



DP 703 | Communication Design Project III

INTERNET SEX ADDICTION: ADDICTION TO INTERNET PORNOGRAPHY

Hassan Kumar Gundu | Communication Design
Batch of 2017-19

Under the Guidance Of

Prof. Sudesh Balan

Faculty, Communication Design
IDC School of Design, IIT Bombay



IDC School of Design
अभिकल्प विद्यालय
IIT Bombay

SHEET OF _____

Approval

The project titled Internet Sex addiction: Addiction to Internet pornography, by Hassan Kumar Gundu of M.Des. Communication Design 2017-19 is approved as a partial fulfillment of requirements for Project 3 in M.Des (Communication Design) at IDC School of Design, IIT Bombay.

External Examiner: *Vinod*
15/06/2019

Internal Examiner: *Mohan*

Project Guide: *Suresh*

Chairman: *Phani*

MY OWN _____

Declaration

I hereby declare that this written submission submitted to IDC School of Design, IIT Bombay, is a record of original work done by me. The written submission represents my idea in my words. I have adequately cited and referenced the original source. I also declare that I have adhered to all principals of academic honesty and integrity and have not misinterpreted or falsified any idea/ fact/ source in my submission. ***I understand that any violation of the above*** will be cause for disciplinary action by the institute and can also evoke penal action from the sources which have thus not been poperly cited or from whom proper permission has not been taken when needed.



Hassan Kumar Gundu
176450014

**“Sex is physiological
but pornography
is psychological”**

- The one liner for the project

The key insight from the academic journey involved in the project in the last 6 months

THE _____

Abstract

Whether we acknowledge it or not, sex is an integral part of human life. Irony is that, even though we are the second largest population on the planet, sex is still a taboo subject for us. Existing sex education is not sufficient for understanding sexuality and it happens that many learn about sex from pornography. Such distorted understanding doesn't result in a balanced outlook of human sexuality.

There are many discussions and debates about the impact of pornography on increasing rate of violence against women. Besides, consumption of pornography can turn into an addiction which affects the personal growth of a young individual. This project looks into this aspect of addiction and how it can work against the individual and his well being.

TABLE OF

Contents

P. 1	The Introduction
—	
P. 2	Why this topic?
—	
P. 4	The controversial connection between pornography and violence
—	
P. 8	Ego and Morality
—	
P. 11	The Research
—	
P. 22	The Insights Found
—	- Pooling Insights together
	- Mapping the Affinity
	- Key Insights Summed up

P. 30	The science behind addiction	P. 63	The Way Forward
—	<ul style="list-style-type: none">- Stages of pornography addiction- Result of excessive viewing of Pornography	—	
P. 38	Designing the message	P. 64	The Conclusion
—	<ul style="list-style-type: none">- What if Pornography was a person?- What will be Pornography's persona?- Using techniques of storytelling- The Autobiography of Pornography- Structure of the story- The style of writing	—	
P. 48	The Story	P. 65	Acknowledgment
—	<ul style="list-style-type: none">- Stage 0: Genesis- Stage I: The Honest Friend- Stage II: Just a Guy thing- Stage III: Mind the Gap- Stage IV: The Weapon- Stage V: Plastic Women- Stage VI: Just you and me	—	



**“Sex is about union
and emotional
connection too,
loner you probably
will never get it”**

*-Your's Sincerely
Pornography*

THE

Introduction

There is a lot of difference being in control and not being in control

Identifying yourself with the characters on screen provides the novelty of experiences which finally takes control of your life. That is what watching pornography actually feels like. Pornography has come a long way in terms of technology and realism. Intensifying the immersive experience is the driving force behind adapting to modern technology.

It slowly starts blurring the line between what is real and not in our thoughts regarding sexuality. For the purpose of focussing my research, we are looking at the display of explicit images through online media which is generally termed as pornography.

Due to the vast affordability of internet and popularity of mobile phones which provides easy access and discreet allowed people to access pornography at the touch of a button including minors. This has caused major concerns among parents and experts who are concerned about the behavioural health in his formative years.

When I think, this project is extremely relevant in this point of time

**There are
over
600,000,000,00
pornography sites
and there is
1 life,
which is
more
important?**

WHY —————
this topic?

