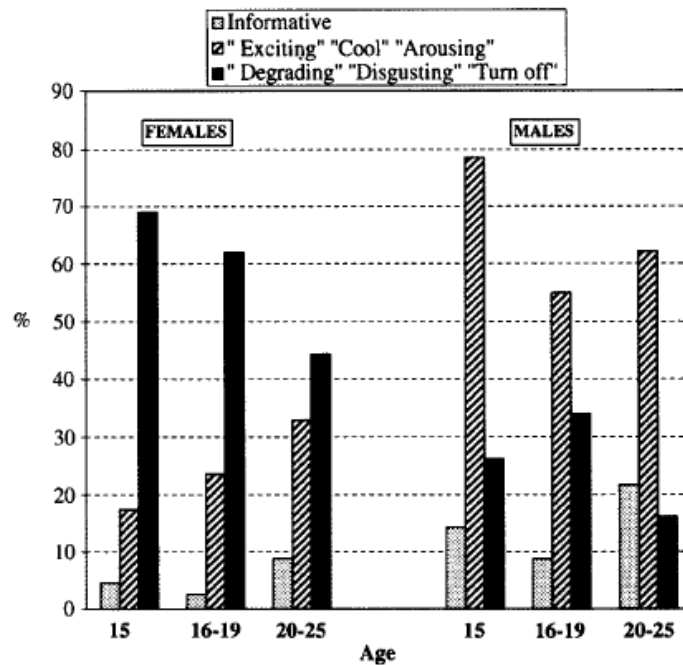


Figure 4. Attitudes Toward Pornography

(Source: Wallmyr. G et al. Young People, Pornography, and Sexuality: Sources and Attitudes, The Journal of School Nursing, October, 2006) (page:293)

### 2.14 Changes in attitude from pornographic exposure

One of the earliest studies on changes in attitude from pornographic exposure was more than 2 decades ago. This study was done on male and female undergraduate students (18 to 21 years) by Malamuth and Check. There were 2 groups, experimental and control groups, members of experimental group was exposed to the movie of sexually related scene, while control groups was shown the scene not related with sex. After 1 week apart, both group members were accessed for score on sexual attitude and found that men but not women who viewed sexually related scene showed greater acceptance of sex and have tendency to get acceptance of rape myth then other counterpart. Since that time, other studies conducted similar survey have reached comparable findings and concluded that “viewing sexually aggressive or sexually

related films significantly increases viewers attitude toward permissive about sex and rape myth.”

Another studies showed that exposure to media which includes sexually explicated scene affects male’s attitude about sexual violence against female.

One study on sexual attitudes and behaviors of African-American females who had been exposed to X-rated movies, found that, females exposed to pornographic movies were more likely to have negative attitudes toward condoms and likely to have more sexual partners. (Wingwood et al)

### **2.15 Difference perception on internet pornography by gender**

In all the cases pornographic use was associated with demographic characteristics such as gender and socioeconomic status; men and low income individuals were more likely to consume pornography than women and middle class individuals.

The percentage of young males who reported seeing pornography is much higher than the percentage of young females who reported seeing pornography, and the consumption of pornography by males is much greater than by females. “There are clear gender differences concerning attitudes towards pornography, patterns of pornography consumption, the sources of pornography and the way that pornography is used”. (Brown & L’Engle, 2009).

A recent study done on more than 4,000 Swedish high school students revealed that, compared with male students, a much larger proportion of the young women described pornography in negative senses such as “disgusting” and “sexually off-putting” and “guilty” (Svedin & Priebe, 2004). Other findings point out that young men see pornography more frequently compared to young women (Hald, 2007). At the same time, research has shown that there is a certain amount of ambivalence toward pornography among young women. For example, Svedin and Priebe indicated that, while the majority of the young women in their sample felt negatively about pornography, approximately one-third thought that it was interesting and sexually exciting. This pattern of ambivalence was also very clear in Berg’s (2000) qualitative interview study of Swedish 15-year-old young women. The female participants mentioned that they could get turned on by pornography but, at the same



time, they were very clear that this was not something that could be discussed about openly if one wanted to be respected.

### **2.16 Social networking and Sexual attitude of young people**

The explosion of electronic technology may present new opportunities to provide sexual health education to adolescents. These technologies are particularly compelling given adolescents' access to them; adolescents report almost universal access to the Internet either at home or school (Lenhart, A et al, 2005). Two popular technologies among adolescents are social networking sites (SNSs) and text messaging.

A social networking site (SNS) is defined as "an online place where a user can create a profile and build a personal network that connects him or her to other users." SNSs such as MySpace and Facebook are extremely popular among American adolescents, approximately 73% of adolescents report use of at least one SNS. (Lenhart, A et al, 2010) The use of these forms of technology for patient communication has been studied in several aspects of health care. Social support sites for patients with chronic disease are increasingly the object of research while text messaging has been shown to be promising when communicating with patients about chronic illnesses such as asthma and diabetes or providing online applications such as appointment reminders. Private adult clinics have begun creating their own social networking sites to enhance patient care and to provide a source for local referrals (Hawn C et al, 2009) . Furthermore, while the internet is a key sexual health resource for college students, no studies have examined SNSs or text messaging use for adolescent sexual health education (Buhi ER, et al, 2009)

But on the other hand, on social network sites, pages related with pornographic industry are also promoted on them. Every people can access this page without restriction, so young people can have a chance to expose with this pornographic page. Social networking sites have build-in promotion mechanism for their users' pages, so they are very easy to be viewed by users and very easy to access in one click. From this page, users can go advance to their main website on internet. But there is very limited study on relation between social networking sites and sexual attitude of young people even in western countries. So this study also aims to evaluate current practice

of young people toward social networking sites and its relationship with sexual attitude and perception.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The study design is cross sectional descriptive study which examined effects of social networking and internet pornography on sexual perception and attitude of young urbanized Myanmar people who have access to internet. This study was conducted on young Myanmar people from one of Myanmar active facebook groups (MMTCP=Myanmar torncity players).

#### **3.2 Study Area and Duration**

This study was conducted among facebook users from one of Myanmar active facebook groups (MMTCP= Myanmar Torncity Players) All the members from this group were Myanmar and age range between 16 to 27 years of both gender. They were accessing facebook from different regions of Myanmar but mainly from urban area as internet access is only easily available in urban area in Myanmar. In this groups, members socialized their online life by posting their activities photos, commenting, chatted each other and sharing information about games and other activities. Reasons for choosing this group are this group have certain amount of members (1,021 on November 27, 2012), members age ranged from 16 to 27 years (in consistent with studied age group), groups themselves are actively running and has considerable number of female and members themselves can represent young people from urban area of Myanmar and using facebook as one of social network media channels. But for this study, target population will be age range from 18 to 24 years old, so 43 members (12 members less than 18 years and 31 members older than 24 years) was excluded from 1,021 members. So target population was 987 members between ages of 18 to 24 years of both genders from MMTCP facebook group.

The duration of the study was 2 months (February and March, 2013).

### 3.3 Study Population

The study population for this study included members from MMTCP Myanmar facebook group.

The selection was based on the following criteria:

#### **Inclusion criteria**

Age between 18 and 24 years

Be able to provide informed consent on web based survey form

Be co-operative and participate for the research project

#### **Exclusion criteria**

Unable to give commitment to answer the online survey

Unable to provide personnel contact email to send survey link

### 3.4 Sample Size

To determine the appropriate sample size from known population (987 facebook users from MMTCP Myanmar facebook group (27/11/2012)-we can exclude new comers on the exact date of sampling calculation), Yamane (1967:886) formula was used to calculate sample sizes. A 95% confidence level and  $P=.5$  are assumed for the following calculation.

$$n = \frac{N}{1 + N(e)^2} = \frac{987}{1 + 987(.05)^2} = 284$$

$$\text{Sample size} = 284 + 10\% \text{ add-up} = 312$$

Total 312 respondents (234 male and 78 female) were took out from the population, contacted through facebook email system and requested personal email address to load to surveyMonkey anonymous mail collector system. 307 respondents provided mail address to receive questionnaires from SurveyMonkey. Among those 307

respondents, 9 respondents (2.9%) clicked on “don’t agree to answer” button on consent form. Among remaining 298 respondents, 15 respondents dropped off while answer the questionnaires (14 respondents dropped off on the first page of questionnaires and 1 respondents dropped off at question 08. Total 283 respondents (208 male and 75 female) completed the whole questionnaires.

### **3.5 Sampling Technique**

Among Myanmar facebook users, in order to get standardized sampling frame, MMTCP group will be chosen among Myanmar facebook groups. Reasons for choosing this group are this group has considerable number of members (around 1,021), its members are age range from 16 to 27 years old of both gender and members actively use facebook as their social network channel. First step will be exclude members of age younger than 18 years and older than 24 years (43 members include in this group on 27<sup>th</sup> November 2012 data). I got this data from one of the admin of this group who has the full list of members in his friend list and he can also access their date of birth on their profile.

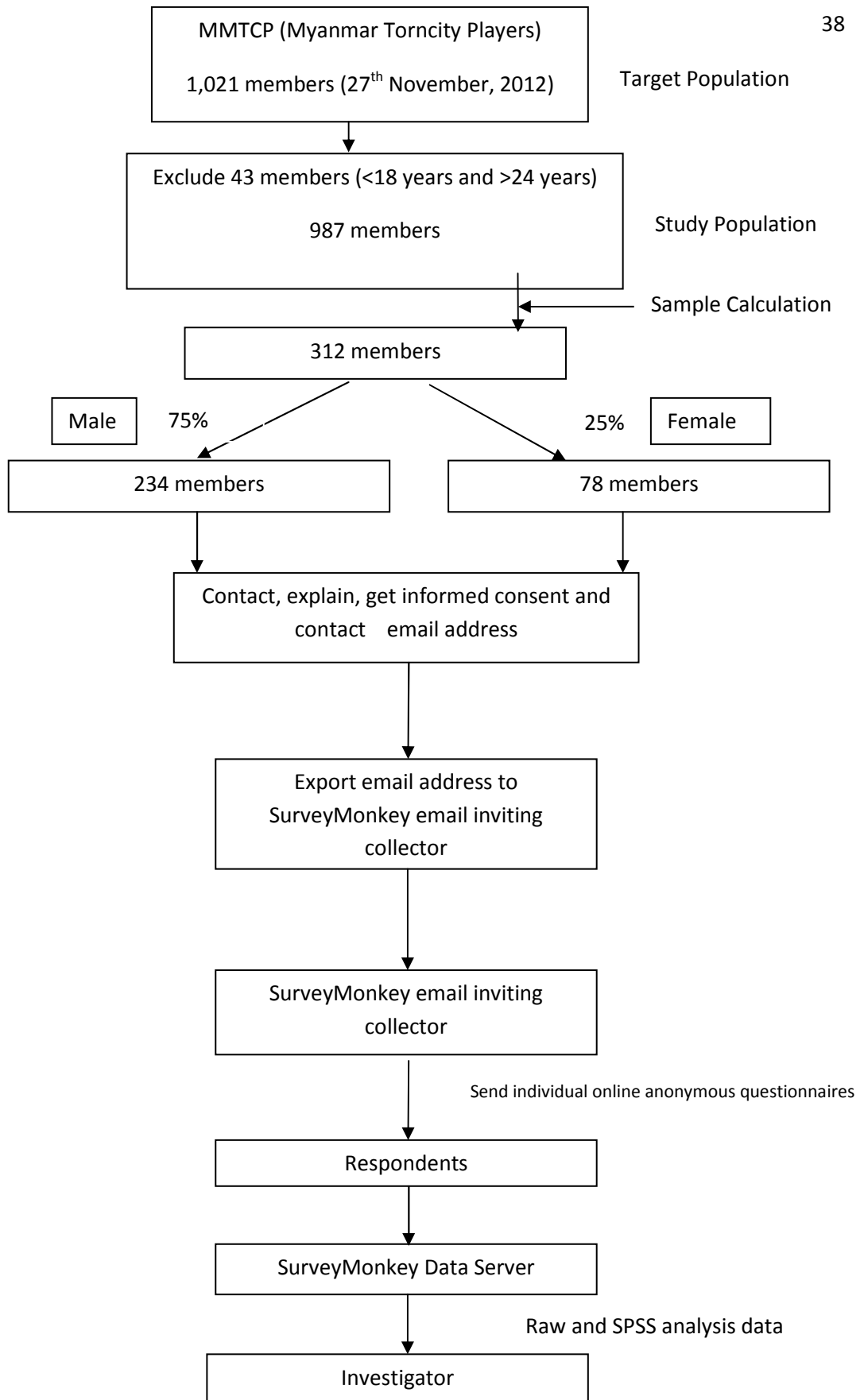
Male and female ratio of this group is 75:25. So group members were divided into two groups according to gender, 75% of sample size 312 (234 sample) were assigned to male and 25% of sample size 312 (78 sample) were assigned to female group.

Third step is to make a list of group members in both male and female groups and then this list was exported to Microsoft excel file and random sampling was done on this member list by generating random numbers. After this, sampled members were contacted individually and were explained about nature and aim of survey, possible sensitive questions that can occur during answer web survey, privacy and confidentially about the survey. After getting informed consent from sampled members, their contact emails were asked to export to SurveyMonkey email invitation collector tools. (Proper informed consent will be recorded while doing web survey).

And next step was exporting e-mail address to Surveymonkey email invitation collector tools. And then next step was by using email invitation collector of Surveymonkey, it sent unique survey link through a message delivered by

SurveyMonkey mail server. The figure (3.1) shows sampling technique for this study in diagram.

Figure 3.1 Flow chart for Research Design



### **3.6 Measurement Tools**

Web based questionnaires by using surveyMonkey was used and the questionnaires were adapted from previous international literature and constructed criteria to assess sexual attitude and perception of respondent. Questionnaire consisted of 3 portions for independent variables and 2 portions for dependent variables.

#### **Independent Portion**

1. Socio-demographic characteristics
2. Knowledge and attitude on internet pornography
3. Knowledge and attitude on social networking channels for sex related chat and text messaging

#### **Dependent portions**

1. Current practice on internet pornography and social networking channels of young (male and female) urbanized Myanmar people
2. Sexual perception and attitude of young (male and female) urbanized Myanmar people

Sexual perception and attitude were measured by modified sexual perception and attitude scale modified from the brief sexual attitudes scale by Clyde Hendrick.



