

Sexual Media Use by Young Adults in Hong Kong: Prevalence and Associated Factors

Mohsen Janghorbani, Ph.D.,^{1,4} Tai Hing Lam, M.D.,²
and The Youth Sexuality Study Task Force³

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The prevalence of sexual media use, and factors associated with it, among Chinese young adults were studied in Hong Kong. Questions on use of sexual media were asked as part of a youth sexuality study conducted by the Family Planning Association in 1996. In a population-based cross-sectional study, 517 men and 447 women aged 18–27 years completed an anonymous structured self-administered questionnaire. The overall prevalence [95% confidence interval (CI)] of ever purchased or rented any type of sexual media was 57.8% (54.7–60.9). More men (70.2%; 95% CI: 66.3–74.2) than women (43.4%; 95% CI: 38.8–48.0) used sexual media. Of 31 independent variables tested by stepwise logistic regression, seven variables significantly predicted sexual media use: age (adjusted odds ratio $OR = 1.5$ for 21–24 and 1.8 for 25–28, versus 20 or below), male gender ($OR = 3.0$), number of sexual partner ($OR = 2.2$ for one and 2.8 for two or more partners), masturbation in the past week ($OR = 3.2$), being out of school ($OR = 1.5$), quarrel with family member in past 6 months ($OR = 1.8$), and religion ($OR = 1.6$ for no religion and 3.4 for traditional Chinese religion, versus Christians) (all adjusted $OR: p < 0.05$).

KEY WORDS: sexual media; pornography; erotica; sexuality; Hong Kong.

INTRODUCTION

Use of sexual media is an important personal, social, and public health issue. Conflicting evidence exists concerning the association between sexual media use and sexually aggressive behavior. Various meta-analyses and experimental and observational studies have considered concordant and discrepant findings about effects of sexual media on aggressive behavior and sexual coercion, and the conclusions were inconsistent. Some concluded that there was no evidence that exposure to sexual media played a significant role in the causation of delinquent or criminal behavior among young adults or adults

(Allen, D'Alessio, & Brezgel, 1995; Allen, D'Alessio, & Emmers-Sommer, 2000; Allen, Emmers, Gebhardt, Gebhardt, & Giery, 1995; Brannigan, 1997; Diamond & Uchiyama, 1999; Fisher & Grenier, 1994; Zillmann & Bryant, 1989) while others concluded that there were reliable associations between frequent sexual media use and sexually aggressive behavior, particularly for violent sexual media and/or for men at high risk for sexual aggression (Boeringer, 1994; Felson, 1996; Linz & Malamuth, 1993; Malamuth, 1993; Malamuth, Addison, & Koss, 2000; Malamuth & McIlwraith, 1989; Russell, 1988, 1998).

These latter findings suggest that the way relatively aggressive men interpret and react to the same sexual media may differ from that of nonaggressive men. Also, no population studies have demonstrated a link between sexual media and sex crime (Diamond & Uchiyama, 1999). Although considerable evidence exists regarding the anti-social effect of sexual media on sexual coercion, there is a debate over the effects of sexual media on sexual coercion in different countries (Allen et al., 1995; Diamond & Uchiyama, 1999; Home Office, 1979; Kutchinsky, 1985; Linz, Fuson, & Dennerstein, 1990; McKay & Dolff, 1985;

¹Department of Epidemiology and Biostatistics, School of Public Health, Isfahan University of Medical Sciences, Isfahan, Iran.

²Department of Community Medicine and Unit for Behavioural Sciences, University of Hong Kong, Hong Kong.

³The Family Planning Association of Hong Kong, Hong Kong.

⁴To whom correspondence should be addressed at Department of Epidemiology and Biostatistics, School of Public Health, Isfahan University of Medical Sciences, Isfahan, Iran; e-mail: janghorbani@yahoo.com.

Meese, 1986; Nobile & Nadler, 1986; Padgett, Brislin-Slutz, & Neal, 1989).