Because the idea of banning pornography will not simply address the issue

Several attempts have been made in the past to restrict the access of pornography sites and there by address the above issue. However, due to several factors including technological limitations, there have been debates on this with a feeling of moral policing and ever changing perspective as a netizen.

it's one of the myths of the 20th century the Victorians were very repressed about sexuality it's not true what they were was passionate about repressing and the way to repress...

pornography sets a standard of what should be ...

-Pornography, the secret history of our civilization

This increased consumption of pornography can be considered in one way or the other as fuelling prostitution and human trafficking. (Ref: *Sex For Sale Prostitution, Pornography, and the Sex Industry* by Ronald Weitzer)

Colonization changed the perception of sexuality in our country. We as a culture and country were never really like that. Sculptures of Khajuraho and writings of Kamasutra considered sexuality as a part of our daily life. Many of the laws formed during colonization are already outdated now. These ideas were straight down pushed onto us in the form of law. For instance, Section 377 was abolished in India recently whereas the British decriminalized homosexuality in the year 1967 itself!

As mentioned earlier, easy access of explicit images by the younger generation appears to have influenced their outlook towards sexuality and women in particular. When the idea of sexuality is dictated by pornography industry based on market needs and novelty has distorted this outlook.

From a physiological point of view, the heightened stimulation received frequently by watching explicit images has a far greater impact on the pleasure centre of the brain. (Ref: *Brian Y. Park, Gary Wilson, et al. Is Internet Pornography Causing Sexual Dysfunctions? A Review with Clinical Reports, August 2016*) This results in a stronger release of dopamine - a chemical substance which induces the same effects as cocaine, heroin and eventually results in addiction.

THE CONTROVERSIAL

Connection between pornography and violence

Production of pornography dominated by men and the need for novelty seems to have brought violence in its content. There have been several debates in the past, where it has been scrutinized for being one of the influencers on society when it came to crimes and other kinds of assaults on women.

Several NGO's around the world addressing these issues have found that physical violence, verbal aggression, is presented very frequently in pornography films. (Source: <https://fightthenewdrug.org/media/porn-leads-to-violence-2/>)

Even though these scenes are enacted amongst consenting adults many viewers fail to understand and get a distorted view. They may consider the appearance and behaviour of individuals in these scenes as real. Also, they misjudge the situation of the victim in a violent situation as an act of enjoyment.

Pieces of evidence of such distorted views are visible in the escalating incidences of recent violence against women.

So the following questions came to my mind...

- Can violent pornography during formative years influence someone into committing violence at one point in their life? And are there additional reasons which can lead to such situations.
- The role of pornography in sexual identity
- Awareness of parents about exposure to pornography and it's impact on young minds

Ego and Morality

Dropping the 'I know' in the early stages allowed me to see things for what they are and develop new perspectives

“Come out of the illusion that you’ve known it all and seen it all...”

Understanding the impact of pornography on the mind has its own difficulty. The personal outlook shaped by upbringing, culture and morality makes you believe that you know the issues and problems associated with pornography without understanding its complexity. Besides your viewpoints can be subjective and this can mask the clarity required in such a process.

In order to do this one has to step back and look at the issues with a disconnected mind and view objectively without any prejudices.



ABOVE *Little* THINGS

DIE BEFORE YOU DIE



THE NEXT CHAPTER. 2018

“Killing another human is wrong...”

Social order brought through behavioural conditioning makes us not commit acts which can work against society. The influence of religion, family, parents and leaders facilitate this conditioning. If observed closely one can realize that morality comes from this conditioning with a purpose and based on the purposes the conditioning can vary. Even though killing is considered as a crime but when it comes to a butcher in a slaughterhouse killing an animal is considered as providing a service. So, when you objectively look at it there is only a very fine line between what is considered right or wrong that is based on context.

***“Die as you are so that you can become that which you really are. Die to the ego so that the divine can be born in you.*”**

Die to the past so that you become open to the future. Die to the known so the unknown can penetrate in you.

Die to the mind so the heart can start throbbing again, so that you can rediscover your own heart which you have lost completely.”

-Osho

What I learned from the mountains and human ego

Usually, when you climb to the top of a mountain you realize that reaching the top is never the real satisfaction. The actual satisfaction lies in the journey which takes you to the top and what you are able to see around you the vastness of what mother nature offers, only to realize how insignificant you, the thoughts about yourself and the world around you are really are. It is a way to do away with the ego.

