

## Social Media Pornography consumption in Achieving Satisfaction in Romantic Relationships

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### Abstract

*The increasing rate in pornography consumption has been ascribed to the users' access to communication devices such as social media platforms. The ultimate aim of this study was to find out whether consuming pornography on social media serves as a means of satisfying romantic desires. With the aid of the Uses and Gratifications Theory, the study adopted a quantitative methodology in investigating the phenomenon. Findings revealed that watching pornography helps the male gender earn more pleasure in their romantic relationship while it equally prevents them from cheating on their partners. The study also revealed that romantic partners receive gratifications from watching pornography on social media. Our findings also revealed that the frequency at which individuals or romantic partners watch pornography also has a significant influence on the satisfaction received with their romantic relationship desires.*

**Keywords:** social media, pornography consumption, romantic relationships, uses and gratifications, relationship satisfaction

### 1. Introduction

The impact of pornography has been an issue that has attracted various forms of pro and anti-comments from scholars. Pornography has been described as a means of boosting sexual activities. Though there is no mono definition of pornography, scholars conceptualise pornography according to their field of study. However, pornography may be described as a form of eliciting sexual satisfaction through exposure of sexual organs (Böthe, et al., 2018).

Pornography has been viewed in different forms by different beliefs, doctrine, and perspectives. Due to the negativities associated with pornography by religious beliefs, Rasmussen and Bierman (2017) state that individuals who are highly orientated religiously, are more likely to consume less pornography. Perry (2015) also reported that children whose parents spend more time enlightening them about religious beliefs and activities are more likely to have negative perceptions about pornography.

Pornography may serve as a way of reforming the sexual perception of both young and old consumers, as such enhancing their sexual activeness (Mattebo, Tydén, Häggström-Nordin, Nilsson, & Larsson, 2016). By viewing pornography, the platform may become a means of receiving education about sexual satisfaction. For instance, Wrighta, Sunb, and Steffen (2018) reported that pornography may serve as a form of education, in which consumers increase their sexual knowledge.

Pro-pornography studies elucidate that pornography serves as a means of improving consumer's sexuality as well as enhance sexual education (McCormack & Wignall, 2017). As such, pornography consumption may help improve the sexual skills of the consumer just as its consumption is believed to boost sexual health (Hare, Gahagan, Jackson, & Steenbeek, 2015). Pornography consumption may also be ascribed to facilitate exploration of new sexual styles among sexual or romantic partners (Weinberg, Williams, Kleiner, & Irizarry, 2010). This may facilitate excitement, gratification, and pleasure in the sexual life and in turn brings about happiness in a relationship.

While elucidating on the merits of pornography consumption, Wright, Tokunaga, Kraus, and Klann, (2017), argue that pornography facilitates sexual satisfaction. Meanwhile, anti-pornography studies argue that pornography facilitates increased rape and violent sexual practice. (Wright & Funk, 2014).

For the purpose of this study, pornography is described as a significant or total display of the sexual organs where sexual feelings and thoughts are enhanced. The ultimate aim of this study is to find out whether consuming pornography on social media serves as a means of satisfying romantic relationship desires.

## **2. Literature Review**

### **2.1. Social Media Pornography**

Social media platforms such as Instagram, Snapchat and Facebook have been described as a means of creating unlimited access to pornography consumption. The platforms have enhanced the third-person effect of pornography consumption (Hald & Malamuth, 2008). As such, individuals believe that they are able to control their pornography consumption and its effects on other consumers. In addition, individuals are unconscious and indirectly unaware that their frequent consumption of pornography is affecting their sexual drive and satisfaction (Chen, Wu, & Atkin, 2015). For example, individuals who consume pornography may desire sex more frequently from their romantic partner due to the stimulation they receive from consuming pornography.

