

Abstract

With an interest in the user's media involvement in pornographic videos, this study aimed to examine identification as a process during use and its impact on users' likelihood to sexually harass. A sample of a hundred and seven university students ranging from 18 to 40 years old was invited to complete an online questionnaire, assessing their use of pornography and various psychometric measures. As the first study to adopt Cohen (2001)'s identification scale in studying pornography, we hypothesized, and some evidence was also found to support, that the relationship between frequency of use and likelihood to sexually harass was mediated by identification. With the use of PROCESS macro developed by Hayes (2012, 2013), the moderation effect of one's experience of attempting sexual behaviour from pornography was also found. Implication of the result was discussed.