



Porn Tube sites: How do gratifications, interactivity and contextual age predict usage and addiction in India?

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ABSTRACT

The advent of the internet and compact and compatible smartphones have led to a dramatic increase in the usage of Porn tube sites across the globe. Guided by the uses and gratification theory, this study ($N = 405$) identified six gratifications obtained from tube site usage: Excitement seeking, Diversion, Fantasy, Arousal, Habitual pastime, and Information seeking. This research also located the relationship between gratifications obtained from porn tube sites, life position indicators, interactivity, and problematic usage. Some of the prominent findings of the study are: there are significant age and gender differences in tube sites' usage; life satisfaction negatively predicted tube sites' usage; excitement seeking, diversion, arousal, and habitual pastime gratifications positively predicted porn tube usage; age, gender and interactivity were positive predictors of addiction; excitement seeking arousal, and habitual pastime gratifications positively predicted tube sites' addiction.

Video to this article can be found online at <https://doi.org/10.1016/j.sctalk.2023.100272>.

Figures and tables

Table 1

Review of gratifications obtained from Porn video usage used in the present study.

Gratifications	Definition	Related studies
Learn about sex/Information seeking	Information seeking refers to watching Porn videos to gather knowledge about sexual activities.	Wéry & Billieux [1]
Excitement seeking	Refers to the use of Pornographic sites and videos to pursue sexual feeling, sensation and experience.	Cooper et al. [2]; Reid et al. [3]; Baltieri et al. [4]; Baltieri et al. [5]
Arousal	Refers to getting sexual stimulation by the usage of Pornographic sites and videos	Cooper et al., [6]; Kinsey Institute [7]; Wéry & Billieux, [1]
Diversion and stress management	Use pornographic sites and videos to temporarily escape to a different world by reducing tension and stress.	Cooper et al. [2]; Wéry & Billieux [1]; Paul & Shim [8]; Cooper et al. [2]; Bóthe et al. [9]
Fantasy	Use pornographic sites and videos to experience things that cannot be experienced in real life.	Cooper et al. [2]; Paul & Shim [8]; Bóthe et al. [9]
Habitual pastime	Refers to unintentional and regular use of pornography	Paul & Shim [8]
Sexual curiosity	Use pornographic sites and videos to learn new things and explore better ideas for sex.	Reid et al. [3]; Baltieri et al. [10]; Wéry & Billieux [1]; Bóthe et al. [9]
Lack of sexual satisfaction	Use pornography as an alternative to cope with a lack of sexual satisfaction in real life.	Bóthe et al. [9]

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Table 2
Factor analysis of Porn tube sites' usage motives.

Usage Motives	Loadings	Eigenvalue	Variance	Alpha
<i>Excitement seeking</i>				
It gives me a sense of excitement	0.85			
It has exciting and variety contents	0.84			
It turns me on	0.82	9.28	29.86	0.920
It changes my mood	0.81			
I use it to provide some novelty or variety in my life	0.79			
<i>Diversion</i>				
I can get away from what I am doing	0.77			
It can forget about study, work or other things	0.73	3.67	11.86	0.903
To reduce tension	0.72			
I use it to change my mood when I'm down	0.71			
To escape into a fantasy world	0.64			
<i>Fantasy</i>				
Because I can be a part of things that I cannot experience in real life	0.73			
Because it provides such an experience that would be impossible in real life	0.72			
Because it is like being in a desired world	0.70	2.13	6.86	0.854
Beauce I can wander in non realistic word	0.68			
Beauce I can fantasize having crazy sexual acts	0.57			
<i>Arousal</i>				
I use it to sexually arose my self	0.83			
I use it to feel physical pleasure	0.79	1.94	6.28	0.783
Because it peps me up	0.79			
	0.54			
<i>Habitual pastime</i>				
Just because it is there	0.94			
It is a habit which something I do	0.94	1.72	5.52	0.874
It gives me something to occupy my time	0.70	.		
<i>Information seeking</i>				
To expand my knowledge about sexual possibilities	0.82	.		
To search for information which I can't ask others	0.78	1.39	4.50	0.836

Total 69.0% of variance explained.

Table 3
Gratifications from porn tube sites: measures of central tendencies.