The factors associated with sexual media use have not been well documented and the high rate of exposure to sexual media among adolescents and young adults in numerous countries is a constant stimulus for new research. A better understanding of factors associated with sexual media use is needed to improve strategies to minimize the undesirable influences, if any.

In Hong Kong, sexually explicit videotapes, VCD/DVD, books, and magazines are readily available for all sorts of erotic interests and fetishes. Phone booths in commercial areas and popular city newspapers contain advertisements for commercial sex. Furthermore, the new Internet and media technology give ready access to sexual media (Log-On Data Corporation, 1996) and there is no effective method to prevent access. However, the consequences of the steadily increasing amount of such exposure are uncertain. Ready access to sexual media, particularly through the Internet, raises concern about their effects on adolescents and young adults in many countries, including Hong Kong and other Chinese communities where sexual media is traditionally considered immoral. It is not clear whether easy access to sexual media has had a positive or negative impact on behavioral patterns of young people, and whether the sexual media industry is responsible for unsafe sex. In studies from the United States, however, sexual media has been shown to be an important information source about sex, particularly about oral and anal sex, among university students (Duncan, 1991; Duncan & Nicholsson, 1991; Li & Michael, 1996; Trostle, 1993).

The influence of sexual media on sexual behaviors in Hong Kong has not been studied and the prevalence of sexual media use and its associated factors among young adults are unknown. Such information is needed for informed debates about parental and societal concerns regarding sexual media. The objectives of this population-based survey were to estimate the prevalence of sexual media use and its association with emotional adjustment, sexual behaviors, and sociodemographic factors in Chinese young adults aged 18–27 years in Hong Kong. This is the first investigation of the issue in a non-Western young adult community. The baseline data would be useful for future comparison of secular trends and for planning public health actions.

METHOD

Participants

From July to December 1996, the Youth Sexuality Study Task Force of the Family Planning Association of

Hong Kong conducted a survey in Hong Kong, an economically advanced postindustrial region, situated in southern China, with a population of over 6 million, 95% of whom are ethnic Chinese.

The population sampling frame and methods of the Youth Sexuality Study have been described in detail elsewhere (Lam, Stewart, & Ho, 2001). The Hong Kong Census and Statistics Department provided a systematically selected random sample of 13,458 living quarters and these were visited by trained interviewers. Of these, 1,387 (10.3%) addresses were invalid and 2,367 (17.6%) could not be contacted. A total of 9,704 (72.1%) households were successfully visited. Of those contacted, 7,235 (74.6%) households without eligible young adults were excluded, 1,201 (12.4%) households rejected the interview, and 304 (3.1%) questionnaires were not usable because of too many missing or contradictory answers.

Within each selected household, one person (aged 18–27 years) was selected at random. A trained interviewer explained the purpose of the survey. After confidentiality was assured and informed consent obtained, the participants were told they could skip any questions they did not wish to answer. To improve data quality, the data collection was divided into two stages. Each respondent first answered a set of questions on his/her personal profile. The respondent was then left to complete an anonymous structured self-administered questionnaire in his/her own time. The completed questionnaire could be returned to the interviewer or mailed directly to the Family Planning Association using a prepaid envelope.

A total of 964 (517 men and 447 women) were eligible and completed the questionnaire. The response rate was 39% (964/2469). The mean age was 21.8 years ($SD = 3.0$).

MEASURES

The questionnaire was pretested with 100 households in July 1996 before the final version of the questionnaire was adopted. It included questions on sociodemographic characteristics, including age, gender, education, religion, job, parental education, number of siblings, marital status, place of birth and residence, smoking patterns, and housing status. There were questions on family background, attitude towards premarital sex and behavior concerning use of sexual media, premarital sex, sexual intercourse, age at first intercourse, masturbation, and number of sexual partners. In this report, sexual media was broadly defined as any sexually explicit materials primarily developed or produced to arouse sexual interest or provide erotic pleasure (Diamond & Uchiyama, 1999). The participants' mental health was assessed by Goldberg's General