Due to the unlimited and uncensored accessibility to social media, viewing pornography has now become a habit for some individuals (Perry, 2017a). Today, there is a significant number of pornography platforms on social media and this may increase the level of dissatisfaction in a relationship when individuals are unable to put to practice the sexual varieties they have seen or learned through pornography consumption (Bernarte, Estella, Nucon, & Villatema, 2016).

The continuous subscription and access to social media platforms have increased accessibility to pornography (Ashton, McDonald, & Kirkman, 2018). Accessibility to social media pornography has however rejuvenated series of relationships as it provided individuals and romantic partners information about sexual varieties and in turn satisfaction (Bernarte, Estella, Nucon, & Villatema, 2016). Consequently, social media pornography has boosted addiction to pornography consumption at various levels (Grubbs, Volk, Exline, & Pargament, 2015).

Bradley, Grubbs, Uzdevins, Exline, and Pargament (2016) reported that high pornography consumption may be associated with various forms of psychological imbalance. Nonetheless, pornography may serve as a form of relief for individuals experiencing depression due to heartbreak, disappointments, loneliness, and lack of fulfillment. However, because of its accessibility due to mobile technology, internet pornography becomes a handy relief.

Social media pornography consumption may also be associated with enhancing sexual arousal of individuals (Laier & Brand, 2017). For example, the more frequently individuals consume pornographic content, the more the urge for sex or need for sexual satisfaction.

## 2.2 Pornography in Romantic Relationships

Pornography has been described as an essential part of romantic relationships. On one hand, Wright, Tokunaga, Kraus, and Klann (2017) reported that romantic partners use pornography to boost attraction with their partners. As such, individuals may use pornography as a tool that arose them sexually thereby turning to their partner for physical sexual satisfaction. On the other hand, however, Lambert, Negas, Stillman, Olmstead, and Fincham (2012) argued that pornography consumption withdraws romantic partners from each other, thereby reducing the love, commitment, and attraction in such relationships.

Nonetheless, there are quite a number of assumptions and counter assumptions on gender frequency in the consumption of pornography. For instance, Hald (2006) reported that pornography may facilitate masturbation among males due to their level of consumption. Perry (2018) also reported further that pornography consumption is not a major cause of relationship complication, chaos, or conflict.

Many factors, including religious deference and the level of religiosity of romantic partners, may affect pornography consumption in romantic relationships (Perry, 2017b). Pornography consumption has also been ascribed as a way of improving a romantic partner's sexual effectiveness and efficiency (French & Hamilton, 2018). This may be due to the level at which they are stimulated and affected by what they consume. Though some romantic partners oppose the consumption of pornography while in a relationship, others opine that pornography consumption in a relationship must be done jointly (Olmstead, Negash, Pasley, & Fincham, 2013). Therefore, romantic partners may perceive pornography consumption as a sex stimulant.

While studying the effects of frequent pornography consumption, Kunaharan, Halpin, Sitharthan, Bosshard, and Walla (2017) affirm that the higher the consumption of pornography, the higher the gratification received. In examining the effects of pornography consumption, Hald and Malamuth (2008) reported that men derive more positive pleasure and satisfaction in consuming pornography compared to women. However, the sexual experience of such individual or exposure may affect how positively they perceive pornography consumption. Also, Donevan and Mattebo (2017) state that, men, who consume pornography, are also more likely to engage in anal or oral sex.

Men have been reported to consume more pornographic content than women even at their young age (Ray, Kimonis, & Seto, 2014; Hald & Štulhofer, 2016). This has also facilitated their increase in the desire for sexual satisfaction. In a more specific study to examine pornography consumption by young adults within ages 18 and 30; Hald (2006) reported that men's consumption of pornography is more phenomenal when compared to women. The study indicated that men also explore the skills they learn through the consumption on women.