Motives	M	SD
<i>Excitement seeking</i>		
It gives me a sense of Excitement	2.17	1.36
It has exciting and variety contents	2.17	1.30
It turns me on	2.11	1.29
It changes my mood	2.25	1.30
I use it to provide some novelty or variety in my life	2.17	1.36
<i>Diversion</i>		
I can get away from what I am doing	2.31	1.24
It can forget about the study, work or other things	2.53	1.35
To reduce tension	2.46	1.13
I use it to change my mood when I'm down	2.54	1.13
To escape into a fantasy world	2.73	1.16
<i>Peer pressure</i>		
Because friends are doing it	2.81	1.08
Friends share with me	2.59	1.20
To become part of a particular peer group	2.82	1.28
To share with friends	2.67	1.19
Friends insist to watch	2.44	1.26
<i>Arousal</i>		
I use it to arouse myself sexually	2.65	1.26
I use it to feel physical pleasure	2.92	1.24
Because it peps me up	2.92	1.21
<i>Habitual pastime</i>		
Just because it is there	3.08	1.23
It is a habit which something I do	3.19	1.44
It gives me something to occupy my time	3.33	1.29
<i>Information seeking</i>		
To expand my knowledge about sexual possibilities	4.33	1.29
To search for information which I can't ask others	3.29	1.31

Means for a 5-point scale (strongly disagree = 1; disagree = 2; neutral = 3; agree = 4; strongly agree = 5).

Table 4
Correlations among life-position indicators, interactivity, gratifications, viewing levels and addiction.

	1	2	3	4	5	6	7	8	9	10	11	12
1. II	–											
2. SA	0.334***	–										
3. LS	0.400***	0.350***	–									
4. IN	0.010	–0.004	0.022	–								
5. ES	0.034	–0.016	0.024	0.432***	–							
6. DV	0.008	–0.020	–0.015	0.486***	0.568***	–						
7. FN	0.055	0.053	–0.003	0.411***	0.326***	0.150**	–					
8. AR	–0.035	–0.022	–0.007	0.298***	0.375***	0.303**	0.360***	–				
9. HP	–0.087	0.037	–0.039	0.107**	0.243**	0.119**	0.162**	0.234***	–			
10. IS	0.047	0.022	–0.058	0.274**	0.075	0.106**	0.287*	0.139*	0.144	–		
11. VL	–0.023	–0.032	–0.140***	0.387***	0.312***	0.135**	0.077	0.351***	0.381***	0.079*	–	
12. AD	–0.017	–0.053	–0.014***	0.369***	0.218***	0.118*	0.018	0.270***	0.303***	0.036	0.451***	–

*P < .05; **P < .001; ***P < .001 (II = Interpersonal interaction; S. A = Social activity; LS = Life satisfaction; IN = Interactivity; ES = Excitement seeking; DV = Diversion; FN = Fantasy; AR = Arousal; HP = Habitual Pastime; IS = Information seeking; VL = viewing level; AD = Addiction).

Table 5
Hierarchical regression analysis predicting the Porn tube site usage.

Predictors	Models			
	1	2	3	4
Block 1: Demographics				
Age	–0.48***	–0.43***	–0.38**	–0.32**
Gender (Male = 1)	0.19***	0.17***	0.11**	0.07*
Block 2: Life position indicators				
Interpersonal interaction		0.08	0.07	0.06
Social activity		0.05	0.04	0.03
Life satisfaction		–0.17**	–0.15**	–0.11***
Block 3: Interactivity			0.25**	0.03*
Block 4: Gratifications				
Excitement seeking				0.19**
Diversion				0.13**
Fantasy				0.05
Arousal				0.12**
Habitual pastime				0.39***
Information seeking				0.07
ΔR ²	0.05***	0.09**	0.18***	0.23***
R ²	0.05	0.14	0.32	0.65
Adjusted R ²	0.04	0.13	0.31	0.63

*P < .05; **P < .001; ***P < .001.

Table 6
Hierarchical regression analysis predicting the addiction.

Predictors	Models			
	1	2	3	4
Block 1: Demographics				
Age	–0.12**	–0.11**	–0.09*	–0.06*
Gender (Male = 1)	0.13***	0.11**	0.11**	0.07
Block 2: Life position indicators				
Interpersonal interaction		–0.03	–0.02	–0.01
Social activity		0.09	0.07	0.04
Life satisfaction		–0.13**	–0.11**	–0.07
Block 3: Interactivity			0.36***	0.31***
Block 4: Gratifications				
Excitement seeking				0.34***
Diversion				0.06
Fantasy				0.10
Arousal				0.014**
Habitual pastime				0.26***
Information seeking				0.08
ΔR ²	0.02***	0.08**	0.13***	0.23***
R ²	0.02	0.11	0.25	0.48
Adjusted R ²	0.01	0.10	0.23	0.47

*P < .05; **P < .001; ***P < .001.

CRedit authorship contribution statement

Sony J. Raj: Conceptualization, Methodology, Validation, Formal analysis, Writing – review & editing, Supervision. **Devadas Menon:** Conceptualization, Methodology, Validation, Formal analysis, Writing – original draft, Writing – review & editing.

Data availability

Data will be made available on request.

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Declaration of interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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