Health Questionnaire [GHQ; Goldberg, 1972]. The GHQ has been translated and validated in Hong Kong (Chan & Chan, 1983; Lee, Lam, Ong, Wong, & Kleevens, 1985). The form used in this study contained 12 items, which were on a response scale from 1 to 4, and items were summed to obtain a single score with a maximum score of 48, indicating the worst mental health. Life satisfaction was assessed by five questions (Diener, Emmons, Larsen, & Griffin, 1985), with a scale of 1 (*strongly disagree*) to 5 (*strongly agree*) and the scores were summed. Lower scores indicated lower life satisfaction. Twelve questions (four about pregnancy, four about sexually transmitted diseases, and four about HIV/AIDS transmission) assessed

knowledge about sexuality and items were summed to obtain a single score.

RESULTS

Sociodemographic Characteristics

Of the seven sociodemographic variables, the men and women differed significantly on five (Table I). No significant gender differences were found for age and place of birth. More women were married, Protestant/Catholic, never smokers, and had lower education levels. The

Table I. Sociodemographic Characteristics and Sexual Behavior of Young Adults in Hong Kong

	Characteristics	Men <i>N</i> (%)	Women <i>N</i> (%)	Difference (95% CI)
Age (years)	18–20	209 (40.7)	174 (39.1)	1.6 (–4.6–7.9)
	21–24	180 (35.1)	168 (37.8)	–0.6 (–8.8–3.5)
	25–27	124 (24.2)	103 (23.1)	1.0 (–4.4–6.4)
Smoking	Never	313 (60.7)	371 (83.0)	–22.3 (–27.8–16.9)**
	Ex-smoker	59 (11.4)	35 (7.8)	3.6 (–0.1–7.3)
	Current smokers	144 (27.9)	41 (9.2)	18.7 (14.0–23.4)*
Place of birth	Hong Kong	427 (82.6)	386 (86.4)	–3.8 (–8.3–0.8)
	Outside Hong Kong	90 (17.4)	61 (13.6)	—
Marital status	Single	478 (92.5)	371 (83.0)	9.5 (5.3–13.6)***
	Married	27 (5.2)	65 (14.5)	–9.3 (–13.1––5.5)***
	Cohabited	7 (1.4)	8 (1.8)	–0.4 (–2.0–1.2)
	Separate(married/cohabited)	5 (1.0)	3 (0.7)	0.3 (–0.8–1.4)
Educational level (years)	<9	71 (13.7)	31 (6.9)	6.8 (3.0–10.6)**
	9–12	320 (61.9)	314 (70.2)	–8.4 (–14.3––2.4)**
	>12	126 (24.4)	102 (22.8)	1.6 (–3.8–6.9)
Living arrangement	With parents	410 (79.3)	338 (75.6)	3.8 (–1.5–9.1)
	Away from parents	56 (10.8)	73 (16.3)	–5.5 (–9.9––1.2)***
	With father only	19 (3.7)	6 (1.3)	2.3 (0.4–4.3)*
	With mother only	31 (6.0)	30 (6.7)	–0.7 (–3.8–2.4)
Religion	Catholic/Protestant	69 (13.3)	104 (23.3)	–9.9 (–14.8––5.0)**
	Traditional Chinese	49 (9.5)	36 (8.1)	1.4 (–2.1–5.0)
	No religion	398 (77.1)	307 (68.7)	8.5 (2.8–14.1)**
Sexual intercourse	No	311 (60.2)	271 (60.6)	0.5 (–6.7–5.7)
	Yes	206 (39.8)	176 (39.4)	—
No. of sexual partners	0	316 (61.2)	274 (61.3)	0.2 (–6.3–6.0)
	1	81 (15.7)	113 (25.3)	–9.6 (–14.7––4.5)***
	2 or more	120 (23.2)	60 (13.4)	9.8 (5.0–14.6)***
Ever used prostitutes	No	445 (86.1)	447 (100.0)	–13.9 (–16.9––10.9)***
	Yes	72 (13.9)	0	—
Used prostitutes in the past 6 months	No	476 (92.1)	447 (100.0)	–7.9 (–10.3––5.6)***
	Yes	41 (7.9)	0	—
Ever visited brothels	No	11 (21.3)	447(100.0)	–78.7 (–82.1–74.9)***
	Yes	407 (78.7)	0	—
Ever masturbated	No	225 (43.5)	338 (75.6)	–32.1 (–37.9–26.3)***
	Yes	292 (56.5)	109 (24.4)	—
Masturbated in the past week	No	261 (50.5)	352 (78.7)	–28.3 (–34.0––22.5)***
	Yes	256 (49.5)	95 (21.3)	—
General Health Questionnaire Score Mean (<i>SD</i>)		23.9 (6.2)	25.6 (6.0)	–1.7 (–2.5–0.9)***
Life Satisfaction Score Mean (<i>SD</i>)		14.2 (3.7)	14.9 (3.8)	–0.7 (–1.2––0.3)**