Pornography consumption has been ascribed to a form of facilitating satisfaction in a romantic relationship (Yucel & Gassanov, 2010). Satisfaction in romantic relationships involves romantic partners being able to communicate effectively, attract each other, avoid chaos, improve sexual gratification, as well as avoid infidelity or cheating. Interestingly how much pornography facilitate positive satisfaction has continued to attract the attention of scholars and non-scholars alike. However, pornography consumption and its positive influence on romantic relationships have not received significant scholarly attention.

## Research Hypotheses and Questions

**H<sub>1</sub>:** There is a significant relationship between frequency of pornography consumption on social media and satisfaction in romantic relationships.

**RQ1:** Is there a statistically significant difference between males and females who consume social media pornography to satisfy their romantic relationships?

**RQ2:** Is there any statistical variance in the frequency of pornography consumption on social media and satisfaction in romantic relationships?

### 2.3 Theoretical Framework

The Uses and Gratifications Theory (UGT) states that media consumers use the media to satisfy intrinsic and extrinsic needs (Florenthal, 2015). The main postulation of the Uses and Gratifications is based on an individual's use of the media in satisfying one's needs and desires (Katz, Blumler & Gurevitch, 1973-1974; Katz, 1987). For example, media consumers use the media to seek entertainment, information, and educational gratification. Though widely criticized, the UGT has continued to receive more attention by scholars from different fields and disciplines (Joo & Sang, 2013; Rui & Stefanone, 2016; Luo, Chea, & Chen, 2011).

As one of its major advancements, the UGT accords a vital role to the media audience by referring to them as an active audience (Gurevitch, Coleman, & Blum, 2009). The theory accords the audience the power of which media channel to select, and what to consume on such media platform (Choi, Fowler, Goh, & Yuan, 2016; Blumler & Gurevitch, 2001). This though strategically limits the power of the media, the media still performs its role as an intrusive platform. The UGT is also a means of examining what media users consume, at what time and its somewhat effect (Grellhesl & Punyanunt-Carter, 2012).

The UGT has now become quite relevant most especially in exploring motivations behind the use of online media platforms and the satisfaction derived (Huang, Bao, & Li, 2017). Classifying the users as an active audience, the UGT has become applicable to a significant number of media research most especially social media (Gallego, Bueno, & Noyes, 2016). As such, with the increase in the use of social media, and the scholarly attention driven to the platforms, the theory is becoming even more relevant.

Originally, the UGT was classified into cognitive, tension release, social integrative, and effective, and personal integrative needs (Katz, Haas, & Gurevitch, 1973), however, due to advancements and social change, these needs have been continually modified to suit researchers' needs. Interestingly, the theory helps researchers in understanding the motivations behind the selection of a media platform and the satisfaction derived from such (Huang & Zhou, 2018). This satisfaction may be a desire to learn, access information about a favorite celebrity, or read new gossips and trending fashion styles.

Ultimately, the adaptation of the UGT for this study is based on the thrust that individuals consume pornography on social media (use) to achieve satisfaction in romantic relationships (gratifications). These gratifications may be based on the need to sexually satisfy his/her partner, avoid chaos, increase happiness, enhance sexual variety, and facilitate productive interaction with romantic partner amongst others.

### 3. Method

The quantitative research method was used as the mode of investigation in this study. This method will help us generalize the findings in this study most especially with a large number of samples used in the study. Questionnaire was the instrument used in this study. However, due to the sensitivity of the research, the respondents filled the questionnaire online. Over time, online distribution of questionnaires has proved to be reliable and trustworthy (Szymanski & Stewart-Richardso, 2014). The questionnaire was through convenience sampling method to young adults who are university students at the University of Ilorin, Ilorin, Nigeria. One of the topmost universities in Nigeria with a high number of International Students. Instructions were clearly written on the questionnaire and messages sent to the respondents stating that the study was meant for only young adults who were currently in a romantic relationship and have viewed pornography through social media platforms at least five times in their relationship.

The process of filling the questionnaire lasted within a period of 85 days. In all, a total number of 409 respondents filled and submitted the questionnaires.