So once the ego is not there I can start conducting research objectively

THE _____

Research

To understand the world of
pornography, sex and society

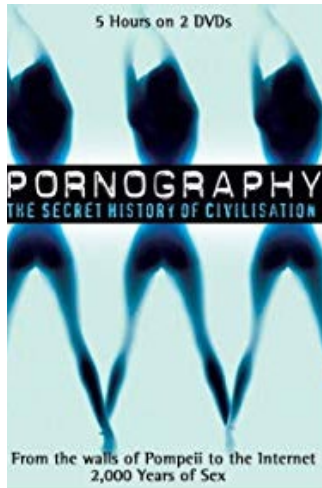
**“To draw a horse,
you have to draw
everything but
the horse”**

-A tip I got from Prof. Raja Mohanty

Understanding the World Of Pornography and it's ecosystem in particular

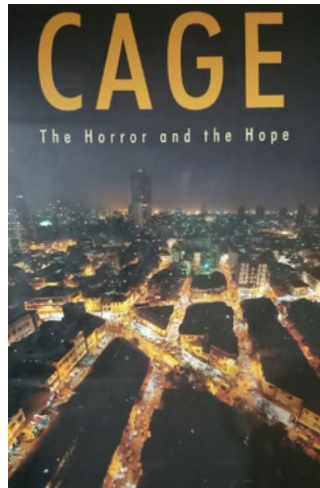
Pornography as an official word came into existence by appearing in dictionaries in the 1800s, this was after it was coined to put a stop to obscene explicit content for sexual arousal back in the Victorian era.

References



Pornography: The secret of our civilization

It is a chronological account of erotic imagery's evolution. Details and perspectives of the various people involved in the pornography industry are covered to a great extent. Also, this documentary lays emphasis on evolution of pornography with technology.



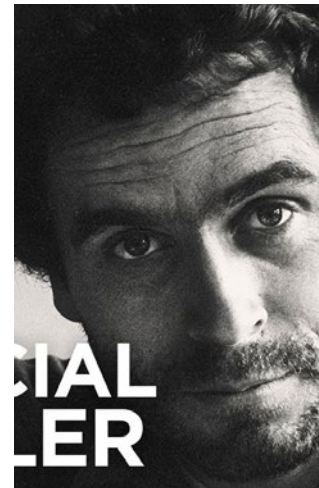
Cage: The Horror and the Hope

The story of three girls abducted into sex slavery in the cages of Kamathipura is told through a series of dramatic photographs that chart their journeys from abduction to sex slavery and beyond.



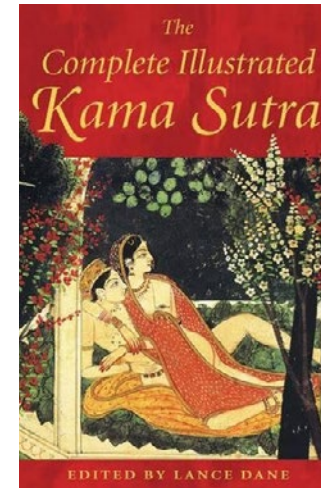
Love Sonia - A feature length film

Directed by Tabrez Noorani, the movie talks about the harsh reality of human trafficking that exists in Mumbai, the city of dreams. The film portrays the journey of a village girl trapped in the red light area of Mumbai to finding redemption towards the end.



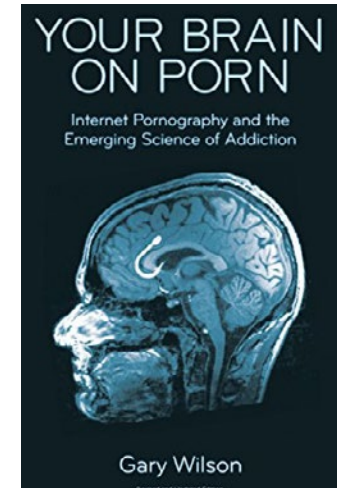
Confessions of a serial Killer- The Ted Bundy Tapes

Ted Bundy was one of America's most notorious serial killers. He was convicted in the deaths of more than 30 women. Two days before his execution he confessed on the influence of pornography in his crimes and how it holds true for most of the people he met in prison.



Kamasutra -Completely Illustrated

It is an ancient manual was written by Malinaga Vatsyayana on the sex and intimacy between a man and a woman and how one should go about it.



Your brain on Pornography -Gary Wilson

The book in a scientific manner talks about the impact of repeated viewing of pornography on a human brain.