Figure 3.2 Permission request for use of the brief sexual attitudes scale (authorized date: 22/4/2012)

Copyright Clearance Center RightsLink® Home Create Account Help

**Routledge**  
Taylor & Francis Group

**Title:** The brief sexual attitudes scale  
**Author:** Clyde Hendrick, Susan S. Hendrick, Darcy A. Reich  
**Publication:** Journal of Sex Research  
**Publisher:** Taylor & Francis  
**Date:** Feb 1, 2006  
 Copyright © 2006 Routledge

User ID  
 Password  
 Enable Auto Login  
 LOGIN  
[Forgot Password/User ID?](#)  
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### 3.7 Data Collection

The questionnaire was developed in English and translated into Myanmar language and was hosted on surveymonkey web server which can support all languages in Unicode format. During translation process, the questions was translated to locally fixed and culturally acceptable words and terms.

#### SurveyMonkey

SurveyMonkey is the world's leading provider of web-based survey solutions, trusted by millions of companies, organizations and individuals. They provide the tools powerful enough for professional researchers and also easy enough for a survey novice. SurveyMonkey packs its' solutions with over 10 years of experience in survey methodology and web technology so customers can be confident in the quality of the data. SurveyMonkey is used by many businesses, academic institutions, and organizations of all shapes and sizes. Literally millions of people use SurveyMonkey for everything from customer satisfaction and employee performance reviews, to course evaluations and research of all types.

SurveyMonkey provides dozens of features for customers, such as attractive and interactive survey templates, different type of question, supports all languages, ability to use customer's own logo, auto validate the responses, support raw data and SPSS analysis data with highly trusted security.

### **Collector**

A collector determines how survey reaches to respondent audience. After survey was designed, a collector is what allows respondents to access the survey and submit their responses. Surveys could be posted on a Facebook wall; email out invitations, or even embed it on company website to get responses.

SurveyMonkey provides 4 different ways to collect responses from respondents.

1. **Web link collector**  
Collect anonymous surveys by posting a link on a website, or email it using your own email.
2. **Email invitation collector**  
Send to respondents through "unique" links delivered by our mail server.
3. **Facebook collector**  
Post a link on a Wall or embed the survey on a Page.
4. **Website survey collector**  
Embed your survey on your website or display it in a popup window.

### **Email Collector:**

The Email collector enables you to create an email distribution list, customize the invitation message, schedule the delivery, and manage/track your survey respondents. (But tracking option can be removed to make sure well being of respondents).

### **Features of the Email Collector:**

**Track your respondents:** The Edit Recipients section shows the status of the emails. Here you can check how many *Responded*, *Unresponded*, or *drop outs* you currently have. It also shows the number of emails that are *Unsent/New*.

(But the investigators unable to access their answers by removing save email to the answers option. So investigators can only access overall analysis and raw data rather than individual data)

#### Send a Reminder Email

Investigator can resend a message to those respondents in an existing Email collector and list who have not answered the survey or partially answered it. When investigator access the collector with the list that has already been sent one initial message, send a message to those in the **No Response** status.

The following figure shows how email link restrict multiple responses and edition features of already submitted responses.

**Figure 3.3 SurveyMonkey Collector system**

### Collector Settings « Back to Summary

**Allow Multiple Responses?**  
No, allow only one response per email address that is sent.

**Allow Responses to be Edited?**

- No, once a page in the survey is submitted, respondents cannot go back and change existing responses.
- Yes, respondents can go back to previous pages in the survey and update existing responses until the survey is they have exited the survey. After the survey is finished, the respondent will not be able to re-enter the survey.
- Yes, respondents can re-enter the survey at any time to update their responses.

The following figure shows that none of the respondents' email address will not be stored in the survey results. By selecting the option not to save respondents' email address, all the responses will be anonymous.

**Figure 3.4 SurveyMonkey Email saving system**

**Save Email Address in Results?**

- No, the respondent's email address will **not** be stored in the survey results.
- Yes, the respondent's email address will be stored in the survey results.

## Exporting Results

### How do I download my survey results?

We offer several export formats to [paid](#) users for downloading survey data in raw and summary forms. These types of exports are available in the **Download Responses** section:


- [PDF summary](#)
- [HTML summary](#)
- [XML summary](#)
- [CSV summary spreadsheet](#)
- [Excel Format](#)
- [All Responses Collected spreadsheet](#) (Spreadsheet Format or Advanced Spreadsheet Format)
- [SPSS](#) (Available with GOLD and PLATINUM plans only.)

SurveyMonkey can provide results in different formats as shown in the above figure. Two useful formats are in the form of spreadsheet with all responses collected and SPSS format.

### Consent form

SurveyMonkey can provide technique to equip consent form in survey by following the steps mention in following figure.

**Figure 3.6 SurveyMonkey Consent form system**

 **Tips for Creating a Consent Form:**


To create a [consent form](#), add a **Descriptive Text** question or use the **Page Description** section to present the information. If the respondents are to read additional documents before proceeding into the survey (another website URL or a PDF hosted on another site), use HTML code to [link](#) files into the consent page. Add a **Multiple Choice** (Only One Answer Allowed) Yes/No type question at the end of the consent information. If respondents do not agree to the terms, place [ddisqualification](#) logic on the *No* answer choice.

**EXAMPLE:**

Q: Do you agree to the consent information listed on this form?

- Yes, I agree to the above consent form.
- No, I don't agree to the above consent form. (add Question Skip Logic here)

1. Click **Add Question Logic** above the question you'll be using to gauge consent.
2. From the "Choose Page" drop-down menu, pick **Disqualification Page**.
3. **Save** the question.

 For additional information on Skip Logic, please take a look at the following [tutorials](#):

### 3.8 Validity and reliability

The structure of questionnaire was approved by 3 experts, 2 for sexual health and 1 expert for online system in order to gain content validity.

For reliability, 2 times of pretext were conducted in two difference facebook groups (Exile Family and The Poem Crazy) with 30 members who had the same characteristics as the selected population.

First pre-test was conducted among Exile Family facebook group with 15 members during early January, 2013.

Second pre-test was conducted among the Poem Crazy facebook group with another 15 members during late January, 2013.

Cronbach's alpha coefficient was checked against the reliability of questionnaires among 28 samples. In this study, each scales' reliability was as follows:

Knowledge toward Internet Pornography (5 items): KR 20= 0.71

Attitude toward internet pornography (13 items): Cronbach's Alpha 0.801

Sexual attitude and perception scale (13 items): Cronbach's Alpha 0.844

### 3.9 Data Analysis

For data analysis, statistical Package for the social software SPSS version 17 (licensed for Chulalongkorn University) was used. Followings statistics were used in this study:

Descriptive statistics: Demographic characteristics, pattern of internet and social networking usage, knowledge, attitude and practice toward internet pornography, sexual attitude and perception will present in frequency, percentage, mean and standard deviation

Inferential statistics: the relation between independent variables and dependent variables were presented by Chi-square test, Independent T test and ANOVA test and Mann-whitney U test.

### **3.10 Ethical Consideration**

According to the approval of Ethical Committee no 187.1/55 Chulalongkorn University, this study was conducted. Before sending survey link via email to group members, aim of the study, nature of potentially sensitive questions, privacy and confidentiality of this survey and future implication of this study were explained thoroughly to potential participants. Web based informed consents was taken from all the participants. They were assured of strict confidentiality, and they were told that they can be withdrawn from the study any time if they think that it is affecting to them. They were informed that the data would not be used for other purposes besides academic and presentation would be anonymous.

### **3.11 Limitation**

1. Findings of this study could only apply to the young people who are using facebook. This finding could not apply for exactly for other population.
2. This study is aimed to explore the possible effect of internet pornography and social networking media channels on sexual attitude and perception of young urbanized Myanmar people. But reverse causality could be happened that risky sexual attitude and perception of young people will lead to enjoying pornographic web sites.

### **3.12 Expected Benefits and Application**

The finding will be useful to develop online sexual and reproductive health services for adolescents.

The aim of this study is not to convict policy makers to banned internet pornography as it is not impracticable in reality, but the finding of this study can convict policy makers to set up proper sexual health education program to target school children to avoid overwhelming of sexual explicated materials before starting their sexually active life.

## **CHAPTER IV**

### **RESULT**

This chapter mentioned the descriptive characteristics of (1) socio-demographic characteristic (2) pattern of internet usage (3) pattern of social networking usage (4) knowledge, attitude and practice on internet pornography and (5) Sexual perception and attitude scale of the respondents.

#### **4.1 Descriptive findings**

##### **4.1.1 Socio-demographic characteristics of Young Urbanized Myanmar people who consuming social networking channels**

According to systematic sampling based on the population of this facebook group, sampling number was set to 75% from male and 25% from female. Total 312 respondents (234 male and 78 female) were took out from the population, contacted through facebook email system and requested personal email address to load to surveyMonkey anonymous mail collector system. 307 respondents provided mail address to receive questionnaires from SurveyMonkey. Among those 307 respondents, 9 respondents (2.9%) clicked on “don’t agree to answer” button on consent form. Among remaining 298 respondents, 15 respondents dropped off while answer the questionnaires (14 respondents dropped off on the first page of questionnaires and 1 respondents dropped off at question 08. Total 283 respondents (208 male and 75 female) completed the whole questionnaires.

For socio-demographic characteristics findings, findings were divided and mentioned in two separate tables (table 4.1 and table 4.2). Table 4.1 covered gender, age, ethnicity and religion, marital status, education status, living place and nature of people in their living place. Table 4.2 covered job status of the respondents including current work, monthly income.

Table 4.1 Number and percentage distribution of Young Urbanized Myanmar people who consuming social networking channels (N=283)

Socio-Demographic Characteristics	Frequency (n=283)	Percentage (%)
<b>Gender</b>		
Male	208	73.5
Female	75	26.5
<b>Age (Years)</b>		
18 years	19	6.7
19 years	42	14.8
20 years	40	14.1
21 years	62	21.9
22 years	44	15.5
23 years	39	13.8
24 years	37	13.1
Mean=21.18 SD=1.789		
<b>Race/Ethnicity</b>		
Kachin	6	2.1
Kayin	10	3.5
Chin	3	1.1
Mon	12	4.2
Bamar	207	73.1
Rakhine	10	3.5
Shan	11	3.9
Others	24	8.5
<b>Religion</b>		
Buddhist	252	89.0
Islam	7	2.5
Christian	17	6.0
Hindu	5	1.8
Others	2	.7
<b>Marital Status</b>		
Single	261	92.2
Married	22	7.8
<b>Education Status</b>		
High	23	8.1
University	248	87.6
Postgraduate	12	4.2
<b>Living Place</b>		
In Myanmar	261	92.2
Abroad	22	7.8



<b>Nature of people in living Place (Multiple answer)</b>		
Alone	13	3.0
Parents	209	48.0
Siblings	144	33.1
Friends	32	7.4
Work Partners	13	3.0
Others	24	5.5
Husband	3	
Wife	7	
Wife and child	1	
Wife and worker	1	
Wife and parents in law	1	
Lover	4	
Extended family	5	
Helper	1	
People from different countries (hostel mate)	1	

According to table 4.1, respondents age ranged from 18 to 24 (in accordance with project targeted age group) Mean=21.18 SD=1.789. 21.9% of respondents (62) were 21 years old followed by 22 years (44 respondents 915.5%). Only 19 respondents (6.7%) were at 18 years old. 73.1% of respondents were bamar followed by other races (8.5%). Chin race contributed only 1.1% (3 respondents) and there is no kaya race from the respondent group.

From the religious perceptives, Buddhism accounted for 89% of total respondents and Christain accounted for 6.0% of total respondents and hindinstan accounted for 1.8% which figures reflected country religion figure according to 2008 Human Rights Report: Burma and International religious freedom report 2007. Concerning with marital status, 261 respondents (92.2%) were single and only 22 respondents (7.8%) were married. There was no divorced condition in marital status.

For education status, all the respondents (n=283) have ever attended the school and 158 respondents (55.8%) currently attending the school. For level of education, all the respondents were at high education or above high education level. 23 respondents (8.1%) contributed high school and 12 respondents (4.2%) contributed to post graduated education level and 248 respondents (87.6%) contributed to university education level.

Among 283 respondents, 261 respondents (92.2%) lived in Myanmar and 22 respondents (7.8%) lived at abroad. Concerning with type of people in their living place by multiple answers, 48% of respondents (209) lived with their parents, 33.1% (144 respondents) lived with their sibling. Only 3% of the respondents lived alone in their home. Other type of people in their living place accounted for 5.5% (24 respondents).

Concerning with working status, 70.3 % of total respondents (n=199) have ever worked for pay and among these, 176 respondents (62.2 % of total respondents) are currently working for pay.

Table 4.2 Number and percentage distribution of working status of young urbanized Myanmar people who consuming social networking channels

Socio-Demographic Characteristics (Working status)	Frequency (n=199)	Percentage
<b>Type of work</b>		
Government staff	4	2.0
Company staff	85	42.7
Own Business	41	20.6
Family Business	33	16.6
Study Guide	20	10.1
Others	16	8.0
Seaman	2	
Doctor	2	
Dancer	1	
Computer hardware repair	1	
Designer	1	
Multilevel marketing agent	1	
Brokers	2	
INGO job	2	
Other non specific part time job	4	
<b>Monthly average income in kyats</b>	Frequency (n=194)	Percentage
Under 10,000 kyats	3	1.5
10,000 to less than 50,000 kyats	6	3.1
50,000 to less than 100,000 kyats	29	14.9
100,000 to less than 300,000 kyats	110	56.7
300,000 to less than 500,000 kyats	24	12.4
More than 500,000 kyats	22	11.3

According to table 4.2, among 199 respondents who have ever worked for pay, 85 respondents worked as a company staff, 41 respondents worked on their own business and 33 respondents involved in their family business. Only 4 respondents worked as government staff. Other type of work accounted for 16 respondents.

Concerning with monthly average income in Myanmar currency, 5 respondents skipped this question to answer. Among remaining 194 respondents, 110 earned between 100,000 kyats to 300,000 kyats monthly. Only 3 respondents earned less than 10,000 kyats per month. There were 22 respondents who earned more than 500,000 kyats per month as average income.

