

Abstract

The Internet has unlocked a convenient access of sexually explicit materials for nearly everyone in society. Such accessibility nurtures an unprecedented prevalence of pornography viewing. Despite its prevalence, the associated factors of online pornography viewing remained largely unknown. This study examined some potential antecedents and consequences of online pornography viewing in a sample of young men in Hong Kong. Specifically, peer pressure, vulnerability to peer pressure, parental monitoring, parental involvement and openness to experience were examined as antecedents. Sexual permissiveness, negative attitudes toward women, lenient definition of sexual harassment and high proclivity of sexual harassment were expected to serve as the outcomes. Multiple regression analysis reveals that peer pressure and vulnerability to peer pressure are the most important predictors for the respondents' consumption of Internet pornography. In addition, hierarchical regressions reveal significant associations of online pornography viewing with sexual permissiveness and proclivity of sexual harassment. These results enrich our understanding of Internet pornography consumption and have important implications for prospective intervention programmes targeting local young web surfers against online pornography.