Don Jon: The life of a Pornography Addict

Don Jon is a movie that deals with the life of a pornography addict. The story talks about how his regular habit of watching pornography multiple times in a day ends up creating serious troubles in his personal relationship.



S.H.A.M.E - A movie about a sex addict

The movie shame follows the life of a sex addict who is lonely. He disregards the emotional aspect in a sexual aspect.



Sex Education -A Netflix Drama

The show talks about a bunch of teenagers dealing with the issues of puberty and sexual relations at school at the age of around 15-16. They deal with it by opening a secret sex clinic on campus which helps sort out the issues for students.



Sex Rated India by VICE

This six-part series exclusively talks about sex and pornography in the entire country. It talks about content such as people's aspiration to become pornography stars, their sexual fantasies, bondage with consent etc.



Mastram -The Movie

The film is about an aspiring writer turning into a full-fledged pornography writer who is reluctant at first. It is inspired by the unknown author of popular sex stories in Hindi, only known as Mastram.



Ascharyachakit by Netflix

The story follows the love affair between a sex worker and a person who works as a driver for a celebrity. It tells about how our protagonist deals with his love for this woman on one side and how she has to work as a sex worker for his boss on the other.

Understanding the ground realities

Visit to Kamathipura in Mumbai

Kamathipura in Mumbai is one of Asia's largest red-light district. It was set up 200 years ago for British troops who wanted some erotic fulfillments while they were away from home.

It is a cheap and easy way to fulfill their desires – but It all comes at a cost of someone else's suffering

Those who visit these areas may also encounter non-consenting or underage individuals who are unpaid and deprived of their basic human rights and this points to the presence of human trafficking and exploitation.

Nothing has changed over the years. The women are still deceived or forced into abusive and dangerous situations, made to work far from home in the brothels.

It is very interesting to see how pornography has penetrated these places. By interacting with some individuals, the bits and pieces of information I gathered from these places hint the continuing exploitation and abuse prevailing even now. This eventually leading them to lose their self respect.

The fact that people demand services based on what they see in explicit images implies the popularity of pornography and it's impact on the idea of sexuality .

Eventually they tend to believe, these explicit moving images as reality.



Images: Clockwise: My old home back in the year 2005 now under demolition, my abandoned colony, the school under demolition, the junior wing of my school, in talks with children of current batch, the marketplace

Visit to Childhood Town

I spent the majority of my childhood in a small town known as 'Firozpur' near the Indo -Pak border. It is one of the last terminals of Indian railways.

I got a chance to visit the place nearly after 15years, but somehow much hasn't changed since the past. Here I had a chance to speak to a few kids during the visit to my school. Also, had a chance to talk to a few parents about how technology has shaped their lives some of them were worth noticing.

"My child hasn't seen sunlight in 4months"

In an encounter with a close family friend of mine, I came to find out that his son has been addicted to the phone now for almost a year. To such an extent that his only knowledge of what is happening in the outside world is through his phone. On the other hand, he has become physically weak to a point where even his spine has now suffered a deformity.

His father said...

***“Pata nahi achanak
itna gussa kyun aane
laga ise”***

*“I don't know why all of a
sudden he started getting
so angry”*

—

***“Saare paise game me
udata hai”***

*“He spends all of his money
on this game”*

—

***“Saare din bas phone
mein ghusa rehta hai”***

*“He spends his entire day
on phone”*



Initially, the parents were sceptic about giving the phone with the worry of him streaming explicit sexual content over the internet. But he ended up getting addicted to a game PUBG which has gone viral throughout the nation.

This game had to be banned in India by the government as it triggered violent regression in the players who have been playing it. (Ref: Amritanshu Mukherjee, 2019, March, 12th, India Today.in)

This reminded me of the science of Mirror Neurons

MIRROR NEURONS

Mirror neurons are the components of the human brain which triggers the animal behaviour inside us of “monkey see - monkey do”.

This makes us replicate the actions of what we see, for example, if we see a bunch of people eating with a set of chopsticks at a restaurant we would also try to imitate the same person because we don't want to be left out of the herd.

This made me connect the dots when it came to violence as depicted in pornography and women in real life

Images: Top to Bottom: The game PUBG aka Public Unions Battle Underground
The Monkey see monkey do effect, **Source:** Wikipedia



Images: Photographs from tata parag's conferences across these two years

Working with Tata Parag's Initiative

During my stay here at Mumbai, I had the chance to attend various events by the Tata's Parag initiative which works towards developing children libraries across India especially for the underprivileged school children.