#### **4.1.2 Internet Usage of young urbanized Myanmar people consuming social networking channels**

Table 4.3 Number and percentage distribution of internet Usage of young urbanized Myanmar people consuming social networking channels

Internet Usage	Frequency (n=283)	Percentage
<b>Place of Internet Use (Multiple answers)</b>		
Home	210	40.8
Internet Café	169	32.8
Training Centre	20	3.9
School	28	5.4
Work Place	70	13.6
Others	18	3.5
With phone everywhere	12	
Game shop	3	
Food canteen	1	
In car	1	
Friend's home	1	
<b>Activities on Internet (Multiple answers)</b>		
Education Purposes	77	7.6
Shopping/gathering product information	50	5.0
Entertainment (Movie/song)	191	18.9
Work/Business	157	15.6
Chatting/Messenger	223	22.1
Social Networking (Facebook)	246	24.4
Looking for personal health care	37	3.7
Other	27	2.7
Online game	18	

Business	2	
To learn from other	1	
To get some useful information	1	
To relieve stress	1	
Use while working at internet shop	1	
No specific reasons (want to use)	3	

According to the place of internet use from table 4.3, 210 respondents (40.8%) used internet at home and 169 respondents (32.8%) used at internet café. Few respondents (3.9%) used internet at training centre.

Concerning with activities on internet, 246 respondents (24.4%) mentioned that they used internet for social networking like's facebook which was followed by used for chatting/Messenger (223 respondents, 22.1%). For looking for personal health care purpose, only 37 respondents (3.7%) used for personal health care.

Among 283 respondents, 273 respondents (96.5%) have private internet access while 10 respondents (3.5%) do not have private internet access.

#### **4.1.3 Number and percentage distribution of social networking Usage of young urbanized Myanmar people consuming social networking channels**

In this session, there are two parts. 1<sup>st</sup> part is related with social networking usage and second part is related with chatting of sex related topic on social networking channels.

Table 4.4 Name of social networking channels which are popular among Myanmar young urbanized people

Name of social networking channels	Frequency (n=283)	Percentage
Twitter	16	1.9
Facebook	280	32.7
Google+(Gtalk)	244	28.5
Myspace	4	0.5
Friendster	4	0.5
Tango	13	1.5
Hi5	3	0.4
Viber	161	18.8
MIRC chat	49	5.7
skype	71	8.3

Others	10	1.2
Vzo	2	
Line	1	
Torncity	2	
Google search engine	1	
What app	3	
We chat	1	

Table 4.4 revealed the type of social networks that are popular among respondents and data showed that facebook was the most popular social network and was used by 280 respondents (32.7%) which were followed by google plus (Gtalk) 244 respondents (28.5%).

Table 4.5 Number and distribution of purposes of using social networking channels

Purposes of using social networking channels	Frequency	percentage
Business purpose	70	6.7
To get new friends	164	15.6
To communicate with friends	258	24.6
To communicate with relatives	82	7.8
Entertainment	177	16.9
Romantic	158	15.0
Education	129	12.3
Others	12	1.1
News	4	
To know about world situation	1	
To get knowledge	1	
Facebook game	2	
To get information	1	
For learning	1	
No specific reasons	2	

Table 4.5 showed purposes of using social networking channels and found that 258 respondents (24.6%) used social networking channels to communicate with friends and 177 respondents (16.9%) used them for entertainment. Only 70 respondents (6.7%) used them for business purpose.

Table 4.6 Time spent on social networking channels

Time spent on social networking channels	Frequency	Percentage
1-3 times a month	3	1.1
Once a week	6	2.1
Several times a week	62	21.9
Every day	127	44.9
Several times a day	85	30.0

Concerning with time spent on social networking channels, 127 respondents (44.9%) used social network everyday and 85 respondents (30%) used several time a day.

Table 4.7 Activities on social networking channels

Activities on social networking channels (multiple response)	Frequency	Percentage
Looking for information	198	17.9
Chatting with real life friends	234	21.2
Chatting with relatives	74	6.7
Chatting with online friends	219	19.8
Chatting with strangers	113	10.2
Sharing pictures	218	19.7
Sharing music and video	43	3.9
Others	6	.5
Online game	3	
For work	1	
For charity work	1	
For web design	1	

Among these 283 social networking users, 77 respondents (27.2%) had experience about chatting sex related topics on social networking channels.

Data showed that 11 respondents (10%) have chatted about sex related topics on social network channels with real life friends, 55 respondents (50%) chatted with online friends or strangers and 44 respondents (40%) chatted with their lovers.

Table 4.8 Enjoyment about chatting sex related topic by gender

Do you enjoy about chatting sex related topic	Yes	No
Male	65 (94.2%)	4 (5.8%)
Female	7 (87.5%)	1 (12.5%)

Among 77 respondents who had experience about chatting sex related topics on social networking channels, 72 respondents said that they enjoy about it and 5 respondents mentioned that they did not enjoy about chatting sex related topics on social networking channels.

For the question concerning with guilty about chatting sex related topics on social networking channels, only 3 respondents said that they were guilty themselves about it while 58 respondents answered that they did not think themselves as a guilty for chatting sex related topics.

Table 4.9 Time spent on chatting sex related topics on social network channels

Time spent on chatting sex related topics on SN	Frequency	Percentage
Less than once a month	22	28.6
1-3 times a month	46	59.7
Once a week	5	6.5
Several times a week	3	3.9
Every day	1	1.3

Among 283 respondents, 247 respondents (87.3%) had ever visited to pornographic related pages on social networking channels.

Table 4.10 Number and percentage distribution of feeling after viewing pornographic related social pages

Feeling after viewing pornographic related social pages	Frequency	Percentage
Turns me on	101	35.7
Exciting	97	34.3
Disgusting	5	1.8
Indifferent	20	7.1
Make me want to try what I saw	7	2.5
I believe the pornography I have seen has had no influence on me	16	5.7
Others	1	0.4
Want to satisfy others	1	

According to table 4.10, after viewing pornographic related social pages, 101 respondents (35.7%) felt as it turns on their sex drive. 97 respondents (34.3%) mentioned that it is exciting. On the other hand, 16 respondents (5.7%) reported that it has no influence on them and only 5 respondents (1.8%) said that it was disgusting. So according to this figures, most of the respondents (70%) felt pornographic related pages on social network as a turning on materials or exciting materials for their sex drive.

Table 4.11 Time spent on visiting pornographic related social pages

Time spent on visiting pornographic related social pages	Frequency	Percentage
Less than once a month	40	14.1
1-3 times a month	94	33.2
Once a week	46	16.3
Several times a week	60	21.2
Every day	6	2.1
Several times a day	1	0.4

Table 4.11 showed that average time spent on pornographic related social pages by respondents. Nearly half of respondents (49.3%) spent less than 3 times a month. Only 6 respondents (2.1%) spent everyday and 1 respondents (0.4%) spent several times a day on pornographic related social pages.



#### 4.1.4 Knowledge, attitude and practice on internet pornography

Among 283 respondents, 256 respondents (90.5%) knew about pornography on the internet. 237 respondents (83.7%) being exposed to pornographic website.

Table 4.12 Number and percentage distribution of respondents' knowledge on internet pornography

Knowledge statement	Frequency (n=237)	Percentage
Pornography is the explicit portrayal of sexual subject matter for the purpose of sexual gratification.		
Yes	192	81.0
No	14	5.9
Don't know	31	13.1
Pornography can be seen in a variety of media, such as books, magazines, film, video and video games		
Yes	228	96.2
No	3	1.3
Don't know	6	2.5
It is free to access and download internet pornography		
Yes	227	95.8
No	5	2.1
Don't know	5	2.1
Some internet pornography websites charge money to access or download		
Yes	186	78.5
No	14	5.9
Don't know	37	15.6
There are Myanmar porn websites on the internet.		
Yes	199	84.0
No	13	5.5
Don't know	25	10.5
Downloaded internet pornography can be bought in the market.		
Yes	208	87.8
No	9	3.8

Don't know	20	8.4
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Knowledge score range from 0 to 6. The level of knowledge was classified into three categories by using Bloom's classification (Bloom, 1956). High knowledge means >80% of total score, moderate level means 60-80% of total score and low level means <60%. After viewing from result, the scores were ranged between 1 to 6. Mean was 5.23, and standard deviation 1.116.

Table: 4.13 Description of level of knowledge on internet pornography

Level of knowledge	Frequency (n=237)	Percentage
Low knowledge (<60%) 0 to 3.5	24	10.1
Moderate knowledge (60% to 80%) 3.6 to 4.8	26	11
High knowledge (>80%) 4.9 to 6	187	78.9

Table 4.14 Attitude toward internet pornography

No	Attitude toward internet pornography	Frequency	Percentage
	Pornography can be addictive.		
	Agree	86	36.3
	Neutral	130	54.9
	Don't agree	21	8.9
	Pornography can have a negative effect on an individual and his/her family.		
	Agree	37	15.6
	Neutral	113	47.7
	Don't agree	87	36.7
	Watching pornography is a fun way to relieve stress.		
	Agree	130	54.9
	Neutral	82	34.6
	Don't agree	25	10.5
	Pornography is dangerous		
	Agree	38	16
	Neutral	124	52.3
	Don't agree	75	31.6

Someone can learn new things from watching pornography.		
Agree	212	89.5
Neutral	24	10.1
Don't agree	1	0.4
Pornography increases your sexual drive.		
Agree	164	69.2
Neutral	63	26.6
Don't agree	10	4.2
Pornography is a form of entertainment.		
Agree	192	81.0
Neutral	36	15.2
Don't agree	9	3.8
Watching pornography is a dirty and sinful thing to do.		
Agree	27	11.4
Neutral	102	43.0
Don't agree	108	45.6
I am disgusted by pornography.		
Agree	44	18.6
Neutral	68	28.7
Don't agree	125	52.7
Pornography should be avoided.		
Agree	15	6.3
Neutral	131	55.3
Don't agree	91	38.4
Pornography is okay in moderation.		
Agree	188	79.3
Neutral	46	19.4
Don't agree	3	1.3
Pornography should be forbidden		
Agree	16	6.8
Neutral	142	59.9
Don't agree	79	33.3
I believe that pornography is harmful to a relationship.		
Agree	33	13.9
Neutral	131	55.3

Don't agree	73	30.8
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Attitude toward pornography was assessed by 13 likert scale items. For analysis, total summation score is used instead of individual score. For level of attitude toward pornography, level was classified into 3 levels by using Bloom's classification (Bloom, 1956). High attitude (conservative toward pornography) means >80% of total score, moderate attitude means 60-80% of total score and low level (liberal attitude toward pornography) means <60%. The results showed the score range from 13 to 34, standard deviation= 4.140, mean= 22.23 and median= 22.00.

Table 4.15 Level of Attitude toward internet pornography

Level of Attitude toward internet pornography	Frequency (n=237)	Percentage
Low attitude-liberal (<60%) 13 to 23.4	156	65.8
Moderate knowledge (60% to 80%) 23.5 to 31.2	79	33.3
High attitude- conservative (>80%) 31.3 to 39	2	0.8

Among 237 respondents who being exposed to internet pornography, 190 respondents (80.2%) exposed intentionally and 47 respondents (19.8 %) exposed accidentally. And moreover, among these 237 respondents 235 (99.2%) respondents have ever visited or viewd internet pornography intentionally and only 2 respondents (0.8%) mentioned that they had not visited intentionally.

Table 4.16 time spent for visiting and viewing pornographic websites

Time spent for visiting and viewing pornographic websites	Frequency (237)	percentage
Less than once a month	34	14.3
1-3 times a month	76	32.1
Once a week	45	19.0
Several times a week	74	31.2
Every day	8	3.4

Concerning with time spent for visiting and veiwing pornographic webistes, more than half of the respondents (53.6%) viewed at least once a week. 8 respondents (3.4%) viewed everyday and 74 respondents (31.2%) viewed several times a week.

Concerning with type of pornographic matierials consumed, there are total 456 responses . The most viewed type of pornographic material was video with 223 responses at 48.9% which was followed by pornogrphic pictures (166 responses).

Table 4.17 Types of pornographic matierials on the internet the respondents consumed

<b>Type of material</b>	<b>Frequency (n=456)</b>	<b>Percentage</b>
Video	223	48.9
Pictures	166	36.4
Reading scripts	64	14.0
Others	3	0.7
Anykind that can arouse me	1	
Other sex related books	1	
Peepee tom	1	

### **Download practice of pornographic materials**

Concering with practice parttern of respondents on internet pornography, among 237 respondents, 175 respondents (72.6%) downloaded sexually explicted materials from internet, 128 respondents (54%) shared pornographic address to others and 123 respondents (51.9%) shared downloaded sexually explicted matierials to others. To get pornogrphic materials, 104 respondents(43.9%) spent money to get pornographic materials.

Table 4.18 Types of person who viewed internet pornography together with respondents

Person viewing pornography together with you	Frequency	Percentage
Alone	227	68.6
Friends	65	19.6
Sibling	4	1.2
Partner	29	8.8
Work Partners	5	1.5
Other	1	0.3
At internet shop with peer gamer	1	

Table 4.14 showed the response to the question of who viewed pornography together with you. 227 responses (68.6%) viewed alone, 65 responses (19.6%) viewed together with friends and 29 responses (8.8%) viewed with their lovers or partners. Only 4 respondents mentioned that they viewed together with their sibling.

Concerning with the sources for address of pornographic websites, 222 respondents (50%) mentioned that they got address by searching on the internet (web search). 109 respondents (24.5%) answered that they got from social network and 107 respondents (24.1%) got from their friends. 6 respondents mentioned they got the address from others (2 respondents got from online search engine, 1 from foreign newspaper, 1 from forward link or advertisement, 1 from lover and 1 respondents from videoshop).

