Sex For Sale
Prostitution

- Prostitutes/commercial sex workers ("hookers") engage in partnered sexual activity in return for:
  - money
  - material gifts
  - some other form of payment, such as drugs
Prostitution: Kinds of Prostitutes

• Call girl
  – Works out of her own residence.
  – Often from middle-class background.
  – May be college graduate.
  – Dresses expensively and lives in upscale neighborhood.
  – May also provide services such as accompanying clients to business and social gatherings.
  – Can earn a great deal of money.
Prostitution: Kinds of Prostitutes

• **Brothels** (houses of prostitution) have mostly been replaced by **in-call services**.
  – Workers have regular shifts in an apartment or condo.
  – They provide sexual gratification to clients.
  – Charge on an hourly basis.
  – Sex worker has less autonomy that a call girl.
  – Percentage of profits goes to manager or madam.
Prostitution: Kinds of Prostitutes

• Massage parlor
  – Some provide legitimate massage therapy.
  – Other sell sex services.

• Out-call service
  – Escorts go to the clients.
  – More risky - escort cannot control the setting in which services are provided.
Prostitution: Kinds of Prostitutes

• Streetwalker
  – Sells her wares on the streets of cities.
  – Less attractive and less fashionably dressed.
  – Charges much less.
  – In some cities more likely to be arrested.
  – Greater risk of disease and violence.
The Role of Third Parties: Pimp

- She supports him with earnings.
- He may provide companionship and sex.
- He may provide food, shelter, or drugs.
- He bails her out of jail and may provide protection.
- He exercises considerable control over her.
The Role of Third Parties: Madam

• Woman who manages or owns an in-call or out-call service, a brothel, or an escort service.
• Usually experienced and skilled at managing sex workers and businesses.
• May be socially skilled, with a network of contacts in the community.
The Role of Third Parties: Sex Trafficking

• The recruitment and control of persons, by threat or use of force or deception, for the purposes of sexual exploitation.
• Women become captives.
• Money earned goes to controllers, who threaten to harm the women or their families.
• Often work in bars, brothels and massage parlors.
The Career of a Prostitute: Reasons for Entering Prostitution

• Economics
  – Means of upward economic mobility.
  – Necessity in order to survive.
  – To support drug addiction.
The Career of a Prostitute: Reasons for Entering Prostitution

• Force or coercion
  – Physically or psychologically coerced by a husband or lover into selling sex for money.
  – A major factor in sex trafficking.
The Career of a Prostitute: Apprenticeship

• Learns:
  – sexual techniques
  – how to hustle
  – how to successfully negotiate for services and pricing
  – how to control interaction
Sex Workers’ Well-Being

• One-fourth of prostitutes had few physical or psychological complaints.
  – Used problem focused coping strategies.
  – Were satisfied with their lives.

• Another one-fourth had many ailments, including headaches, backaches, anxiety, and depression.
  – Coping strategies involved dissociation and denial.
  – Dissatisfied with prostitution.

• The remaining 50% were in the middle.
Sex Workers’ Well-Being: Risks

• Risks vary according to the venue worked.
  – Working the streets is associated with greater risk of arrest and violence.
  – Women who are trafficked are at risk of abuse, injury, illness, infection and medical neglect.

• Everywhere, risk of exposure to sexually transmitted diseases such as HIV/AIDS.
Sex Workers’ Well-Being: Coping Strategies

• Use a variety of cognitive and behavioral strategies to cope.
  – Drugs and alcohol to increase confidence and decrease guilt.
  – Shutting down feelings and focusing narrowly on the task.
  – Separating private sexual and familial relationships from sex work.
  – Networking with other sex workers for support.
Customers

• Prostitutes used to refer to their customers as “johns.”
  – About 50% of the clients are occasional “johns.”
  – Nearly 50% are repeat clients.
  – The remainder are compulsive johns who use prostitutes for major sexual outlet.
Customers: Reasons for Using Prostitutes

- Want sex more frequently than their wives do.
- Want to engage in fellatio and feel their wives would not be willing.
- To satisfy exotic sexual needs.
- May simply release sexual tension for a man who has been away from home for a long period.
Male Sex Workers

• **Gigolo** - a male who provides companionship and sexual gratification to a woman on a continuing basis in exchange for money.