All their conferences had a central theme where they discuss disclosing topics to children which

are considered as a Taboo in the society such as homosexuality, menstruation periods, death, premarital sex etc.

In one such conference, Ms. Urvashi Butalia, founder of Zubaan books made a point stating, that to show what is invisible you have to work upon what is visible.

Talking to the peer groups here at Bombay

Pornography is common amongst students as well. In interviews with students, a lot of topics surfaced about their perceptions about pornography and their preferences in videos and sexuality in general. Some of the findings were as follows:

In an interview with a lady, it was revealed to me that it was only after watching pornography that she began to realize that there is an attraction between same-sex and it's totally normal.

A second-year student confessed that he watches pornography to avoid the feelings of loneliness of not having a female companion.

A person revealed that he built the liking for a pornography actress as she resembled his romantic interest back at college to whom he was afraid to express his feeling

Further, a person mentions that he likes to watch explicit amateur videos of Indians such as MMS clips because he feels those are the kinds of sexual partners he is going to get in the future

Summing things up...

“Pornography is manifesting its way into the lives in one way or the other”

“We do start imitating what we see on regular basis and technology is constantly fueling it up”

“To talk about what is invisible you have to build upon what is visible”

“Loneliness can trigger a person’s habit to watch pornography and some people are addicted”

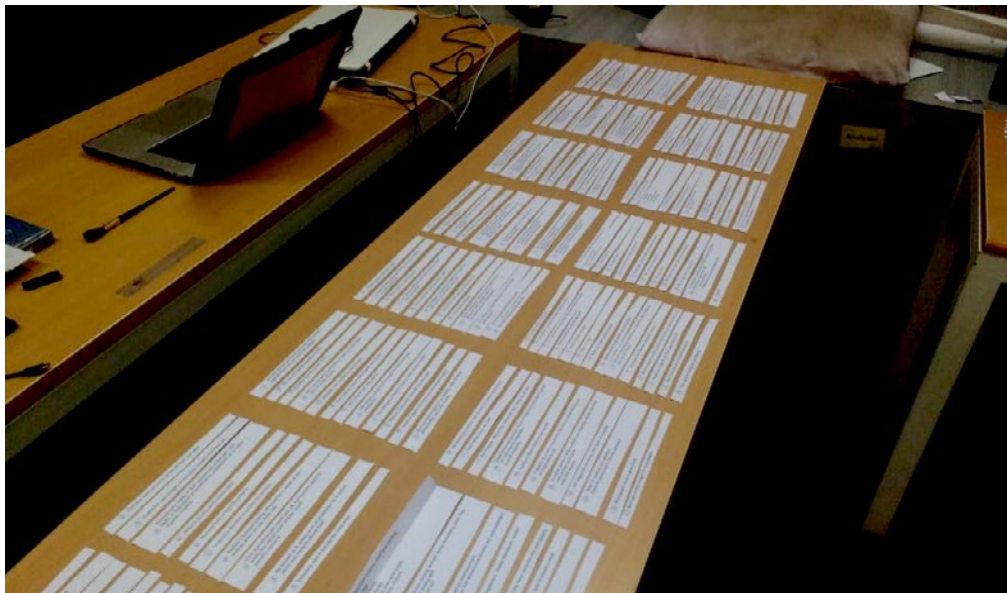
THE

Insights found

A total of over 300 insights were found
from the research and documentation of
personal experiences

	A	B	C	D	E	F	G	H	I	J	K
1		It is a recording of sexual experiences									
2											
3		Considered as road to ruin									
4											
5		Pornography is an invention									
6											
7		Pornography was between the romans and the victorians									
8											
9		Roman's Pompeii side was excavated for porn evidence									
10											
11		Explicit scenes at every turn in their homes									
12											
13		The scene of Pan god + goat									
14											
15		Sex is a part of continuum in Rome									
16											
17		Sex was everywhere in Rome									
18											
19		It was locked away by the victorians									
20											
21		For romans explicit beastiality is an admiration									
22											
23		Victorians wanted to keep away from ignorant and the women									
24											
25		We created pornography by putting it out of people's life									
26											
27		Victorians said images of sexuality creates disturbances									
28											
29		Pornography made its first appearance in the year 1857									
30		<small>Data: A description of attitudes of sexualit...</small>									