Table 4.19 Practice level concerning with internet pornography usage

Practice level	Frequency (n=237)	Percentage
Low consumer (<60%) 0 to 1.671	44	18.6
Moderate consumer (60% to 80%) 1.672 to 4.769	116	48.9
High consumer (>80%) 4.77 to 5	77	32.5

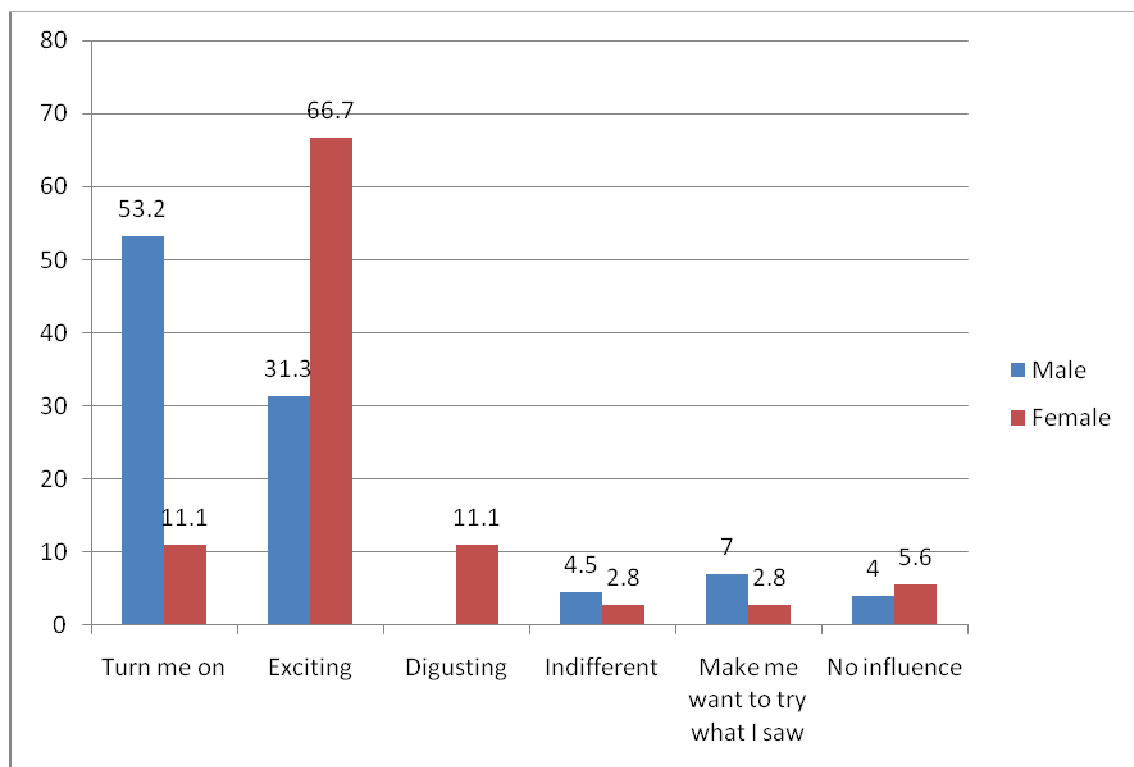
5 analyzable items from practice session were assessed as zero-one indicator variables (dummy variables). Each correct response was given one mark with a total of 5 marks and the score was summed up and set as three levels. Low consumer, moderate consumer and high consumer. The mean score for the respondents was 3.22 out of

possible 5 points (SD=1.549). As presented in table 4.19, majority of the respondents were moderate consumer (48.9%), 77 respondents were higher consumer and the remaining 44 respondents were low consumer. range of the respondent's score was 0 to 5. (5 items are 1. Have you ever visited and viewd any pornographic websites interntionally, 2. Do you download sexually explicted materials from internet to view, 3. Do you share or give this address of pornographic to others? 4. Do you share your downloaded sexually explicted materials to other people with CD/DVD or memory stick? 5. Do you spend money to get pornography?)

Table 4.20 Feeling after viewing pornographic websites

Feeling after viewing pornographic websites	Frequency	Percentage
Turns me on	111	46.8
Exciting	87	36.7
Digusting	4	1.7
Indifferent	10	4.2
Make me want to try what I saw	15	6.3
I believe the pornography I have seen has had no influence on me	10	4.2

Graph 4.1 Feeling after viewing internet pornography by gender



Findings from table 4.20 revealed that 111 respondents (46.8%) felt that internet pornography turns on their sexual drive. 87 respondents felt exciting on viewing internet pornography. 15 respondents had risky feeling by stating that internet pornography made them or drive them to try what they saw in it. 20 respondents responded neutral feeling (felt indifferent for 10 respondents and there was no influences of pornography on them for 10 respondents). Only 4 respondents had negative view on pornography by showing their feeling about disgusting. By mean of gender, 4 female respondents viewed pornography as disgusting matter.

Table 4.21 Most common reason for viewing pornography

Most common reason for viewing pornography	Frequency	Percentage
Everyone does it	17	7.2
Curiosity	55	23.2
It's cool	63	26.6
To get aroused	37	15.6
To learn more about sexuality	60	25.3
Others	4	
To relieve boring	3	
To musterbate	1	

According to table 4.21, 26.6% of respondents mentioned that their common reason for viewing pornography was the statement of "it's cool". 25.3% of respondents stated that they wanted to learn more about sexuality from internet pornography. 23.2% of respondents viewed because fo they want to know what it is (curiosity).

Table 4.22 Sources of information for sexual intercourse

Sources of information for sexual intercourse	Frequency	Percentage
School	3	0.5
Parents	1	0.2
Peer	57	10.3
Boyfriend/Girlfriend	20	3.6
Internet	172	31.0
Pornography movie	159	28.6
Other media (jorunals, Books)	133	24.0
Others	10	1.8
Health care staff, book	1	
Sex education e book	1	
Medical discussion	1	
Elder friend	1	



Elder brothers	2
Senior people	1
Sex workers	2
Sex education session	1

Concerning for sources of information for sexual intercourse, 172 respondents looked this information on internet. 159 respondents got information from pornographic movie and 133 respondents learnt from other media such as health journals and books. 57 and 20 respondents sexual intercourse information from peer and partner (boyfriend/girlfriend) respectively. Only 1 respondent stated that information came from parents. 10 respondents mentioned other sources.

Concerning with time of viewing internet pornography, 7 respondents (2.5%) used only at day time, 164 respondents (58.0%) used at night time and 64 respondents (22.6%) used both at day and night time.

#### 4.1.5 Sexual perception and attitude

Table 4.23 Sexual perception and attitude of respondents

Sr. No	Items	Agree %	Neutral %	Disagree %
5.1	It is acceptable when a person has more than one sexual partner at a time. ***	20.5	39.9	39.6
5.2	It is acceptable when a person has more than one sexual partner in her/his life time. ***	50.5	29.0	20.5
5.3	It is acceptable to have sexual relationship without any commitment between two persons. ***	41.3	33.9	24.7
5.4	Sexual relationship between two persons without attachment is acceptable. ***	42.0	35.3	22.6
5.5	Sexual relationship should only happen when there is an intimate love between couples.	40.3	53.4	6.4
5.6	Love=sexual intercourse***	15.9	53.0	31.1
5.7	A sexual relationship is the ultimate human interaction with closest form of communication between two people.	44.2	42.0	13.8

5.8	Sexual intercourse is very important part of life.	38.2	43.5	18.4
5.9	Man can have many sexual partners. ***	45.9	32.2	21.9
5.10	Women can have many sexual partners. ***	28.6	32.5	38.9
5.11	The person who has sexual relation with you should only be your spouse.	32.2	42.8	25.1
5.12	A person should maintain his/her virginity till marriage.	30	49.8	20.1
5.13	Sexual intercourse before marriage should be avoided.	25.8	36	38.2

Sexual perception and attitude score was assessed by 13 likert scale items. For analysis, total summation score is used instead of individual score. For level of attitude toward pornography, level was classified into 3 levels. The total score for attitude and perception was checked by normality test (Kolmogorov-Smirnov test). The result of total amount of attitude toward internet pornography is normal distribution. The frequency distribution of it was categorized into 3 categories by using the formula (maximum score- minimum score) divided by number of items which resulted interval of 8.67. So low attitude means 13 to 21.67, median attitude means 21.68 to 30.35 and high attitude means 30.36 to 39. High sexual attitude and perception level can be translated as conservative attitude toward sexual intercourse and pre-marital sex and low sexual attitude and perception level can be translated as liberal attitude toward sexual intercourse and pre-marital sex. The results showed the score range is 25 (range from 14 to 39), standard deviation=6.008, mean=26.43 and median=26.

#### **4.2 Analytic findings: Relationship among variables**

This session summarized hypothesis testing to examine

1. The relationship between level of knowledge of internet pornography and gender of respondents
2. The relationship between level of attitude toward internet pornography and gender of respondents
3. Relationship between attitude scale toward internet pornography and gender of respondents
4. Relationship between Socio demographic characteristics and level of practise toward internet pornography
5. Relationship between level of sexual attitude and perception scale and gender of respondents
6. Relationship between sexual attitude and perception scale and gender of respondents
7. Relationship between chat about sex related topic on social network and level of sexual attitude
8. Relationship between chat about sex related topic on social network channels and sexual attitude and percetion scale
9. Relationship between viewing pornogrphic pages on social entwork and level of sexual attitude and perception
10. Relationship between viewing pornographic pages on social network and sexual attitude and perception scale
11. Relationship between consuming internet pornography and level of sexual attitude and perception
12. Relationship between consuming internet pornography and sexual attitude and perception scale

13. Relationship between time spent on internet pornography and sexual attitude and perception scale

14. Consumer level and sexual attitude and perception scale

#### 4.2.1 Relationship between level of knowledge of internet pornography and gender of respondents

##### Level of knowledge toward Internet pornography

Level of knowledge toward internet pornography was assessed by 6 items and the total score for knowledge toward internet pornography was checked by normality test (Kolmogorov-Smirnov test). The result of total amount of knowledge toward internet pornography was not normal distribution. The frequency distribution of it was mean 5.23, median 6, standard deviation 1.116 and units vary from 1 to 6. In order to classify the variable into 3 categories, Bloom's classification (Bloom, 1956) was used and made cut off point at more than 80% for high knowledge, 60% to 80% for moderate knowledge and less than 60% for low knowledge.

Regarding to finding out the association between gender of respondents and level of knowledge toward internet pornography, the chi-square test was used and the level of statistical significant was 0.05.

Table 4.24 Relationship between level of knowledge of internet pornography and gender of respondents

Knowledge level	Male		Female		X <sup>2</sup>	P-value
	Freq:	%	Freq:	%		
Low	14	7	10	27.8	14.54	<b>.001</b>
Median	23	11.4	3	8.3		
High	164	81.6	23	63.9		

Statistical significant difference was found between male and female concerning with level of knowledge toward internet pornography at p-value less than 0.05 (p-value=0.001). Male gender had more high and median knowledge level than female gender while female had more low knowledge level. So it can be concluded that there was a significant difference between male and female concerning about knowledge toward internet pornography and male had higher knowledge than female.

#### **4.2.2 Relationship between level of attitude toward internet pornography and gender of respondents**

##### **Level of attitude toward internet pornography**

Level of attitude toward internet pornography was assessed by 13 items and the total score for attitude toward internet pornography was checked by normality test (Kolmogorov-Smirnov test). The result of total amount of attitude toward internet pornography is not normal distribution. The frequency distribution of it was categorized into 3 categories by using Bloom's classification (Bloom, 1956). High attitude or conservative attitude means score more than 80% (31.3 to 39), moderate attitude means score between 60% to 80% (23.5 to 31.2) and low attitude or liberal attitude means score less than 60% (13 to 23.4).

Regarding to finding out the relationship between gender of respondents and level of attitude toward internet pornography, the chi-square test was used and the level of statistical significant was 0.05.

Table 4.25 Relationship between level of attitude toward internet pornography and gender of respondents

Attitude level	Male		Female		X <sup>2</sup>	P-value
	Freq:	%	Freq:	%		
Low	148	73.6	8	22.2	36.24	.000
Median	52	25.9	27	75.0		
High	1	0.5	1	2.8		

Statistical significant difference was found between male and female concerning with level of attitude toward internet pornography at p-value less than 0.05 (p-value=0.000). So it can be concluded that there was a significant relation between attitude level toward internet pornography and gender.

Male gender had more low level of attitude (liberal attitude) toward internet pornography than female. Female gender had more median (moderate attitude) and high attitude (conservative attitude) toward internet pornography than male.

#### **4.2.3 Relationship between attitude scale toward internet pornography and gender of respondents**

Because the frequency distribution of total score of attitude toward internet pornography is not normal distribution, in order to access relation between scale level and gender of respondents, non-parametric test (Mann-Whitney test) was used to access relation between 2 independent variables.

Table 4.26 Relationship between attitude scale toward internet pornography and gender of respondents

##### **Mann-Whitney Test**

Porn Attitude Score	Frequency	Mean Rank
Male	201	107.3
Female	36	184.0
Total	237	

(Asymp. Sig. (2-tailed))= 0.000

According to the result from Mann-Whitney test, at the 0.05 level of significance, there is enough evidence to conclude that there is a difference in the score between male and female.

#### **4.2.4 Relationship between Socio demographic characteristics and level of practise toward internet pornography**

Statistical significant difference was found between gender and level of practise toward internet pornography at p-value less than 0.05 (p value=0.000). As seen in the following table, low practice level is predominantly high in female than male and there is no high practice level in female.

Concerning with marital status, statistical significant difference was found between single and married and level of practise toward internet pornography at p-value less than 0.05 (p value=0.039). Notably, more prevalence of moderate practice level was found in married respondents. In single respondents group high practice level is more than double of the married respondents group.

The result showed that there is no statistical significant difference between education level and level of practise toward internet pornography at p-value=0.230 which is more than significant value of 0.05.

According to analytic result concerning with type of jobs and level of practice toward internet pornography, the statistic showed no significant results with p-value 0.081. So it can be concluded that there is no significant relationship between type of jobs and level of practice toward internet pornography.

Regarding the relationship between monthly average income Myanmar kyats and level of practice toward internet pornography, there was statistical significant results at p-value less than 0.05 (p-value=0.003). According to frequency distribution of that figure, most of the respondents occupied to the income group of 50,000 to less than 100,000 kyats, 100,00 to less than 300,000 kyats and 300,000 to less than 500,000 kyats. There is no high practice level of pornographic user in above 500,000 kyats and less than 50,000 kyats of monthly average income. High level of practice was predominantly high in the income group of 50,000 to less than 100,000 kyats.

Concerning with living place of the respondents, there is no significant relationship between living in Myanmar and living at abroad with level of practice toward internet pornography.