Note. Ns vary because of missing data. *P* values indicate significant differences in the proportion between men and women.

* $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.

Table II. The Prevalence of Use of Sexually Explicit Materials Among Young Adults in Hong Kong

Sexual media	Purchased or rented		Read/watched or listen	
	Men <i>N</i> (%)	Women <i>N</i> (%)	Men <i>N</i> (%)	Women <i>N</i> (%)
Magazine	276 (53.4)	43 (9.0)*	448 (86.7)	255 (53.5)*
Video	245 (47.4)	84 (17.6)*	416 (80.5)	247 (51.8)*
Movies	—	—	324 (62.7)	198 (41.5)*
Comic	184 (35.6)	45 (9.4)*	366 (70.8)	195 (40.9)*
CD ROMs	102 (19.7)	11 (2.5)*	206 (39.8)	71 (14.9)*
Internet content	—	—	116 (22.4)	32 (6.7)*
Telephone	—	—	60 (11.6)	26 (5.5)*
Any type of sexual media	363 (70.2)	194 (43.4)*	470 (90.9)	330 (73.8)*

* $p < 0.001$ for the difference in the proportion of the variables between men and women.

majority lived with both parents, albeit 215 (22.3%; 95% CI: 19.7–24.9) lived apart from both parents.

Sexual Experience

Men and women differed significantly on most of the sexual behavior variables (Table I). More women had one sexual partner, and had higher mean emotional adjustment and life satisfaction scores. More men had multiple sexual partners, ever used prostitutes, used prostitute in past 6 months, ever visited brothels, ever masturbated or masturbated in the past week.

A total of 206 (39.8%; 95% CI: 35.8–44.2) men and 176 (39.4%; 95% CI: 35.1–44.2) women had experienced sexual intercourse. Of those who had had sexual intercourse, 80 (20.9%; 95% CI: 16.9–25.0) had their first sex experience before the age of 20. Only two (0.5%; 95% CI: 0.07, 1.9) men reported homosexual activity at first sexual intercourse. Among 377 (39.1%; 95% CI: 36.0–42.2) participants who reported ever having had sexual partners, the mean (*SD*) number of lifetime partners was 2.1 (1.5) with 51.5% (95% CI: 46.4–56.5) having had one partner. A higher proportion of men (56.5%; 95% CI: 52.2–60.8) reported experience of masturbation than women (24.4%; 95% CI: 20.4–28.4) ($P < 0.001$). Mean (*SD*) age at first masturbation of men and women were 15.2 (2.4) and 15.6 (3.8) years. A total of 256 men (49.5%; 95% CI: 45.2–53.8) and 95 women (21.3%; 95% CI: 17.5–25.0) professed to having masturbated in the past week. A total of 74 (16.4%; 95% CI: 13.6–19.8) women indicated that they had experienced a pregnancy; 22 (29.7%; 95% CI: 19.7–41.5) of these pregnancies occurred in never married women. A total of 34 (6.7%; 95% CI: 4.7–9.3) men reported that they had ever made a woman pregnant and among them, 13 (38.2%; 95% CI: 22.2–56.4) did so when aged below 23 years. For outcome of first pregnancy among never married women, 18 (81.8%; 95% CI:

59.7–94.8) were induced abortions, two (9.1%; 95% CI: 1.1–29.2) were spontaneous abortions, and two were live births.