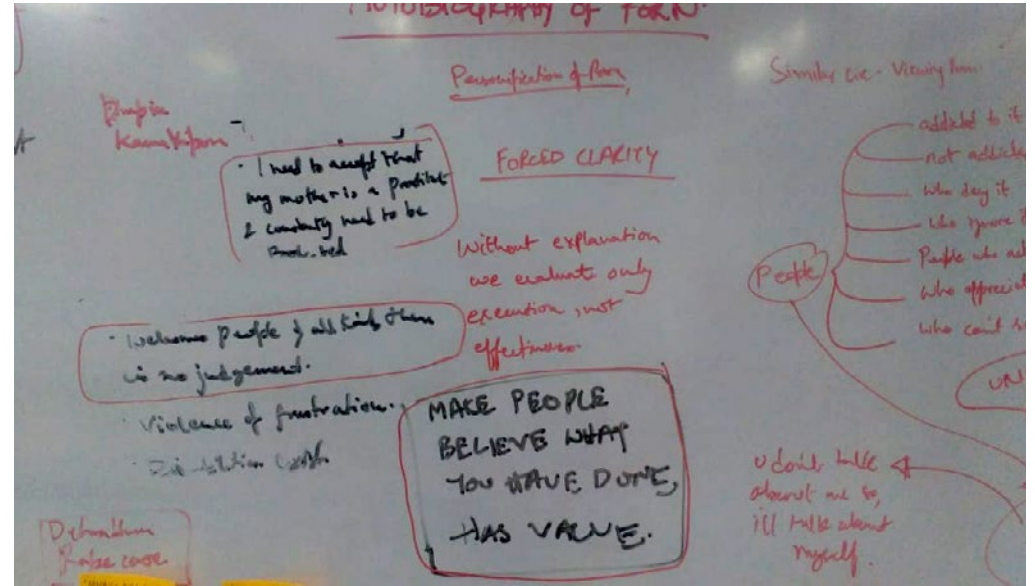
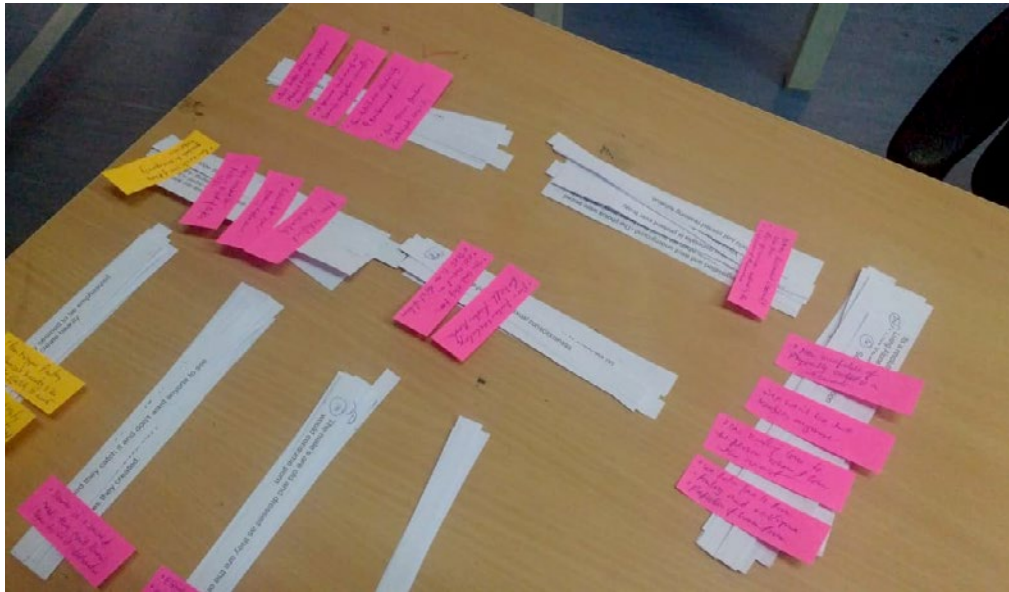
	A	B	C	D	E	F	G	H	I	J	K
304		Covering Up is a norm to control reproduction to maintain social order									
305											
306		NO Fap community, people just cant resist, got superpowers									
307		Female attraction									
308											
309		Shut clinic in bangalore									
310											
311		No common word for sex in india									
312											
313		Important to say it									
314											
315		Kiss girl she will be pregnant									
316											
317		Sex Ed is about knowing your own body									
318											
319		Sex Ed control population									
320											
321		2003 STDs									
322											
323		Asking questions is against patriarchy UP, Bihar									
324											
325		We want to be boggies not engines									
326											
327		Sexologist- Taught very casually, unnecessary importance, comfortable abot casualty, Child only percieve senses of body, dirty thing, dirty boy, where all i dont touch mom doesnt have a thing, I touch there mom has problem, Covered the senses of sexual parts.									
328											
329		Sex turns to guilt or shame									
330											
331		Hunger of body, sex se mann bharta hai.									
332											