Table 4.27 Relationship between Socio demographic characteristics and level of practise toward internet pornography

Socio demographic	Low practice		Moderate practice		High practice		X2	P-value
	Fre	%	Freq	%	Fre	%		
<b>Gender</b>							128.7	0.00
Male	13	6.5	111	55.2	77	38.3		
Female	31	86.1	5	13.9	0	0		
<b>Marital Status</b>							6.49	0.03
Single	39	17.8	104	47.5	76	34.7		
Married	5	27.8	12	66.7	1	5.6		
<b>Education level</b>							5.614	0.23
High school	2	8.7	9	39.1	12	52.2		
University	41	21.1	101	52.1	62	26.8		
Post graduated	1	10.0	6	60.0	3	30.0		
<b>Type of Job</b>							16.69	0.08
Government staff	0		2	66.7	1	33.3		
Company staff	21	28.4	31	41.9	22	29.7		
Own Business	4	10.0	20	50.0	16	40.0		
Family Business	0		18	58.1	13	41.9		
Study Guide	3	23.1	7	53.8	3	23.1		
Others	3	21.4	8	57.1	3	21.4		
<b>Monthly average income in kyats</b>							26.27	.003
Under 10,000	0		3	100	0			
10,000 to less than 50,000	2	40.0	3	60.0	0			
50,000 to less than 100,000	1	3.8	12	46.2	13	50.0		
100,00 to less than 300,000	17	18.5	38	41.3	37	40.2		



300,000 to less than 500,000	6	27.3	9	40.9	7	31.8		
Above 500,000 kyats	5	22.7	17	77.3	0			
<b>Living Place</b>							3.82	0.14
In Myanmar	37	17.2	105	48.8	73	34.0		
Abroad	7	31.8	11	50.0	4	18.2		

Age was not included in above table 4.27. Concerning about relationship between age and level of practice toward internet pornography, there was no significant relationship at p-value (0.283) which was more than 0.05.

#### **Level of sexual attitude and perception**

Level of sexual attitude and perception was accessed by 13 items and the total score for attitude and perception was checked by normality test (Kolmogorov-Smirnov test). The result of total amount of attitude toward internet pornography is normal distribution. The frequency distribution of it was categorized into 3 categories by using the formula (maximum score- minimum score) divided by number of items which resulted interval of 8.67. So low attitude means 13 to 21.67, median attitude means 21.68 to 30.35 and high attitude means 30.36 to 39. High sexual attitude and perception level can be translated as conservative attitude toward sexual intercourse and pre-marital sex and low sexual attitude and perception level can be translated as liberal attitude toward sexual intercourse and pre-marital sex.

Regarding to finding out the relationship between variables and level of sexual attitude and perception, the chi-square test was used and the level of statistical significant was 0.05.

#### 4.2.5 Relationship between level of sexual attitude and perception and gender of respondents

Table 4.28 Relationship between level of sexual attitude and perception and gender of respondents

Attitude level	Male		Female		X2	P-value
	Freq:	%	Freq:	%		
Low	63	30.3	2	2.7	92.82	.000
Median	122	58.7	23	30.7		
High	23	11.1	50	66.7		

Gender had relationship with level of sexual attitude and perception among the respondents in this study at p-value less than 0.05 as shown in table 4.28. Female had higher level of sexual attitude and perception than male. So it can be concluded that female had more conservative attitude toward and perception toward sexual intercourse and premarital sex

#### 4.2.6 Relationship between chat about sex related topic on social network and level of sexual attitude and perception

Table 4.29 Relationship between chat about sex related topic on social network and level of sexual attitude and perception

Attitude level	Yes		No		X2	P-value
	Freq:	%	Freq:	%		
Low	41	53.2	24	11.1	63.33	.000
Median	33	42.9	122	56.5		
High	3	3.9	70	32.4		

As shown in the table 4.29, there was a significant relationship between chatting about sex related topic on social network channels and level of sexual attitude and perception at p-value of 0.00 which was less than 0.05. Respondents who had

experience of chatting about sex related topic had more low level of sexual attitude and perception than who did not have experience.

#### 4.2.7 Relationship between viewing pornographic pages on social network and level of sexual attitude and perception

Table 4.30 Relationship between viewing pornographic pages on social network and level of sexual attitude and perception

Attitude level	Yes		No		X2	P-value
	Freq:	%	Freq:	%		
Low	64	25.9	1	2.8	47.32	0.000
Median	136	55.1	9	25.0		
High	47	19.0	26	72.2		

Viewing pornographic pages on social network was significantly related with level of sexual attitude and perception at p-value less than 0.05 (p-value=0.00). Respondents who had viewed pornographic pages on social network had lower sexual attitude and perception level than respondents who did not view. On the other hand, the respondents who did not view pornographic pages on social network had more high level of sexual attitude and perception than who did view.

#### 4.2.8 Relationship between consuming internet pornography and level of sexual attitude and perception

Table 4.31 Relationship between consuming internet pornography and level of sexual attitude and perception

Attitude level	Yes		No		X2	P-value
	Freq:	%	Freq:	%		
Low	64	27.0	1	5.3	20.66	0.00
Median	135	57.0	7	36.8		
High	38	16.0	11	57.9		

As shown in the table 4.31, consuming internet pornography was significantly related with level of sexual attitude and perception at the p-value of 0.00. The respondents who did not view or consume internet pornography had more high sexual attitude and perception than who viewed it.

#### **4.2.9 Relationship between sexual attitude and perception scale and gender of respondents**

Table 4.32 Relationship between sexual attitude and perception scale and gender of respondents

Sex Attitude Score	Frequency	Mean	Standard Deviation
Male	208	24.41	5.05
Female	75	32.03	4.79

$t=11.33$ ,  $p$  value= 0.00

The results indicate that there was significant difference in sexual attitude and perception between women and men,  $t = 11.33$ ,  $p = 0.00$ . That is, the average sexual attitude and perception score of male ( $M = 24.41$ ,  $SD = 5.05$ ) was significantly different from that of women ( $M = 32.03$ ,  $SD = 4.79$ ).

#### **4.2.10 Relationship between chat about sex related topic on social network channels and sexual attitude and perception scale**

Table 4.33 Relationship between chat about sex related topic on social network channels and sexual attitude and perception scale

Chatted about sex related topic	Frequency	Mean	Standard Deviation
Yes	77	22.03	4.77
No	206	28.08	5.58

$t=8.425$ ,  $p=0.00$

The results indicate that there was significant difference in sexual attitude and perception of the respondents who chatted about sex related topic on social network and that of respondents who did not chat at significant result of  $t = 8.425$  and  $p = 0.00$ . That is, the average sexual attitude and perception score of respondents who chatted about sex related topic on social network ( $M = 22.03$ ,  $SD = 4.77$ ) was significantly different from that of women ( $M = 28.08$ ,  $SD = 5.584$ ).

#### **4.2.11 Relationship between viewing pornographic pages on social network and sexual attitude and perception scale**

Table 4.34 Relationship between viewing pornographic pages on social network and sexual attitude and perception scale

Viewing pornographic pages on social network	Frequency	Mean	Standard Deviation
Yes	247	25.45	5.48
No	36	33.17	5.13

$t=7.956$ ,  $p=0.000$

The results indicate that there was significant difference in sexual attitude and perception of the respondents who viewed pornographic related pages on social network and that of respondents who did not viewed at significant value of  $t = 7.956$  and  $p = 0.00$ . That is, the average sexual attitude and perception score of respondents who viewed pornographic related pages on social network ( $M = 25.45$ ,  $SD = 5.48$ ) was significantly different from that of respondents who did not view. ( $M = 33.17$ ,  $SD = 5.13$ ).

#### 4.2.12 Relationship between consuming internet pornography and sexual attitude and perception scale

Table 4.35 Relationship between consuming internet pornography and sexual attitude and perception scale

Consuming internet pornography	Frequency	Mean	Standard Deviation
Yes	237	25.08	5.19
No	19	31.42	5.58

$t=5.088, p=0.00$

An independent-samples t-test was conducted to compare sexual attitude and perception in respondents who have being exposed to internet pornography and respondents who have not being exposed. There was a significant difference in the mean scores for respondents exposed ( $M=25.08, SD=5.195$ ) and no sugar ( $M=31.42, SD=5.581$ ) conditions at  $t 5.088$  and  $p$  value  $0.00$ . These results suggest there was an association between consuming internet pornography and sexual attitude and perception of respondents. Specifically, result suggests that when respondents consume internet pornography, their sexual attitude and perception scale becomes low.”

#### 4.2.13 Relationship between times spent on internet pornography and sexual attitude and perception scale

Table 4.36 Relationship between times spent on internet pornography and sexual attitude and perception scale

Time spent on internet pornography	Frequency	Mean	Standard Deviation
Less than once a month	34	29.24	3.72
1- 3 times a month	76	26.62	4.67
Once a week	45	24.84	3.79
Several times a week	74	22.26	5.25
Everday	8	20.38	3.46

“A one-way ANOVA was conducted to compare mean score of sexual attitude and perception by mean of time spent on internet pornography. There was a significant difference in mean score by mean of time spent on internet pornography at the  $p < 0.05$  level for the five category according to time spent [ $F = 18.441$ ,  $p = 0.000$ ]. Post hoc comparisons test revealed that there were significant differences between each and every groups of time spent on internet pornography. However, spent several time a week ( $M = 22.26$ ,  $SD = 5.258$ ) did not significantly differ from the spent everyday ( $M = 20.38$ ,  $SD = 3.462$ ). Taken together, these results suggest that time spent on internet pornography has associated with sexual attitude and perception of the respondents. Specifically, results suggest that when there is the more time spent on internet pornography, mean score of sexual attitude and perception becomes lower.

#### **4.2.14 Relationship between level of internet pornography consumer according to practice and sexual attitude and perception scale**

Table 4.37 Relationship between level of internet pornography consumer according to practice and sexual attitude and perception scale

Consumer category	Frequency	Mean	Standard Deviation
Low level consumer	44	29.91	3.42
Medium level consumer	116	26.12	4.25
High level consumer	77	20.77	3.97

In order to access this relationship, practice score toward internet pornography was categorized into 3 categories based on mean score (3.22) out of possible 5 points ( $SD = 1.549$ ). Categories are low level consumer (0 to 1.671), medium consumer (1.672 to 4.769) and high level consumer (4.77 to 5). In above table, 1 referred to low level consumer, 2 refer to medium consumer and 3 refer to high level consumer accordingly.

“A one-way ANOVA was conducted to compare mean score of sexual attitude and perception by mean of internet pornography consumer level. There was a significant

difference in mean score by mean of internet pornography consumer level at the  $p < 0.05$  level for the three categories according to time spent [ $F = 79.920$ ,  $p = 0.000$ ]. Post hoc comparisons test revealed that there were significant differences between each and every groups of internet pornography consumer level. These results suggest that internet pornography consumer level according to practice has associated with sexual attitude and perception of the respondents. Specifically, results suggest that the higher the practice level of internet pornography, the lower the mean score of sexual attitude and perception.

#### **4.2.15 Relationship between type of pornography consumer and sexual attitude and perception scale**

In order to access this relationship, consumer level was created by categorizing 4 types of consumer. High consumer represents the respondents who chatted sex related topic on social network, consumed pornographic pages on social network and also consumed internet pornography. Medium consumer represents the respondents who had either any two of 3 types of above action. Low consumer represents the respondents who had only one type of above action. No consumer had none of the above actions.

Table 4.38 Relationship between type of pornography consumer and sexual attitude and perception scale

Type of pornography consumer	Frequency (n=283)	Mean	Standard Deviation
No consumer	34	34.35	4.81
Low Consumer	18	30.67	4.04
Medium Consumer	157	26.39	4.72
High Consumer	74	21.85	4.74

“A one-way ANOVA was conducted to compare mean score of sexual attitude and perception by mean of type of pornography consumer. There was a significant difference in mean score by mean of type of pornography consumer at the  $p$  value less



than 0.05 level for the four categories according to type of pornography [ $F= 60.423$ ,  $p = 0.000$ ]. Post hoc comparisons test revealed that there were significant differences between each and every groups of type of pornography consumer. These results suggest that type of pornography consumer has associated with sexual attitude and perception of the respondents. Specifically, results suggest that the more type of pornography that respondents consumed, the lower the mean score of sexual attitude and perception.

## **Chapter V**

### **5.1 Discussion**

In this chapter, a brief description on major findings and their significant relationship with sexual attitude and perception scale will be discussed with its limitation and lesson learnt. Chapter will be concluded with recommendation with health policy approach.

#### **5.1.1 Socio-demographic characteristics of Young Urbanized Myanmar people who are consuming social networking channels**

The aim of this study is to explore the relation between consuming pornographic related materials on the internet (sex related chat on social network, pornographic related pages on social network and internet pornography) and sexual attitude and perception of the young urbanized Myanmar people. In order to reach the target audience, sample respondents were drawn from facebook. To locate respondents into sampling frame, one of the facebook groups which has reasonable number of members to get definable sample size to get significant results was chosen. Before conducting sampling, people with age not consistent with proposal (i.e age less than 18 years and more than 24 years) were not accounted in sampling. But even after excluding those ages, 3 respondents with not consistent age involved and answered the survey. These 3 respondents were excluded in analysing data for this study.

Total 312 respondents were contacted through facebook mail system and informed about survey. Total 307 respondents responded to contact and agreed to provide their personal email address to receive individual survey links. 5 respondents dropped out at first contact. This was happened because of those respondents inactivity on facebook during survey period. 2 respondents from that dropped out group replied only after survey period ended. It can be due to internet connection problem in Myanmar where there is frequent internet connection break down or slow down the speed. Or it might be possibly the respondents were at the place there was no internet service.

Total sample size for female is 78, in actual setting, 75 respondents answered the survey completely, 3 respondents clicked on “do not agree” button in consent page. There is no female respondent dropped out after first time contact. This might be concluded that female respondents were at the place with real time running internet connection. Gender had the significant relationship with dependent variables and which will be discussed briefly in this chapter at respected sessions.

Concerning with the age of the respondents, 21.9 % of the respondents were at the age of 21 at the time of survey and which was the highest frequency among the ages. Only 6.7% of respondents were at the age of 18 and which was the lowest frequency among the ages. So according to this age frequency, even though all the respondents were included in targeted population (Young people), but only 6.7% were from late adolescent age and the rest were included in youth age group. So caution should be considered while the findings of this study will apply to adolescent population. Analytical findings showed that age was not related significantly with dependent variables especially sexual attitude and perception scale and level.