### 3.1. Data Presentation and Analysis

SPSS 23.0 was used in analyzing the data in order to appropriately answer the research questions. In order to find the relationship between the frequency of pornography consumption on social media and satisfaction in romantic relationships, correlation analysis was used (see table 1) while samples t-test was used to measure the statistical difference between male and female users who consume pornography to satisfy romantic relationship desires (see table 2). Finally, to examine the variance among respondents' frequency of watching pornography and satisfying romantic relationship desires we adopted the analysis of variance technique (ANOVA) (see table 3).

### 3.2. Participants

Respondents in this study comprised 409 ( $n=409$ ) young adults who are currently in a romantic relationship and have viewed pornography at least 5 times while in their relationship. The age group of the respondents ranges from 18 to 35. Majority of the respondents were Males representing 52.3% and Females 47.7% ( $M = 1.30$ ,  $SD = .53$ ). The marital status of the respondents showed that majority of them (67.0%) were single but currently in a romantic relationship. Findings on the frequency at which respondents watch pornography shows that majority watch pornography "a few times a month" 75.6% with a mean of 3.49 ( $SD = .96$ ). A significant number of respondents (64.6%) agreed that "viewing pornographic materials is an acceptable way to express one's sexuality".

### 3.3. Measure

#### 3.3.1 Frequency of pornography consumption on social media

Studies have shown that men consume more pornography than women (Hald, Malamuth, & Lange 2013). For instance, in a relationship, men are more likely going to consume pornography for various satisfaction reasons than women. Harper and Hodgins (2016), formed the item used in measuring pornography consumption on social media. "How often do you visit a social media platform for sexually explicit material in a year?" In measuring pornography consumption, the item was answered using a 7 point Likert scale (1 = Less than once a year, 2 = A few times a year, 3 = Once a month, 4 = A few times a month, 5 = 1–2 days a week, 6 = 3–5 days a week, 7 = daily or almost)

#### 3.3.2 Satisfying romantic relationship desires

The global technological revolution witnessed has not only promoted interpersonal communication, but it has also brought about a revolution in the production and distribution of pornographic contents (Tziallas, 2015). As such, the use of social media in satisfying romantic relationship desires has become easier. The study adopted eight (8) questions in measuring the use of pornography in satisfying romantic relationship desires. A five (5) point Likert scale ranging from 1 = Strongly Agree, 2 = Agree, 3 = Undecided, 4 = Disagree and 5 = Strongly Disagree was used. Cronbach's alpha for the 8 items is .88

## 4 Results

### 4.1 Analytical Approach

Descriptive and inferential statistics were used in answering the hypothesis in this study. We used correlation analysis to find out the relationship between social media use and items that facilitate satisfaction in romantic relationships. In order to determine the statistically significant difference between male and female respondents' use of pornography in satisfying romantic relationship desires, we employed the independent samples *t*-Test. RQ



2 was answered using the Analysis of Variance ANOVA. This is to help us compare the differences between the frequency of consuming pornography on social media and satisfying romantic relationship desires. Statistical analysis was carried out with the aid of the Statistical Package for Social Science (SPSS 22.0).

**Table 1: Mean, Standard deviation and inter-correlation between social media pornography and romantic relationship satisfaction items**