Prevalence of Sexual Media Use

Table II shows that the overall prevalence of reading, watching, or listening to any type of sexual media was 83% (95% CI: 80.6–85.4) but was lower in women (73.8%; 95% CI: 69.8–77.9) than men (90.9%; 95% CI: 88.1–93.2) ($p < 0.001$). The overall prevalence of purchasing or renting of any type of sexual media was 57.8% (95% CI: 54.7–60.9) [70.2% (95% CI: 66.3–74.2) for men and 43.4% (95% CI: 38.8–48.0) for women].

The most important sources of sexual media were magazines, videos, comics, and movies. Table III shows that 50.4% (95% CI: 46.1–54.7) of men and 15.2% (95% CI: 11.8–18.5) of women had used sexual media in the last 6 months before the survey. Among those who used sexual media, the mean utilization frequency was 1.6 per month for men and 1.2 for women. Men had used sexual media significantly more frequently than women (Tables II and III). For purchasing or renting of any type of sexual media, the mean (*SD*) age at which respondents were first

Table III. Distribution of Frequency of Using Sexual Media in Last 6 Months

Frequency	Men <i>N</i> (%)	Women <i>N</i> (%)	Differences (95% CI)
None	254 (49.6)	374 (84.8)	−35.2 (−40.7–−29.7)*
Once/month	205 (40.0)	61 (13.8)	26.2 (20.9–31.5)*
2–4 times/month	33 (6.4)	5 (1.1)	5.3 (3.0–7.7)*
5 or more times/month	20 (3.9)	1 (0.2)	3.7 (1.9–5.4)
Total	512 (100)	441 (100)	—

Note. Missing data are excluded.

* $p < 0.001$.

exposed to and purchased sexual media was 15.8 (3.0) and 16.7 (2.5) years, respectively. The mean (*SD*) age at which respondents first used adult telephone services was 19.4 (3.1) years.

Associated Factors

To determine the influence of potential factors on ever having purchased or rented any type of sexual media, univariate analysis was first performed (Table IV). Crude odds ratio showed that those who purchased or rented sexual media were more likely to be male, older (mean age 22.0, *SD* = 3.0 versus 20.8, *SD* = 2.8, $p < 0.01$), with no religion or traditional Chinese religion, married, were out of school, smokers, living away from both parents, to have ever had sexual intercourse, to have lower life satisfaction, to have had single or multiple sexual partners, ever used prostitutes and used prostitutes in the past 6 months, ever visited brothels, to perceive that they had adequate sexuality education, to have had ever masturbated or masturbated in past week, to have family problems, cohabited before marriage, to have peers who had premarital sex, and to have been to places other than Hong Kong in the past 12 months. The mean age of first masturbation for those who purchased or rented sexual media was 15.6 (*SD* = 3.0), as compared to 15.6 (*SD* = 2.5) for those who did not.

To determine the independent predictors of sexual media consumption, stepwise binary logistic regression was used to test 31 predictor variables (Table IV). The dependent variable was ever having purchased or rented any type of sexual media. The final regression model showed that older ages, men, to have had single or multiple sexual partners, who had masturbated in the past week, were out of school, to have family problems, and with no religion or with traditional Chinese religion were more likely to have used sexual media (Table V). Other variables were not significant when the variables above were included in the final model.