Regarding to the descriptive finding on race and ethnicity, the most frequent ethnic group in the respondents was Bamar (73.1%) followed others (8.5%) and by shan (3.9%). According to national estimated figure on ethnicity Bamar is 68%, followed by Shan 9% and Kayin 7% accordingly (List of ethnic groups in Burma, wikipedia). So descriptive findings on race and ethnicity of this study were not in accordance with national figures. This might be due to that sample size is not enough to represent the national figure or might be due to popularity of this online torncity game across the different race and ethnicity.

Concerning with religious finding, Buddhist accounted for 89% of the respondents and Christian accounted for 6% of the respondents. Frequency of Buddhist religion was in consistent with national religious figure. (International religious freedom report, 2007).

Relationship between race and ethnicity and religion were not analyzed because it was not a main purpose of the study.

Regarding to the marital status, Married respondents only accounted for 7.8% of total respondents which indicates that in target age range (18 to 24 years), married percentage is obviously low which can lead the future study to measure sex life of single young people of that age range.

For education level, 100% of the respondents were educated and all respondents had at least high school education level. 87.6% contributed university education level. So in order to socialize on social network, education level (at least higher) is required to use social network. In Myanmar, high school education finish around 16 years of age, enter university education level at 18 years of age and university exit age may be varied depends on the institution. So it can be linked with age distribution of the respondents that more than 50% of respondents distributed around 20 to 22. This figure reflects the range of Myanmar people age and education level figures (education in Burma, wikipedia).

Concerning the living place of the respondents, 92.2 % of the respondents were living in Myanmar at the time of survey. Only 7.8% was living at abroad. It might be 2 reasons. The first one is that this torncity online game is texts based game and work well on slow internet connection likes Myanmar. So it is quite popular among Myanmar young people whereas young people from abroad more prefer to play advanced online gaming that requires high speed internet. The second one is that at that target age range, respondents tend to live in Myanmar and study rather than going abroad for study or employment.

Regarding with types of people in their environment, the most frequent type was living with parents followed by living with siblings. It can reflect the Myanmar custom that children will not leave their family when they get to 18 and live together with their parents and siblings. One of the peculiar points from findings on types of people in their environment, 4 respondents mentioned that they were living with their lover. In depth review on those respondents questionnaire sets revealed that all of those 4 respondents were living abroad at the time of survey. So it can be concluded that practice of living together after marriage can be found at the respondents who live outside of Myanmar.

For type of work, working at private company as a staff (42.7%) is the most frequent job type followed by working on own business (20.6%). Working as government staff was only 2% of the respondents. It might be due to that in Myanmar, use of internet as communication and business purpose is more common in private sector than government sector. Nowadays, government sector start to establish internet availability at their office, but private company internet usage is still higher than public sector. So staff from private company has more chance to be exposed to internet and social networking. Another thing might be that in Myanmar, private company employees earned more than government staff. So they can spend more money on internet than government staff.

For monthly average income, in term of US dollar, most respondents (110) had monthly income range from 114 US to 344 US. (1 US dollar= 871 kyats official exchange rate at 27<sup>th</sup> March 2013) which was in consistent with data from the world factbook by CIA. In this factbook, average GDP per capita per year 2012 was 1,400 US (1,400 US/12 months= 116 US per month). (The world factbook, CIA). There were 3 respondents who got monthly average income less than 10 US dollars, and those respondents were worked on own non specific business and other non specific business type that cannot be regarded as actual pay job.

### **5.1.2 Pattern of internet usage**

Before mid 2011, internet cafes are the main source of internet for personal use. But after introducing internet use on mobile phone at mid 2011, using internet at home become popular among young people. Findings showed that 40.8% mentioned they used internet at home. But popularity of internet cafe still persists and 32.8% mentioned that they used internet at internet cafe also.

Concerning with activities on internet, 246 responses (86% of total respondents) on social networking and 223 responses on chatting or using messenger for communication purposes. From the finding, respondents used internet for both business and entertainment purposes but using internet for education purposes and looking for personal health care is low. So it can be regarded as using internet for health care is not popular tools in Myanmar even though there are many health

information web sites on internet. It might be due to language barrier that most web site are in English terms with high medical terminology. So promotional activities toward internet users to find health information from internet as well as developing updated health information web site in local language with no highly technical terms for internet users need to be considered in future.

### **5.1.3 Pattern of social networking usage**

Findings from pattern of social networking usage revealed that most respondents used social network for the purpose to communicate with friends. As activities on social network, chatting with real life friends and online friends were the most activities on the social network. It can reflect the current situation of communication cost in Myanmar which is higher than other countries. So most people use social networking channels as a communication tool to get contact with people from both inside and outside of the country.

### **5.1.4 Prevalence of chatting sex related topic on the social networking channels**

The current chatting sex related topic on social network prevailed approximately 27.2% among 283 respondents. There were 69 male and 8 female in this 27.2%. Concerning with their chatted partner about sex topic, 50% were chatted with online friends (friends who have not met in real life) or strangers and 44% were chatted with their lovers. This situation can be divided into two parts. One part is chatting with online friends or strangers as they have not seen each other outside of internet, therefore they do not need to worry about lost of their personality or their value perceived by others. They do not need to show their real personality and character to their chat partner and it breaks barrier between two persons to talk about sexually related topics. By doing so, they can get arousal and can satisfy their sexual needs virtually. If they can satisfy their sexual desire virtually by doing sex chat and can stop at this level, it can be regarded as safe method to combat sexual desire of youth.

There is the study on perceived benefits of doing cybersex. The major benefits of using internet pornography are anonymity, accessibility and affordability.

Individual are able to access the online materials from the privacy of their own home without the potential embarrassment or criticism associated with being sighted at an adult book store. Moreover, cybersex does not place the participants at risk for sexually transmitted infections.

But if they are not able to satisfy at this cybersex level and try to advance to satisfy their sexual desire, it can lead to risk sexual behavior and practice (eg. Unprotected anal, vaginal and oral sex, multiple sex partners, sexual intercourse without using contraception). (High risk sexual behavior and practice, webmed)

Another part is chatting sex related topic with their lover. It can be also viewed on two different ways. If they could stop at chatting level on internet, it can reduce their chance of getting premarital sex between lovers. But if they could not be satisfied with chatting and try to advance to get more sexual pleasure, it can lead to premarital sex or unprotected sex.

#### **5.1.5 Relationship between chatting sex related topic on the social networking channels and sexual attitude and perception**

There was significant association between chatting sex related topic on the social network and sexual attitude and perception in terms of both level and scale. Respondents group which have been exposed to sex chat had lower sexual attitude and perception level compare with who did not have. In term of score, the respondents who had been exposed to sex chat had lower median score than who did not have. Lower sexual attitude and perception level or score can be translated as liberal attitude toward sexual intercourse and premarital sex. So it can be concluded as chatting sex related topic on social networking channels has significantly associated with liberal attitude toward sexual intercourse and premarital sex, which in turn can lead to unprotected sex, unwanted pregnancy and other adverse affects of sexual intercourse.

#### **5.1.6 Prevalence of consuming pornographic related pages on social networking channels**

Among 283 respondents, 87.3% had been exposed and ever visited to pornographic related pages on social networking channels. Pornographic related pages

on social network are created by many people with various intentions. Some created it to advertise their pornography web sites among social network users, some created it to share pornographic materials among users, some attracts their pages (not purposely pornographic pages) by posting pornographic materials. Advantages to use social networking for pornography are that internet service providers of the country unable to banned or restricted as it is loaded on social network and it is more easy to reach the audience with nearly free of charge.

Among respondents, 97.6% of male respondents being exposed to pornographic related pages on social network and 58.7% of female respondents being exposed to these pages. 70% of respondents had positive view on those pages by showing turn me on (35.7%) and exciting (34.3%). Only 1.8% of respondents mentioned as negative view by showing disgusting.

Based on above facts, exposure level to those pages was at least above 50% and satisfying level to those pages was at least 70%. And their most frequent perception of turn me on and exciting could lead to changing their sexual attitude and perception to liberal side which will be mentioned in next topic.

There was significant association between consuming pornographic related pages on the social network and sexual attitude and perception in terms of both level and scale. Respondents group which have been exposed to those pages had lower sexual attitude and perception level compare with who did not have.

In future, there will be more advancement in technology, the faster of internet connection and more development of pornographic pages on social networking channels, young people will have more change to be exposed to those pages.

#### **5.1.7 Prevalence of consuming internet pornography and knowledge, attitude and practice toward internet pornography**

Among 283 respondents, 90.5% knew about pornography on the internet and 83.7% being exposed to pornography websites (internet pornography). 97.6% of male respondents and 72% of female respondents being exposed to internet pornography



which was highest prevalence among 3 types (chatting about sex related topic, pornographic related pages on social network and internet pornography).

Knowledge toward internet pornography was assessed by 6 items and knowledge level was categorized into 3 levels. Among 237 respondents, 78.9% of respondents had high knowledge level. Both gender had high knowledge level more than 50% (81.6% in male and 63.9% in female). So it can be concluded as most respondents had high knowledge level concern with internet pornography. Among gender, there was also significant difference between male and female. Male had more high knowledge level than female. It might be due to that male more preferred to consume internet pornography than female, so their knowledge level about internet pornography was also high.

Concerning with attitude toward internet pornography, there were 3 level to access attitude and found that 65.8% of respondents reported as low attitude level. 33.1 percentages contributed for moderate level and the rest of respondents reported as high attitude level. In this classification, low attitude level means liberal attitude to internet pornography and high attitude means conservative attitude toward internet pornography. So more than half of the respondents had liberal attitude toward internet pornography and which can lead the respondents to consume internet pornography more and more. Detailed review on 13 attitude likert scale session revealed that most respondents perceived positive views on negative sentence. They perceived internet pornography as stress relieving tools or entertainment tools. And also they did not regard pornography as a negative things or sinful things or disgust things. While concerning with restriction on internet pornography or avoidance of internet pornography, respondents mentioned their moderate attitude. By mean of gender, most of the female (75%) had moderate level of attitude toward internet pornography while most of male had low level of attitude (73.6%) . Only one from each gender had high attitude toward internet pornography. These findings portrayed the findings from Gudran Wallmyr which showed the majority of female (61.0%) portrayed their attitude about pornography in negative terms compared with males (29.3%).

Regarding with how those respondents exposed to internet pornography, only 19.8% responded that it was accidental. More than 50% of respondents viewed internet pornography at least once a week. Only 14.3% of respondents viewed less than once a month. So according to this finding, more than 50% of respondents had regular exposure to internet pornography at least once a week. Analysis results of accessing association between time spent for visiting and viewing internet pornography shows that the more respondents viewed internet pornography, the fewer their mean score of sexual attitude and perception. So it can be concluded that sexual attitude and perception of young people can be also associated with frequency of internet pornography consuming.

Most of the respondents (227 responses, 68.6%) viewed internet pornography alone. Even though there were many liberal attitude level toward internet pornography that means respondents did not think consuming pornography is sinful or dirty things or disgusting matter, but respondents still viewed internet pornography alone or might be they reluctant to other people know about their practice on internet pornography. 19.6% of respondents viewed together with their friends. By mean of gender, male more tended to view internet pornography alone than female. It was more common for the females to watch internet pornography with boyfriends than it was for male to watch with girlfriends. This finding shows in accordance with the result form the study by Gudran Wallmyr (Young people, pornography and sexuality: source and attitude).

Concerning with the sources for pornographic websites, 50% of respondents got from searching on the internet. It can be compared with the percentage of respondents looked information for personal health care on the internet (3.7%). It can be concluded that respondents preferred to look pornographic things on the internet then personal health care.

87.7% of respondents viewed pornography as exciting or turning sex drive things. Only 1.7% of respondents mentioned pornography as disgusting matter. So according to this finding, young people in Myanmar already had positive view on pornographic materials and it will be difficult to change their view. But one good

finding was that only 6.3% of respondents responded as pornography made them to try what they saw. So if proper intervention will be set up to block transformation of knowledge to practice about what they have learnt from internet pornography can reduce risky sexual practice of young people.

26.6% of respondents viewed pornography with the reason of “it is cool”. It can be translated as they liked the feeling of consuming internet pornography and they viewed pornography as one form of entertainments. 25.3% of respondents viewed pornography to learn more about sexuality or sexual intercourse. So it can be concluded as in the absence of proper sex education program in Myanmar, young people learnt sexual intercourse related knowledge from pornographic materials.

Regarding to sources of information for sexual intercourse, the most frequent source was from internet followed by pornographic movie and other media (journals and books). But in this case, the reliability and safety of the information should be considered carefully. 3 respondents learnt from school and 1 respondents learnt from parents. If proper sex education program can implement in future, it can provide more reliability and safer information for young people. Information got from peer was 57 respondents. So peer to peer information sharing and education should be also considered to be an effective way for sex education.

#### **5.1.8 Relationship between socio-demographic characteristics and level of practice toward internet pornography**

Practice toward internet pornography was accessed by 5 questions and score ranged from 0 to 5. There were 3 levels of practice toward internet pornography. Relationship between socio-demographic characteristics was analyzed by chi square.

There was significant association between male and female practice level on internet pornography. Most of the female (86.1%) contributed into low practice level whereas most male involved in moderate (55.2) and high practice level (38.3%). It might be due to that male are more openly to communicate about sex related topic than female. They communicate with their peer, share information and also share pornographic materials with peer.

Concerning with marital status, singles tended to have more high practice level (34.7%) than married respondents (5.6%). Single could spend their time on internet and internet pornography more than married respondents and also single could have a chance to view internet pornography alone.

There was significant association between monthly average income and practice level on internet pornography. High practice level respondents are distributed among the income group of (50,000 to less than 100,000, 100,000 to less than 300,000 and 300,000 to less than 500,000). This might be two different reasons depend on income. Monthly average income less than 50,000 was unable to access internet pornography very often and they were unable to spend money for pornographic materials. On the other hand, for the income of above 500,000 kyats, the respondents might have less time to spend on pornography because of nature of their highly paid job.

#### **5.1.9 Sexual attitude and perception scale**

Sexual attitude and perception scale was accessed by 13 items which included both positive and negative items. This scale was based on Brief sexual attitude scale by Hendrick (1987). In order to suit with local and cultural contents, some of the items were modified. Validity of the scale was checked by experts.