|                                    | 1 | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9     | Mean | SD   |
|------------------------------------|---|-------|-------|-------|-------|-------|-------|-------|-------|------|------|
| 1 Frequency of SM porn consumption | 1 | .32** | .31** | .37** | .40** | .31** | .34** | .37** | -.02  | 1.51 | 1.25 |
| 2 Initiate Sex                     |   | 1     | .67** | .48** | .64** | .56** | .61** | .61** | .12*  | 2.01 | 1.02 |
| 3 Facilitates Happiness            |   |       | 1     | .56** | .60** | .77** | .71** | .65** | .12*  | 1.90 | 1.18 |
| 4 Prevents Cheating                |   |       |       | 1     | .58** | .51** | .49** | .46** | .16** | 1.55 | 1.27 |
| 5 Sexual Variety                   |   |       |       |       | 1     | .61** | .68** | .65** | .11*  | 1.06 | .99  |
| 6 Facilities Love                  |   |       |       |       |       | 1     | .72** | .62** | .08   | 1.66 | 1.23 |
| 7 Sexual Confidence                |   |       |       |       |       |       | 1     | .70** | .10*  | 2.72 | 1.67 |
| 8 Productive Interaction           |   |       |       |       |       |       |       | 1     | .07   | 1.8  | 1.12 |
| 9 Causes Chaos                     |   |       |       |       |       |       |       |       | 1     | 1.7  | 1.25 |

Note:  $p < 0.05^*$ ;  $p < 0.01^{**}$  (2-tailed); SD = Standard Deviation

Table 1 was used in providing answers to hypothesis 1, which sought to find out if there is a relationship between the frequency of pornography consumption on social media use and satisfaction in romantic relationships. Among the eight items, only 1 "causes chaos"  $r (-0.02)$   $p = .65$  did not have any significant relationship with the use of social media. Table 2 shows the result of the independent samples  $t$ -test measuring the statistically significant difference between male and female users who use pornography to satisfying romantic relationship desires. Result shows that "I watch pornography with my romantic partner to initiate sex" differs between male ( $M = 3.88$ ,  $SD = 1.20$ ) and female ( $M = 3.52$ ,  $SD = 1.27$ ) at the .05 level of significance  $t(409) = 2.95$ ,  $p = .00$ . On the average males tend to consume pornography with their romantic partner to initiate sex more than females. There is also a statistical significant difference between male ( $M = 4.22$ ,  $SD = .94$ ) and female ( $M = 3.78$ ,  $SD = 1.05$ ) respondents who pornography facilitate happiness in their romantic relationship  $t(409) = 4.41$ ,  $p = .00$ . This indicates that pornography tends to facilitate happiness in the romantic relationship between males to females. Result also shows that there is a significant difference between male ( $M = 4.16$ ,  $SD = 1.06$ ) and female ( $M = 3.61$ ,  $SD = 1.24$ ) on "pornography prevents me from cheating on my romantic partner"  $t(409) = 4.90$ ,  $p = .00$ .

Result also shows that "Pornography facilitates sexual variety in my romantic relationship" differs between male ( $M = 3.80$ ,  $SD = 1.24$ ) and female ( $M = 3.27$ ,  $SD = 1.33$ ),  $t(409) = 4.33$ ,  $p = .00$ . "Pornography facilities love in my relationship" also shows a statistical significant difference between male ( $M = 4.25$ ,  $SD = .93$ ) and female ( $M = 3.85$ ,  $SD = 1.01$ ),  $t(409) = 4.23$ ,  $p = .000$ . Furthermore, "Pornography helps build sexual confidence in my

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romantic relationship” showed a significant difference between male ( $M = 3.90$ ,  $SD = 1.19$ ) and female ( $M = 3.39$ ,  $SD = 1.23$ ),  $t(409) = 4.28$ ,  $p = .00$ . “Pornography facilitates productive interaction in my romantic relationship” indicates a significant difference between male ( $M = 3.93$ ,  $SD = 1.10$ ) and female ( $M = 3.48$ ,  $SD = 1.19$ ),  $t(409) = 3.98$ ,  $p = .00$ . Also, “Pornography causes chaos in my romantic relationship” indicates that there is a significant difference between male ( $M = 3.94$ ,  $SD = 1.12$ ) and female ( $M = 3.73$ ,  $SD = 1.10$ ),  $t(409) = 1.96$ ,  $p = .05$ .