• **Hustler** - a male sex worker who sells his services to men.
  – Full-time street and bar hustlers
  – Full-time call boys
  – Part-time hustlers
  – Delinquents
Sex Tourism

- Varieties of leisure travel that have as their purpose the purchase of sexual service.
  - In some countries, sex tourism is the most rapidly growing economic sector and a major source of hard currency.
  - In some Asian cities, girls as young as 12 are available in brothels tightly controlled by their managers.
Pornography

• A $4 to $10 billion dollar industry.
• **Pornography** - sexually arousing art, literature, or films.
• **Obscenity** - something that is offensive according to accepted standards of decency; the legal term for pornography.
• **Erotica** - sexually arousing material that is not degrading or demeaning to women, men, or children.
Types of Pornography: Magazines

- Soft-core such as *Playboy* has reported a circulation of 3.2 million.
- Hard-core such as *Hustler* has reported a circulation of 1 million.
- *Playgirl* has reported a circulation of 575,000.
Types of Pornography: Films, Videos and DVDs

• Hard-core film industry began to emerge in a big way in 1970s:
  – *I Am Curious, Yellow* (1970)
  – *Deep Throat* (1973)

• 24% of U.S. adults reported seeing an X-rated movie in 1999.
Types of Pornography: Films, Videos and DVDs

• Development of home-video camera has enabled anybody to produce homemade porn.

• Human sexuality videos combine explicit portrayals of sexual activities with commentary by a psychologist or sex therapist.
Types of Pornography: Live Sex Shows

• Strip shows have declined in popularity, but male strippers catering to female audiences have become common.

• In the sex districts of some cities, couples or groups engage in sex acts onstage.
Exotic Dancer Personality Profile

• MMPI
• EPPS and 16PF
Types of Pornography: Telephone Sex

• Prerecorded messages include descriptions of:
  – hugging and kissing,
  – masturbation
  – vaginal intercourse
  – oral sex
  – female domination of male
• There are also live phone sex services.
Types of Pornography: Electronic Porn

• Types:
  – Chat rooms
  – News groups
  – Commercial bulletin boards
  – Adult Web sites

• No face-to-face social interaction

• Can facilitate dependence or addiction
Types of Pornography: Kiddie Porn

- Viewed as the most reprehensible part of the porn industry.
  - Children cannot give truly informed consent to participate.
  - Great potential for psychological and physical damage to children.
  - An advertisement in Screw magazine offered $200 for little girls to appear in porn films; dozens of parents responded.
Sex in Advertising

• Subtle and obvious sexual promises are used to sell a wide variety of products.

• 53% of ads portraying heterosexual couples showed them engaging in sexual contact.

• Exposure to gender stereotyped ads was associated with dissatisfaction with one’s body, among both men and women.
Pornography: The Customers

- Typical customer in a pornographic bookstore:
  - educated
  - middle-class
  - male
  - ages 22 - 34

- 59% of white male college students and 36% of white female college students said they went to X-rated movies or read pornographic books.
Feminist Objections to Porn

- *Pornography:*
  - Debasest women
  - Associates sex with violence
  - Glamorizes unequal power relationships

- Feminists do not object to *erotica* in which men and women are portrayed in equal, humanized relationships.

- Female empowered adult entertainment includes films, cable TV programs, sex toy stores, and Web sites.
The Effects of Pornography

• In response to erotic portrayals of consenting heterosexual activity, both men and women may report an increase in:
  – sexual thoughts and fantasies
  – behaviors, such as masturbation and intercourse
The Effects of Pornography

• Exposure to material that the viewer finds unacceptable does not produce arousal.

• Most people disapprove of:
  – paraphilic behaviors
  – rape
  – sexual activity involving children

• Most people react negatively to hard-core and kiddie pornography.
The Effects of Pornography

• Exposure to aggressive pornography does increase men’s aggression toward women.

• Using violent pornography may predispose men toward committing violent crimes against women.
What Is The Solution?

• Education is a better solution than legal restrictions or censorship:
  – A typical prebriefing or debriefing consists of an audiotape or printed handout reminding participants that women do not enjoy forced sex and that rape is a serious crime.
  – In 60% of studies, there were no negative effects of exposure when accompanied by an educational briefing.