#### **5.1.10 Relationship between consuming internet pornography and sexual attitude and perception**

There was significant association between consuming internet pornography and sexual attitude and perception in terms of both level and scale. Respondents group which have been exposed to internet pornography had lower sexual attitude and perception level compare with who did not have. In term of score, the respondents who had been exposed to sex chat had lower mean score than who did not have. Lower sexual attitude and perception level or score can be translated as liberal attitude toward sexual intercourse and premarital sex. So it can be concluded as consuming internet pornography had significantly associated with liberal attitude toward sexual

intercourse and premarital sex, which in turn can lead to unprotected sex, unwanted pregnancy and other adverse affects of sexual intercourse.

In term of time spent on internet pornography by respondents, it shows that the more frequent use of internet pornography, the less mean score of sexual attitude and perception. There was a finding of previous study about association between frequent use of pornography and sexual offense. For example, [Malamuth and Huppig \(2005\)](#) found that for most young men, a high rate of pornography use did not predict sexual aggression but frequent users who also scored high on other individual risk factors were significantly more likely to have engaged in sexual aggression than those who used pornography more seldom or not at all. Male high frequency users of pornography reported a higher amount of sexual permissiveness, more lifetime sexual partners and more intense substance use than non-users ([Carroll et al., 2008](#)).

#### **5.1.11 Online anonymous data collection for study**

Total 312 respondents (234 male and 78 female) were drawn as a sample. 307 respondents provided mail address to receive questionnaires from SurveyMonkey. Among those 307 respondents, 9 respondents (2.9%) clicked on “don’t agree to answer” button on consent form. Among remaining 298 respondents, 15 respondents dropped off while answer the questionnaires (14 respondents dropped off on the first page of questionnaires and 1 respondents dropped off at question 08. Total 283 respondents (208 male and 75 female) completed the whole questionnaires.

Survey started on 23 February 2013 and ended on 14 March 2013. It took 20 days to complete with 312 respondents. After sending 1<sup>st</sup> mail through surveyMonkey system, there were only 127 respondents till March 4. So second reminder mail was send on 5<sup>th</sup> March and number of response increased per day. Apart from the reminder mail, there needed to put reminder post in the group about survey. There were some feedbacks from respondents about survey and Surveymonkey. They would like to know results of survey that they participated. They also mentioned about surveyMonkey by saying that it was user friendly, easy to use and free to answer. Average survey time was 14.35 minutes and range from 8 minutes to 30 minutes.

One of the disadvantages of SurveyMonkey was that when some of the pages had many words, so it consumed much time to load. Some people complained about time consuming problem of loading survey page. But for the place where internet connection is good, this problem can be easily avoided.

#### **5.1.12 Advantages of Online survey**

Cost effectiveness- only cost for purchasing SurveyMonkey system. It could save travel costs, research assistant recruitment cost, and printing cost for questionnaires.

Time saving- Even though online survey was time consuming (2 weeks to reach 307 respondents), it could save time for data entry and also while collecting data and not finish the survey, SPSS data source could get instantly without delay.

Validity of SPSS data entry- It could provide instant SPSS data format soon after respondents answered the survey and entry into SPSS automatically, validity of SPSS data set was highly valid.

Anonymously- respondents could answer all the survey questions anonymously without being traced or followed up by others, it could provide stress and bias free environment for respondents.

#### **5.1.13 Disadvantages of online Survey**

Difficult to valid the socio demographic characteristics of respondents and invalid information may be expected to rise from respondents.

Only accessible to the respondents who has internet access (limited coverage).

### **5.2 Conclusion**

Results of this study shows that chatting about sex related topic on social network, consuming pornographic related pages on social network and consuming internet pornography (pornographic webpage) have significant association with sexual attitude and perception among respondents. Moreover, there were significant associations between gender and sexual attitude and perception scale, knowledge,

attitude and practice toward internet pornography. Those significant associations will provide explanations for hypothesis of this study.

Moreover, in sociodemographic characteristic, only some factors were associated with practice toward internet pornography and some factors were not associated with it. Practice toward internet pornography was not associated with respondents' education level, type of job and living place. But it was associated with gender, marital status and monthly average income.

Prevalence of internet pornography among respondents was 83.7% regardless of gender, so young people in Myanmar was already exposed to internet pornography. Above association results revealed that internet pornography was associated with liberal sexual attitude and perception which can lead to early exposure to sexual intercourse, risky sexual behavior, premarital sex and can also make young people vulnerable to sexually transmitted infections.

### **5.3 Limitation**

This study was only conducted in one facebook group and its' member between age 18 to 24 Myanmar people, so the findings could not represent the whole characteristics of young Myanmar people who are using social networking channels. So if these findings should be used with caution when apply to other population.

Because this was cross-section study, it could not reveal cause and effect relationship between interest variables. And the probability of reverse causality should be also accounted.

Because data collection type was done through online, even though all the available information was used to confirm demographic characteristics of the respondents through online, there were some possible invalid demographic characteristics such as age and gender.

The structured type of questionnaire could limit the more information and qualitative findings.

Even though, all the questions were translated into user friendly, non-technical and daily used terms to suit with respondents, because of online survey, the respondents couldn't ask back if they were not clear about some question. This limitation should be also considered in this study.

Although respondents gave consent to participate in survey, because of internet connection problem, some respondents dropped off during answering to survey. This dropped off number should be also considered while calculation sample size for the study.

Female respondents contributed only 25% of total respondents. So learned less from female perspectives due to limited female respondent number.

#### **5.4 Recommendation**

Due to the international nature of the Internet, [Internet pornography](#) carries with it special issues with regard to the law. There is no one set of laws that apply to the distribution, purchase, or possession of Internet pornography. Only the laws of one's home nation apply with regard to distributing or possessing Internet pornography. This means that, for example, even if a pornographer is legally distributing [pornography](#), the person receiving it may not be legally doing so due to local laws.

Some areas of legal concern regarding adult pornography are:

- Prohibiting certain or all types of pornography that are illegal within a government's jurisdiction. For countries that do not prohibit all pornography, this might include pornography featuring violence or bestiality, for example.
- Preventing those under the legal age (for most this means a minor under 18 or 21) from accessing pornographic content.
- Enforcing laws designed to ensure that performers in pornography are of legal age.



This above paragraph referred to the situation and some legal rules toward internet pornography. In Myanmar, there is also banning and restriction system on internet pornography being accessed by users. But nowadays, by using advanced technology, pornographic websites can be accessed by using firewall or proxy software to bypass restriction of the stakeholders or internet service provider. Moreover, downloaded materials from internet can also easily available at road side video shop or in the market. So in real situation, it is not practical to ban or set restricted law against internet pornography.

Around 89% (indent) of people in Myanmar are Buddhist, like all religions, Buddhism takes a strong ethical stand in human affairs and sexual behaviour in particular. In the five precepts of common formulation of Buddhist ethics, the third precept is “Refraining from committing sexual misconduct/practicing contentment”. (Winton Higgins, 2000) This sexual misconduct/practicing contentment are not directly referred to use of internet pornography. But liberal attitude and perception toward sexual intercourse can be linked with premarital sex and other sexual misconduct.

In order to reduce unwanted results from consuming internet pornography, there are some recommendations based on the findings of this study.

#### 1. Sex education program

Develop comprehensive sex education program in line with local and cultural context.

Sex education program should be embedded in teaching curriculum at school level, university level and job entry level.

Sex education program should cover not only preventive aspects of sexually transmitted infections; it should also aim to provide information about safer sex.

Sex education curriculum should able to overcome sex information from pornography.

2. Parental awareness on internet pornography

Raise parental awareness on emergence of internet pornography. So they can keep their eyes on their children not to become victims of internet pornography.

Also barriers between parents and children about sex education should be narrow down. So parents can aware about their children sexuality.

3. Promotion of good purposes of internet usage

Promote good purposes of internet usage among adolescent and young people. Adolescent and young people should be advocated about good use of internet such as for education purpose, business purpose or other opportunity for their life career.

4. Develop sex education and updated health information website in local language.

5. Promotion of religious activities among young people can refrain them from being exposed to pornography, premarital sex and early exposure to sexual intercourse.

### **Recommendation for future study**

1. Future study on association between internet pornography and sexual behavior and practice should be conducted. If possible, study should be conducted on adolescent age group to know adolescent sexual practice.

2. Because this is cross sectional study, it cannot reveal cause and effect of the interest variables. So if conditions are available, study should be conducted to evaluate cause and effect of the interest variables.

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**APPENDICES**



## APPENDIX A

### Participant information sheet

Title of research project ... Sexual perception and attitude of young urbanized Myanmar people consuming internet pornography and social networking channels

Principle researcher's name .....Mr. Aung Hein..... Position ...MPH student.....

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1. You are being invited to take part in a research project. Before you decide to participate it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and do not hesitate to ask if anything is unclear or if you would like more information.

2. This research project involves "attitude and practice toward internet pornography and sexual attitude and perception of young urbanized Myanmar people consuming internet pornography"

3. Objective (s) of the project. Are

3.1 To find out the levels of knowledge, attitude and practice toward internet pornography by young urbanized Myanmar people from MMTCP facebook group

3.2 To know the relation of watching internet pornography and sexual attitude and perception of young urbanized Myanmar people

4. Details of participant.

The participants are young urbanized Myanmar people of both male and female age ranged from 18 to 24 from MMTCP (Myanmar torncity players) facebook groups. They are members of MMTCP group and they use facebook as an internet social network. They may be from currently living in Myanmar and some may be from abroad. In order to use internet, people have ability to read and write of both English and Myanmar language. So as they are facebook user, they can read and understand both English and Myanmar language. The one who isn't willing to participate or who couldn't provide personal contact email to send survey link will be excluded. This study needs at least 312 eligible participants.

The potential participants who involve in sample are approached by me, Mr. Aung Hein (Primary investigator) through facebook mailing system. The participants have been invited to be a part of this study because you are the one of members of MMTCP (Myanmar torncity players) facebook group and between age of 18 to 24 years.

5. You will be informed about aims and objectives of this study, nature of the questions involved in this survey, you have the right to withdraw anytime during responding the survey and also explained about nature of web surveymonkey and its privacy and confidentiality. Once you accept to participate in this survey, I will ask your contact email address to send unique email link to your mail through surveymonkey email inviting system. You can click on the link in this mail to access to survey questions. You will have to respond a series of questions including general information, internet usage, social networking usage, knowledge, attitude and practice toward internet pornography and sexual attitude and perception. Although I have to know your email address, but I am not able to track your answers because all of your answers will go directly to surveymonkey and will be stored in data set with code number. I am not able to check against code number with your email address. So all of your answers will be completely anonymous and even primary investigator myself cannot access to this. This will take 20 to 30 minutes to complete. Only presenting the research result will be performed and the rest information will be kept highly confidential.

## Participant information sheet (Cont:)

6. Process of providing information which also be stated in the proposal.

6.1 According to web survey system, one of the disadvantages are participants cannot ask or clarify the meaning of the questions during responding survey questions. In order to avoid this weak point, questions in this survey use the terms that everyone can understand easily and which reflects the terms of our daily usage. All the questions are translated by expert person who knows well about Myanmar language. On the first page of surveymoney, explanation about the purpose of project will be provided and you can keep one copy for yourself by direct downloading it. Upon your voluntary participation, you will be requested to click on agree to participate in survey button and you will get copy of your informed consent form through your mail. If you are not able to agree to participate in survey, you can click on "don't agree to participate button" and the survey link will be skipped to the last page.

6.2 The questionnaire is available in Myanmar language and you can respond anytime through SurveyMonkey system. (One important thing I would like to request you is that you have to finish it in one time as this survey link is single use only to prevent multiple submissions).

7. Brief explanation on SurveyMonkey online survey System

Survey monkey is the world's leading provider of web-based survey solutions, trusted by millions of companies, organizations and individuals. They provide the tools powerful enough for professional researchers and also easy enough for a survey novice. SurveyMonkey packs its' solutions with over 10 years of experience in survey methodology and web technology so customers can be confident in the quality of the data. SurveyMonkey is used by many businesses, academic institutions, and organizations of all shapes and sizes. Literally millions of people use SurveyMonkey for everything from customer satisfaction and employee performance reviews, to course evaluations and research of all types.

Survey Collector

A collector determines how survey reaches to respondent audience. After survey was designed, a collector is what allows respondents to access the survey and submit their responses. Surveys could be posted on a Facebook wall; email out invitations, or even embed it on company website to get responses.

Surveymonkey provides 4 different ways to collect responses from respondents.

1. Web link collector

Collect anonymous surveys by posting a link on a website, or email it using your own email.

2. Email invitation collector

Send to respondents through "unique" links delivered by our mail server.

3. Facebook collector

Post a link on a Wall or embed the survey on a Page.

4. Website survey collector

Embed your survey on your website or display it in a popup window.

Email Collector:

The Email collector enables you to create an email distribution list, customize the invitation message, schedule the delivery, and manage/track your survey respondents. (But tracking option can be removed to make sure well being of respondents).

Features of the Email Collector:

Track your respondents: The Edit Recipients section shows the status of the emails. Here you can check how many Responded, Unresponded, or drop outs you currently have. It also shows the number of emails that are Unsent/New. (But the investigators unable to access their answers by removing save email to the answers option. So investigators can only access overall analysis and raw data rather than individual data)

Send a Reminder Email

Investigator can resend a message to those respondents in an existing Email collector and list who have not answered the survey or partially answered it. When investigator access the collector with the list that has already been sent one initial message, send a message to those in the No Response status.

**Participant information sheet (Cont:)**

You will not harm due to the participation of this project. The participation in this research is voluntary and you have right to refuse or withdraw it at anytime on your benefit. (You can click on withdraw button at the foot of each page of survey).

9. You can stop or refuse the questions or skip the questions throughout any time if you feel uncomfortable or inconvenient to answer.

10. There is no remuneration or gift for participate in research.

11. Information that directly related to you will be kept confidential. Results of this study will be reported as an overall statement with anonymity. Survey money also follow and use web security system to prevent their data bank from accessing by unauthorized person.

12. In case you have any inquiry or need further information, please contact the research at all time. Should the researcher have any additional information which may benefit or may harm regarding the research project, the researcher will inform you immediately so that the research subjects may review if they are still voluntary to take part in the research project.