**Table 2: Independent samples t-test measuring the statistical difference between male and female users who consume pornography to satisfy romantic relationship desires.**

| Items  | <i>f</i> | <i>Sig</i> | <i>t</i> | <i>Df</i> | <i>p</i> |
|--|----------|------------|----------|-----------|----------|
| I watch pornography with my romantic partner to initiate sex               | 4.94     | .03        | 2.95     | 409       | .00      |
|  |          |            | 2.94     | 398.75    | .00      |
| Pornography facilitates happiness in my romantic relationship              | 6.00     | .02        | 4.41     | 409       | .00      |
|  |          |            | 4.39     | 390.74    | .00      |
| Pornography prevents me from cheating on my romantic partner               | 16.09    | .00        | 4.90     | 409       | .00      |
|  |          |            | 4.86     | 384.11    | .00      |
| Pornography facilitates sexual variety in my romantic relationship         | .37      | .54        | 4.33     | 409       | .00      |
|  |          |            | 4.33     | 403.95    | .00      |
| Pornography facilitates love in my relationship                            | .22      | .64        | 4.23     | 409       | .00      |
|  |          |            | 4.21     | 394.44    | .00      |
| Pornography helps build sexual confidence in my romantic relationship      | 1.88     | .17        | 4.28     | 409       | .00      |
|  |          |            | 4.28     | 400.02    | .00      |
| Pornography facilitates productive interaction in my romantic relationship | 5.73     | .02        |          |           |          |
|  |          |            | 3.98     | 409       | .00      |
|  |          |            | 3.97     | 395.27    | .00      |
| Pornography causes chaos in my romantic relationship                       | .25      | .62        |          |           |          |
|  |          |            | 1.96     | 409       | .05      |
|  |          |            | 1.96     | 404.96    | .05      |

$p < 0.05$

Results from ANOVA analysis shows that among all the eight items that were tested, all but one showed a statistical significant difference among respondents’ frequency of watching pornography and satisfying romantic relationship desires. Findings reveal that in “I watch pornography with my romantic partner to initiate sex”  $F(3, 41) = 11.57$ ,  $p = .00$ . Once a month ( $M = 2.58$ ,  $SD = 1.17$ ) and less a few times a year ( $M = 3.31$ ,  $SD = 1.25$ ) were less statistically significant than did less than once a year ( $M = 3.42$ ,  $SD = 1.23$ ) and a few times a month ( $M = 3.89$ ,  $SD = 1.19$ ). There was also a statistical significant difference in “pornography facilitates happiness in my romantic relationship”  $F(3, 41) = 4.12$ ,  $p = .01$ . A few times a year ( $M = 3.60$ ,  $SD = 1.16$ ) and once a month ( $M = 3.79$ ,  $SD = .98$ ) were less statistically significant than did less than once a year ( $M = 3.84$ ,  $SD = 1.04$ ), a few times a month ( $M = 4.11$ ,  $SD = .98$ ). “Pornography prevents me from cheating on my romantic partner” was also statistically significant  $F(3, 41) = 16.85$ ,  $p = .00$ . Results indicated that a few times a year ( $M = 3.07$ ,  $SD = 1.39$ ) and less than once a year ( $M = 3.13$ ,  $SD = 1.36$ ) were less statistically significant than did once a month ( $M = 3.75$ ,  $SD = 1.23$ ), a few times a month ( $M = 4.11$ ,  $SD = 1.04$ ).

Also, findings indicated a statistically significant difference in “pornography facilitates sexual variety in my romantic relationship”  $F(3, 41) = 18.75$ ,  $p = .00$ . Less than once a year ( $M = 2.58$ ,  $SD = 1.23$ ) and a few times a year ( $M = 2.78$ ,  $SD = 1.28$ ), were less statistically significant than did once a month ( $M = 3.08$ ,  $SD = 1.21$ ) and a few times a month ( $M = 3.80$ ,  $SD = 1.17$ ). There was also a statistical significant difference in “pornography facilitates love in my relationship”  $F(3, 41) = 6.23$ ,  $p = .00$ . Less than once a year ( $M = 3.61$ ,  $SD = 1.26$ ) and a few

times a year ( $M = 3.64$ ,  $SD = 1.11$ ) were less statistically significant than did once a month ( $M = 4.00$ ,  $SD = .98$ ) and a few times a month ( $M = 4.17$ ,  $SD = .92$ ).