DISCUSSION

The major findings from this survey provide some interesting insights into the question of young adult sexuality in Hong Kong. More than 80% of this sample of young adults had used and 58% had purchased or rented sexual media. To the best of our knowledge, the prevalence of sexual media use on young adults in Hong Kong has never been reported in the international literature. This prevalence seems surprisingly high for young adults from a conservative and ethnogeographic region where the stan-

dards of sexual morality are supposedly high. The prevalence of use of sexual media among young adults in this study was much higher than that of 27.6% reported in China (Pan, 1993) and 54.1% reported in woman university students in Sweden (Tyden, Olsson, & Haggstrom-Nordin, 2001) but was lower than those reported in some other countries.

In a study in the United States, 92% of men and 84% of women had seen or read *Playboy* or *Playgirl* by age 15 (Brown & Bryant, 1989). In another study in Hawaii (Diamond & Dannemiller, 1989), 94.7% of men and 78.4% of women had seen sexual media. At Western Illinois University, 98.5% of men and 60.8% of woman students had seen sexual media in the last year (Li & Michael, 1996). In another study in Colombian woman university students, 96.5% professed to have had contact with pornographic materials (Alzate, 1978).

We demonstrated that participants who purchased or rented sexual media were different in many characteristics from those who did not in univariate analysis, and multivariate analysis showed that age, male gender, greater number of sexual partners, masturbation in the past week, being out of school, family problem, and no Christian religion, were the strongest factors associated with sexual media use. Many of these significant independent factors were related to sexual behavior. It should be noted that some factors, which were strongly associated with these predictors, could have been excluded by the stepwise procedures. Fewer women had used, purchased, or rented all types of sexually explicit materials than men. This finding is consistent with other studies (Alzate, 1978; Diamond & Dannemiller, 1989; Li & Michael, 1996; Pan, 1993), and, after adjusting for confounders, gender remained an independent predictor of sexual media use. This is quite understandable, considering that women have traditionally been subjected to far greater psychosocial inhibitions than men with respect to sexual behavior. However, the increasing public acceptance of soft-core pornographic films and photographic nudity in newspapers and magazines of mass circulation indicates a liberalizing trend in the sexual behavior and attitudes of Hong Kong young adults.

Similar to other studies, masturbation among our women was significantly lower than men (Smith, Rosenthal, & Reichler, 1996) and was lower than that reported in Korean men in military service (Choi et al., 2000), Colombian woman university students (Alzate, 1978), and American women at a similar age (Hunt, 1974). Mean age at first masturbation was the same for men and women, as well as those who had or had not purchased or rented sexual media. A much better indicator of frequency of masturbation could be its practice in the week preceding the survey, which was acknowledged by

Table IV. Prevalence of and Factors Associated With Use (Ever Purchased or Rented) of Sexual Media