13. If you find out that I does not perform upon participants as indicated in the information, the participants can report the incident to the Ethics Review Committee for Research Involving Human Research Subjects, Health Sciences Group, Chulalongkorn University (ECCU). Institute Building 2, 4th Floor, Soi Chulalongkorn 62, Phyathai Rd., Bangkok 10330, Thailand, Tel: 0-2218-8147 Fax: 0-2218-8147 E-mail: eccu@chula.ac.th.

## APPENDIX B

### Informed Consent Form

I who have signed here below agree to participate in this research project

Title "Sexual perception and attitude of young urbanized Myanmar people consuming internet pomography and social networking channels"

Principle researcher's name .....Mr. Aung Hein.....

Contact address Room 202/3-4 Soi sriayuthaya 2-4, Sirayathaya Road, Prayatai Distric  
Rajthavee, Bangkok 10400

Cell phone ... 0860978263..... E-mail: ..aunghein.dr@gmail.com.....

I have read about rationale and objective(s) of the project, what I will be engaged with in details, risk/ham and benefit of this project. The researcher has explained to me and I clearly understand with satisfaction.

I willingly agree to participate in this project and consent the researcher to respond serious of questions in this SurveyMonkey online survey which covers general information, internet usage, social networking usage, knowledge, attitude and practice toward internet pomography and sexual attitude and perception.

The responding time will be last approximately 30 minutes and will be done only one time.

I have the right to withdraw from this research project at any time as I wish with no need to give any reason. This withdrawal will not have any negative impact upon me

Researcher has guaranteed that procedure(s) acted upon me would be exactly the same as indicated in the information. Any of my personal information will be kept confidential. Results of the study will be reported as total picture. Any of personal information which could be able to identify me will not appear in the report. And also all my answers to the questions will be directly import to SurveyMoney data collector with the code and even researcher himself cannot access to my answers. Researcher cannot also trace my answers through my contact email.

If I am not treated as indicated in the information sheet, I can report to the Ethics Review Committee for Research Involving Human Research Subjects, Health Sciences Group, Chulalongkorn University (ECCU). Institute Building 2, 4 Floor, Soi Chulalongkorn 62, Phyat hai Rd., Bangkok 10330, Thailand, Tel: 0-2218-8147 Fax: 0-2218-8147 E-mail: eccu@chula.ac.th,

I also have received a copy of information sheet and informed consent form through email from SurveyMonkey.

**\*1. Do you agree to involve in this survey by answering the online survey form?**

Yes. I agree

No. I don't agree and want to quit

## APPENDIX C: QUESTIONNAIRE

### Section 1: Socio-demographic characteristics

In this session, you will have to answer the question about socio demographic characteristics likes gender, age, race and religions, your education and working status.

(All the answer will directly go to surveymonkey survey and no one can trace or review your individual answer. All the data will be kept with high privacy)

#### 2. Gender of respondent

- male  
 female

#### \*3. What is your age in completed year?

Age

#### \*4. What is your race/ethnicity?

- Kachin  
 Kaya  
 Kayin  
 Chin  
 Mon  
 Bamar  
 Rakhine  
 Shan  
 Others

#### \*5. What is your religion?

- Buddhist  
 Isalam  
 Christian  
 Hindu  
 Others

#### 6. Marital Status

- Single  
 Married  
 Divorced

#### \*7. Have you ever attended the school?

- Yes  
 No

**\*8. What is the highest level of schooling you completed?**

- Primary
- Middle
- High
- University
- Post-graduate

**\*9. Are you currently attending regular school, college or university?**

- Yes
- No

**\*10. Have you ever worked for pay?**

- Yes
- No

**\*11. Are you currently working for pay?**

- Yes  
 No

**\*12. What type of work do you do?**

- Government staff  
 company job  
 Own business  
 Family Business  
 Study Guide  
 Others, please specify

**13. On average, how much money do you earn monthly? in kyats**

- Under 10,000 kyats  
 10,000 to less than 50,000 kyats  
 50,000 to less than 100,000 kyats  
 100,000 to 300,000 kyats  
 More than 300,000 kyats

**\*14. Where do you live?**

- In Myanmar  
 Abroad

**\*15. Who do live together with you? (multiple responses)**

- Alone  
 parents  
 siblings  
 Friends  
 Work partners  
 Others

## Session 2: Internet Usage

In this session, you will have to answer about internet usage and place of internet use.

### \*16. Where do you use internet? (multiple response)

- At home
- internet cafe
- Training centre
- school
- work place
- others

### 17. What do you do on internet? (multiple response)

- Education purposes
- Shopping/gathering product information
- Entertainment (movie/song)
- Work/Business
- Chatting/Messenger
- Social Networking/facebook
- Looking for personal health care
- Others

### \*18. Do you have private internet access?

- Yes
- No



### Session 3: Social Network Usage

In this session, you will have to answer about social networking usage including activities on social networks, type of social networks use, purposes for usage and sex related chat or message on social networking channels. (All the answer will directly go to surveymonkey survey and no one can trace or review your individual answer. All the data will be kept with high privacy)

#### 19. Which social network channels do you use? (multiple response)

- Twitter
- Facebook
- Google+ (Gtalk)
- Myspace
- Friendster
- Tango
- Hi5
- viber
- MIRC chat
- Skype
- Others

#### 20. Which purpose do you use social network channels for? (multiple response)

- Business purpose
- To get new friends
- To communicate with friends
- To communicate with relatives
- Entertainment
- Romantic
- Education
- Others

#### \*21. On average, How much times do you use social network channels?

- Less than once a month
- 1-3 times a month
- Once a week
- Several times a week
- Every day
- Several times a day

**\*22. What activities do you usually do on social network? (multiple response)**

- Looking for information
- Chatting with real life friends
- Chatting with relatives
- Chatting with online friends
- Chatting with strangers
- Sharing pictures
- Sharing music and video
- others

**\*23. Do you have experience about chatting sex related topics on social network channels?**

- Yes
- No

**\*24. To whom do you usually chat about sex related topics on social network channels? (multiple response)**

- Real life friends  
 online friends or Strangers  
 Lover

**25. Do you enjoy of chatting about sex related topics on social network channels?**

- Yes  
 No  
 Others

**\*26. Do you feel guilty yourself about chatting sex related topics on social network channels?**

- Yes  
 No  
 Others

**\*27. On average, How much times do you spend on chatting sex related topics on social network channels?**

- Less than once a month  
 1-3 times a month  
 Once a week  
 Several times a week  
 Every day  
 Several times a days

**\*28. Have you ever visited pornographic related pages on social network channel (pages that showing nudity picture of both men and women or pages that showing sexual intercourse picture or video clip of both men and women)?**

- Yes  
 No

**29. How do you feel after viewing pornographic related social pages? (multiple response)**

- Turns me on
- Exciting
- Disgusting
- Turns me off
- Indifferent
- I become depressed
- I become upset
- Make me want to try what I saw
- I believe the pornography I have seen has had no influence on me
- Others

**30. On average, How many times do you visit pornographic related social pages?**

- Less than once a month
- 1-3 times a month
- Once a week
- Several times a week
- Every day
- Several times a day

**Session 4** Knowledge, attitude and practice on internet pornography

In session 4, you will have to answer your view on internet pornography in term of Knowledge, attitude and practice. (All the answer will directly go to surveymonkey survey and no one can trace or review your individual answer. All the data will be kept with high privacy)

**\* 31. Have you ever heard about pornography (Sexually explicated materials) can be accessed on internet? (Pictures with clearly exposed genitals, Video with clearly exposed genitals, Pictures in which people are having sex, Video in which people are having sex on websites and also in downloaded version**

Yes

No

**\*32. Have you being exposed to any pornographic website?**

Yes

No

### Knowledge on internet pornography

In this question, you will have to answer your knowledge on pornography on the internet. There are 3 answers to choose. Please choose the best one that come out of your mind.

If the sentence that mention is correct, please choose "Yes".

If the sentence that mention is not correct, please choose "No".

If you don't know the answer, please choose "Don't Know".

#### \*33. Knowledge Session about internet pornography

	Yes	No	Don't know
Pornography is the explicit portrayal of sexual subject matter for the purpose of sexual gratification.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pornography can be seen in a variety of media, such as books, magazines, film, video, and video games.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is free to access and download internet pornography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some internet pornography websites charge money to access or download.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are Myanmar porn websites on the internet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downloaded internet pornography can be bought in the market.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Attitude toward internet pornography

In this question, you will have to answer your view on internet pornography.

If you agree the sentence, please choose "Agree".

If you are neither agree nor disagree, please choose "Neutral".

If you don't agree the sentence, please choose "Don't agree".

(All the answer will directly go to surveymonkey survey and no one can trace or review your individual answer. All the data will be kept with high privacy)

#### \* 34. Attitude toward internet pornography

	Agree	Neutral	Don't agree
Pornography can be addictive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pornography can have a negative effect on an individual and his/her family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watching pornography is a fun way to relieve stress.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pornography is dangerous.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Someone can learn new things from watching pornography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pornography increases your sexual drive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pornography is a form of entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watching pornography is a dirty and sinful thing to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am disgusted by pornography.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pornography should be avoided.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pornography is okay in moderation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pornography should be forbidden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that pornography is harmful to a relationship.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**\*35. How did you expose to internet pornography?**

intentionally

Accidentally

**\*36. Have you ever visited and viewed any pornographic websites intentionally?**

Yes

No

**\*37. How many times do you visit and view any pornographic websites?**

Less than once a month

1-3 times a month

Once a week

Several times a week

Every day

Several times a day

**38. Which type of pornographic materials do you view? (multiple response)**

Movies

Pictures

Writing Scripts

others

**\*39. Do you download sexually explicated materials from internet to view?**

Yes

No

**40. Who did view together with you? (multiple response)**

Alone

Friends

siblings

lover

Work partner

other

**41. How do you get the address of these websites? (multiple response)**

- From web search
- From friends
- From social networking sites
- Others

**\*42. Do you share or give this address of pornographic websites to others? Not sharing on facebook**

- Yes
- No

**\*43. Do you share your downloaded sexually explicated materials to other people? With CD/DVD or memory stick**

- Yes
- No

**44. After viewing this pornography websites, how do you feel most?**

- Turn me on
- Exciting
- Disgusting
- Turns me off
- Indifferent
- I become depressed
- I become upset
- Make me want to try what I saw
- I believe the pornography I have seen has had no influence on me
- others

**\*45. Did you spend money to get pornography?**

- Yes
- No

**46. What is the most common reason for viewing pornography?**

- Everyone does it
- Curiosity
- It's cool
- To get aroused
- To learn more about sexuality
- Others

**47. If you want to know about sexual intercourse, where did you learn? (multiple response)**

- School
- Parents
- peer
- lover
- internet
- video
- other media (journals, magazine)
- Other source

**48. When do you usually view internet pornography?**

- Day Time
- Night Time
- Both day and night

## Session 5: Sexual perception and attitude

In this session, you will have to answer attitude and perception on sexual intercourse and pre-marital sexual intercourse related questions.

If you agree the sentence, please choose "Agree".

If you are neither agree nor disagree, please choose "Neutral".

If you don't agree the sentence, please choose "Don't agree".

(All the answer will directly go to surveymonkey survey and no one can trace or review your individual answer. All the data will be kept with high privacy)

### \*49. Sexual perception and attitude

	Agree	Neutral	Don't agree
It is acceptable when a person has more than one sexual partner at a time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is acceptable when a person has more than one sexual partner in her/his life time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is acceptable to have sexual relationship without any commitment between two persons.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual relationship between two persons without attachment is acceptable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual relationship should only happen when there is an intimate love between couples	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Love=sexual intercourse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A sexual relationship is the ultimate human interaction with closest form of communication between two people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual intercourse is very important part of life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Man can have many sexual partners.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women can have many sexual partners.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person who has sexual relation with you should only be your spouse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A person should maintain his/her virginity till marriage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual intercourse before marriage should be avoided.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## **APPENDIX D**

### **BUDGET**

#### **Budgeting (Baht)**

##### **Pretesting**

Photocopy =300

Stationary =200

##### **Data Collection**

Opening account at SurveyMonkey =7000

Rapport building and  
warefare of facebook group =15000

Communication cost (internet usage) =2000

##### **Document and Printing**

Paper+printing =4000

Copy (Exam+final submit) =2000

Stationary =500

Binding book =1000

**Total =32000**

## APPENXIX E

### TIME SCHEDULE

<b>Procedure</b>	<b>2012</b>					<b>2013</b>				
	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>
1. Literature Review										
2. Writing thesis proposal										
3. Submission for proposal exam										
4. Ethical consideration from Chulalongkorn University (CPHS)										
5. Pretest questionnaires										
6. Preparation and data collection										
7. Data Analysis										
8. Thesis writing										
9. Manuscript submission										
10. Final thesis exam										
11. Submission of article for publication										
12. Submission of thesis										

## VITAE

Name : Dr. Aung Hein

Date of Birth : 9. 1. 1983

Place of Birth : Yangon

Nationality : Myanmar

### Professional Qualifications

**Advanced Qualification:** Master's Degree in Public Health, College of Public Health Sciences

Chulalongkorn University, Bangkok, Thailand

**Basic Qualification:** M.B.B.S. Institute of Medicine (1), Yangon

March 2006

Diploma in STDs/AIDS, MOPH, Thailand

### Work Experiences:

June 2011 to April 2012 Health Services Manager-Operation (PSI/Myanmar-Head Quarter)

June 2010 to June 2011 Franchising Manager (Reproductive Health program-Mandalay Project Office)

July 2009 to May 2010 Senior Franchising Officer (Reproductive health program) PSI/Myanmar

June 2007 to June 2009 Franchising Officer, PSI/Myanmar

March 2007 to June 2007 Volunteer Medical Officer (Searchers/Myanmar)

April 2006 to June 2007 Assistant Medical Officer (Aye Yeik Clinic)

### Research and Presentation

Presented a paper on 'post-training supportive supervision activities in IUD program'

in 10<sup>th</sup> international conference of Nepal Society of Obstetricians and Gynecologists, NESOG

Co-author on paper named 'Increased quality IUDs services utilization among Sun Quality Health Social Franchises in low resource settings in Myanmar through Supportive Supervision' which was selected as oral presentation