**Table 3: ANOVA presenting the variance among respondents' frequency of watching pornography and satisfying romantic relationship desires**

|  | <i>Sum of Squares</i> | <i>df</i> | <i>Mean Square</i> | <i>F</i> | <i>Sig.</i> |
|--|-----------------------|-----------|--------------------|----------|-------------|
| I watch pornography with my romantic partner to initiate sex               | 49.89                 | 3         | 16.63              | 11.57    | .00         |
|  | 582.06                | 41        | 1.44               |          |             |
|  | 631.96                | 41        |                    |          |             |
| Pornography facilitates happiness in my romantic relationship              | 12.51                 | 3         | 4.17               | 4.12     | .01         |
|  | 410.43                | 41        | 1.01               |          |             |
|  | 422.94                | 41        |                    |          |             |
| Pornography prevents me from cheating on my romantic partner               | 63.43                 | 3         | 21.14              | 16.85    | .00         |
|  | 508.26                | 41        | 1.26               |          |             |
|  | 571.69                | 41        |                    |          |             |
| Pornography facilitates sexual variety in my romantic relationship         | 79.91                 | 3         | 26.64              | 18.75    | .00         |
|  | 575.32                | 41        | 1.42               |          |             |
|  | 655.22                | 41        |                    |          |             |
| Pornography facilitates love in my relationship                            | 17.68                 | 3         | 5.89               | 6.23     | .00         |
|  | 382.92                | 41        | .95                |          |             |
|  | 400.59                | 41        |                    |          |             |
| Pornography helps build sexual confidence in my romantic relationship      | 36.01                 | 3         | 12.00              | 8.32     | .00         |
|  | 584.07                | 41        | 1.44               |          |             |
|  | 620.08                | 41        |                    |          |             |
| Pornography facilitates productive interaction in my romantic relationship | 50.29                 | 3         | 16.77              | 13.41    | .00         |
|  | 506.37                | 41        | 1.25               |          |             |
|  | 556.67                | 41        |                    |          |             |
| Pornography causes chaos in my romantic relationship                       | 2.41                  | 3         | .80                | .64      | .59         |
|  | 506.26                | 41        | 1.25               |          |             |
|  | 508.67                | 41        |                    |          |             |

$p < 0.05$

Pornography helps build sexual confidence in my romantic relationship also indicated a statistically significant difference  $F(3, 41) = 8.32$ ,  $p = .00$ . Once a month ( $M = 3.04$ ,  $SD = 1.40$ ) and a few times a year ( $M = 3.07$ ,  $SD = 1.21$ ) were less statistically significant than did less than once a year ( $M = 3.35$ ,  $SD = 1.38$ ) and a few times a month ( $M = 3.82$ ,  $SD = 1.16$ ). Finally, there was a statistical significant difference in "pornography facilitates productive interaction in my romantic relationship"  $F(3, 41) = 13.41$ ,  $p = .00$ . A few times a year ( $M = 3.07$ ,  $SD = 1.12$ ) and less than once a year ( $M = 3.35$ ,  $SD = 1.50$ ) were less statistically significant than did once a month ( $M = 2.92$ ,  $SD = 1.18$ ), a few times a month ( $M = 3.91$ ,  $SD = 1.07$ ).