	Variables	Prevalence <i>N</i> (%)	Crude odds ratio (95% CI)
Gender	Women	194 (43.4)	1.0
	Men	363 (70.2)	3.1 (2.3–4.1)***
Age (years)	18–20	175 (45.7)	1.0
	21–24	218 (62.6)	2.0 (1.5–2.7)***
	25–27	159 (70.1)	2.8 (1.9–4.0)***
Religion	Catholic/Protestant	77 (44.5)	1.0
	Traditional Chinese	61 (71.8)	3.2 (1.8–5.7)***
	No religion	418 (59.3)	1.8 (1.3–2.6)***
Marital status	Never married/cohabited	473 (55.7)	1.0
	Ever married/Cohabited	84 (73.0)	2.2 (1.4–3.4)***
Education	<9	69 (67.0)	1.0
	9–12	356 (56.2)	0.6 (0.4–1.0)
	>12 years	132 (57.9)	0.7 (0.4–1.2)
Studying status	Student	160 (45.8)	1.0
	Not student	396 (64.9)	2.2 (1.7–2.9)***
Smoking status	Nonsmoker	413 (53.1)	1.0
	Smoker	143 (77.3)	3.0 (2.0–4.4)***
Living arrangement	With both parents	407 (54.4)	1.0
	Away from both parents	93 (72.1)	2.2 (1.4–3.3)***
	With father only	16 (64.0)	1.5 (0.6–3.7)
	With mother only	40 (65.6)	1.6 (0.9–2.9)
Ever had sexual intercourse	No	268 (46.4)	1.0
	Yes	288 (75.4)	3.5 (2.6–4.7)***
No. of sexual partners	0	276 (46.8)	1.0
	1	136 (70.1)	2.7 (1.9–3.8)***
	2 or more	145 (80.6)	4.7 (3.1–7.2)***
Ever used prostitutes (man)	No	292 (67.0)	1.0
	Yes	71 (87.6)	3.5 (1.7–7.5)***
Used prostitutes in the past 6 months (man)	No	326 (68.5)	1.0
	Yes	37 (90.2)	4.3 (1.9–9.7)**
Ever visited brothels (man)	No	285 (66.7)	1.0
	Yes	78 (86.7)	3.2 (1.7–6.5)**
Ever Masturbated	No	244 (43.4)	1.0
	Yes	313 (77.9)	4.6 (3.4–6.2)***
Masturbated in the past week	No	279 (45.5)	1.0
	Yes	278 (79.2)	4.6 (3.3–6.3)***
Ever become pregnant (woman)	Yes	51 (69.9)	3.7 (2.1–6.7)***
General Health Questionnaire Score [†]	≤20	151 (58.3)	1.0
	21–25	140 (53.4)	0.8 (0.6–1.2)
	26–29	137 (59.3)	1.0 (0.7–1.5)
	≥30	128 (61.0)	1.1 (0.8–1.7)
Life Satisfaction Score [‡]	>17	116 (54.5)	1.0
	15–17	143 (54.6)	1.0 (0.7–1.7)
	13–14	113 (57.1)	1.1 (0.7–1.7)
	≤12	183 (64.2)	1.5 (1.05–2.2)*
Health condition in past 3 months	Good	479 (57.4)	1.0
	Poor	76 (62.3)	1.2 (0.8–1.8)
Have supporter to make important decision	Yes	380 (57.8)	1.0
	No	174 (67.2)	1.7 (1.2–2.3)*
Always have the same opinion with family members	Yes	134 (52.1)	1.0
	No	416 (60.4)	1.4 (1.04–1.9)*
Quarrel with family member in past 6 months	No	192 (53.2)	1.0
	Yes	365 (60.5)	1.4 (1.03–1.8)*
Cohabited before marriage	No	453 (55.1)	1.0
	Yes	104 (73.2)	2.3 (1.5–3.4)***
Perceived adequacy of sexuality education	No	294 (54.9)	1.0
	Yes	262 (61.8)	1.3 (1.01–1.7)*
Sex knowledge Score	Poor	32 (50.8)	1.1
	Good	525 (58.3)	1.4 (0.8–2.3)

Table IV. Continued.

	Variables	Prevalence N(%)	Crude odds ratio (95% CI)
Male friends had premarital sex with prostitute	No	189 (54.0)	1.0
	Yes	138 (78.9)	3.2 (2.1–4.9)***
Male friends ever visited brothels	No	158 (52.7)	1.0
	Yes	147 (79.0)	3.4 (2.2–5.3)***
Male friends had premarital sex with his or her dates	No	67 (43.2)	1.0
	Yes	255 (72.6)	3.5 (2.3–5.3)
Woman friends had premarital sex with her dates	No	84 (42.6)	1.0
	Yes	194 (68.3)	2.9 (1.9–4.3)***
Cohabitation without marriage	Agree	164 (48.0)	1.0
	Disagree	236 (73.1)	2.9 (2.1–4.1)***
In past 12 months have been to places other than Hong Kong	No	227 (53.3)	1.0
	Yes	327 (61.6)	1.4 (1.1–1.8)*

Note. Ns vary because of missing data. Crude odds ratio and 95% CI estimated by Mantel Haenzel method.