## 5 Discussion

The major aim of this study was to find out whether consuming pornography on social media serve as a means of satisfying romantic relationship desires. Our study has been able to verify that romantic partners get satisfaction from consuming pornography on social media. Findings from this study have been able to annotate a relationship between the consumption of pornographic content on social media and the satisfaction of romantic relationship desires. This created more illumination on some of the reasons pornography is consumed as it does not only serve as means of education, masturbation, or entertainment, it also serves as a means of satisfying romantic relationship desires (DasGupta, 2017). These desires range from the need to initiate sex with a romantic partner, introduce variety into their sexual life, entertain sexual partner, or satisfy/douse sexual urge when their sexual



partners are not physically available. Though, not ultimately, dousing sexual tension by watching pornography prevent individuals from cheating on their romantic partner. With the spring up of erotic pages on social media, romantic partners now engage in sending pornographic contents to each other in order to initiate sexual communication with each other. Sometimes, romantic partners refer each other to erotic social media pages for education, satisfaction, and entertainment purposes. This serves as a means of satisfying romantic relationship desires thereby helping such relationship grow. In essence, pornography consumption performs a gratification function to its audience, however, this finding is supported by Wright, (2013).

Findings in this study revealed a statistically significant difference between male and female respondents who consume pornography on social media to satisfy their romantic relationship desires. It is evident that males may consume pornography to initiate sex to females (Sun, Bridges, Johnson, & Ezzell, 2016). In addition, findings indicated that consuming pornography helps males earn more pleasure in their romantic relationship while it equally prevents them from cheating on their partners. As such, they are able to achieve satisfaction in their romantic relationship due to the improved and satisfactory sex life. This is in tandem with scholars who described sex as an essential tool that facilitate satisfaction in romantic relationships (Birnbaum, 2010; Wright, 2013). This may also transcend to increased love, affection, and build sexual confidence in such relationships.

This study is supported by existing literature stating that men consume more pornography to women (Carroll, et al., 2008; Sun, Miezian, Lee, & Shim, 2015). As such, findings have revealed men who are in a romantic relationship consume pornography as a means of initiating sex with their romantic partners. Our findings revealed that there is a minimally high and significant consciousness in consuming pornography, as it facilitates satisfaction of romantic desires. For example, such consciousness in the frequency of the practice may facilitate happiness; prevent a romantic partner from cheating while facilitating sexual satisfaction, love, sexual confidence, and a well facilitate productive interactions between romantic partners. This ultimately leads to satisfying romantic relationship desires.

Findings further validate the UGT as results indicate individuals use pornography consumption on social media is used to gratify romantic relationship. Though some individuals may consume pornography as a form of escaping, it ultimately serves as a means of gratification. Our findings also revealed that the frequency at which individuals or romantic partners consume pornography also has a significant influence on the satisfaction received. Results indicated that those who consume pornography more often tend to get satisfaction in their romantic relationships from doing so. This could be a way of getting themselves, their partner, or both of them aroused sexually thereby initiating sex (Watson, 2010; Weitzer, 2011). Sometimes it might serve as a means of initiating sex between the partners as there might be initial shyness from either or both of the partners as to who will initiate sex. Findings indicated a statistically significant difference in the frequency of consumption of pornographic contents on social media and satisfying romantic relationship desires.

## 6 Conclusion

This study has reaffirmed some of the postulations of the UGT, which states that media consumers use a wide range of social media platforms to satisfy specific needs and desires. In this case, romantic partners not only use social media as a means of satisfying their information and education needs, they also satisfy their romantic relationship desires by consuming pornography online either with their romantic partners or alone. This indicates that with the continuous technological advancement, the UGT is becoming more relevant and applicable, thereby moving from a sole television theory to a broader theory. Though not highly consumed, it can be stated that the higher the consumption of pornography, the higher the satisfaction in romantic relationship desires. As such, the more you look, the more you see. Conclusively, the study has been able to ascertain that the higher the frequency of exposure, the higher the satisfaction. However, it is recommended that individuals moderate the level at which they generally consume pornographic contents on social media in order to avoid any form of relationship conflict.

Future studies may also investigate how exposure to pornographic contents on social media affects the sexual activities of individuals in a relationship.

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