† Lower scores indicate better adjustment. ‡ Higher scores indicate greater life satisfaction.

* $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.

21.3% of female and 49.5% of male young adults in Hong Kong.

We found that masturbation in the past week and number of sexual partners was associated with sexual media use. This is quite obvious, considering the psychosexual stimulus nature of sexual media. As users are sexually aroused by exposure to sexually explicit materials, they are more likely to be more involved in sexual behavior or, at least, in thinking about sexual behavior than nonusers. However, having a higher than average interest in sex is more likely to be associated with using sexual media to

satisfy this interest without personal or social risk. We found no other study to compare with our finding.

It has been observed that in Hong Kong the frequency of purchase or renting sexual media increases with age and being out of school. This may be due to younger persons having had less opportunity to be influenced by the norms of the subculture or may have lesser power of purchase or renting sexual media. Also, they may be more impulsive and uncertain and have poorer communication skills.

Multivariate analysis suggested that having no religion or having traditional Chinese religion was associated with a higher use of sexual media. Some religious conservatives and other moralists consider sexual media a problem even if it cannot be proven that it will lead to an increase in sex crimes. Fewer religious people, such as the Christians in our study, used sexual media, which are against their religious rules. The independent effect of traditional Chinese religion on purchase or renting sexual media was probably due to a lower level of restriction than that of the Christians; however, this warrants further study.

Respondents were asked to answer 12 questions about sexuality knowledge and items were summed to obtain a single score. This study showed that sexual media did not play any role in the sex knowledge of the public. The literature reviewed, however, revealed data concerning the role of sexual media on sexuality knowledge of young adults were not numerous but where conducted they are inconsistent in their findings (Duncan, 1991; Duncan & Nicholsson, 1991; Li & Michael, 1996).

Although this study had several findings relevant to the understanding of sexuality and use of sexually explicit materials among young adults in a Chinese community, it had some limitations. Although the number of participants in this study was large, the response rate was low.

Table V. Stepwise Logistic Model With Adjusted Odds Ratio of Factors Associated With Use (Ever Purchased or Rented) of Sexual Media

	Variables	Adjusted odds ratio (95% CI)
Age (year)	17–20	1.0
	21–24	1.5 (1.006–2.1)*
	25–28	1.8 (1.1–2.8)*
Gender	Women	1.0
	Men	3.0 (2.1–4.1)***
No. of sexual partners	0	1.0
	1	2.2 (1.5–3.4)***
	2 or more	2.8 (1.8–4.5)***
Masturbated in the past week	No	1.0
	Yes	3.2 (2.3–4.6)***
Studying status	Student	1.0
	Not student	1.5 (1.008–2.1)*
Quarrel with family member in past 6 months	No	1.0
	Yes	1.8 (1.3–2.5)**
Religion	Catholic/Protestant	1.0
	Traditional Chinese	3.4 (1.7–6.8)***
	No religion	1.6 (1.1–2.4)*

Note. Cox and Snell $R^2 = 0.235$, Nagelkerke $R^2 = 0.317$.

* $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.

Sensitive questions about sexuality might have generated nonresponse bias. Given that this was one of the first surveys on a sensitive topic in a conservative community, this level of response is quite reasonable. Although anonymity and confidentiality could promote frank responses to sensitive questions, under-reporting of undesirable behaviors cannot be excluded. Nevertheless, this study provides new data from Hong Kong, a non-Western culture, which has been under-represented in past studies. We cannot infer causality between sexual media use and the associated variables because of the limitation of the cross-sectional design. Although the response rate was lower than ideal, it should be noted that the distribution of smokers was substantially similar to that in a much larger and more representative General Household Survey (1998), lending support to the representativeness of our sample. Furthermore our analysis on the data on smoking and high-risk sexual behavior (Lam et al., 2001) gave us confidence that data quality is sufficient for this type of study and that our results can provide useful additional evidence on the prevalence of and factors for sexual media use. Volunteer bias, if any, should have little effect on the associations observed.

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