Pooling up the insights together

The insights were pooled up in an excel sheet and later printed on sheets of paper. Then cut like strips so can be easily moved and shuffled across the table.

The full list of insights are available at:
https://docs.google.com/spreadsheets/d/1POulfu_CQ2kXfcwfITEvrtS3qOc2x32jfGxdc1qwd0/edit?usp=sharing



Mapping the Affinity

The next step would be to **build an affinity amongst these** insights. Like a common which would emerge by combining a lot of outputs from various sets of people.

Some interesting connection had started to generate at this point here such as **Pornography has become like the fast food for our generation**. Just like fast food has no nutrition similarly pornography lacks emotion.

o SEX IS SEX (B)
 • Art of love making
 • We have a biology ^{left} ^{delivers} it

• Religious structures were sources of sex education (A6)
 • Bestiality is OK.

• Porn is an invention
 • It is hard prohibition (A1)

• Porn became economy it created winners (A7)
 • It was available to everyone.

• Photo changed the game (A10)
 • Shocking reality.
 • Became relatable.
 • NO REVOLUTION WITHOUT STOCK

• Prostitution is thriving because of US! (A1)

• Painters way of creating beauty is more emphasized than natural beauty. (A26)

• Porn triggers Panting. (A26)
 • Physical beauty is less than the ability to create beauty.

• Vics were passionate about referring. (A8)
 • Went against sex but imagery.
 • YOU CAN'T RECREATE FEELINGS

• Sex was normal in some, part of continuum, it was a ^{equal} ^{for} ^{men & women} (A8)
 • How we want a sex

• Men want to do exactly what they are told not to do. (A4)

• Internet is reality and it is less than television (A2)

• Porn is sex ed as no one talks about it so we form poor mental models. (A2)

• History makes sex pleasurable
 • in ancient times they let "SEX GROW" (A2)

• Sex is beginning of life, you can't fake what it does to you. (B)

• YOU are WASTING LIFE FORK (A9)
 • ROAD TO RUIN? SED
 • creates disturbances.

• Porn is all around us and the curiosity drives to watch it. (A4)

• But can we say that - Problem is in the man & not the image? (A4)

• Viewing women & relation as fasten. (A3)
 • It's a sex film.
 • I need sex, what relation?

• True satisfaction via ordinary attraction. (A2)

Images: Affinities formed from the insights

• We rush everything (A16)
• Porn is food without nutrition

• Porn exists cuz of privacy. genital & energy exposure (A20)

• Compulsiveness to escape from negative feelings & find the ultimate satisfaction through Porn - constant search (A21)

• It is about a healthy emotional bond. (A19)
• Ethics, material success, education

• It is a manual that involves regular part of life which will lead to sex like religious (A22)

(A19) Porn embraces embarrassment, taboos, brings forth what is banished under western culture.

• Porn is an economy like fast food, has a newer andy menu (A16)

• Images of sex has tremendous power for good and bad (A17)
Good - explore sexuality Bad - Addiction Objectification

• We get turned on by representation of object and not the object itself (A19)

• We choose vision sex
• We decide what perfect sex should be (A18)

• Hell is already here, sex isn't pleasure it's torture (A17)
• we need a partner → don't need a partner

• Repression can have behavioral effects. (A20)
• Repressed sex had a vision of violence.

• Men like to be in control of sex, impure houses and it's their choice. (A20)

• Porn corrupts the poor & not its creators (A10)

• MORALITY OVER BODY PARTS (A15)

Men can control his/sexual energy (A20)

• Putting law shuts it (A18)
• Embarrassment, reverse effect
• Not talking is actually acting.

(A13) VICES REPRESENTATION

• Genitals & ever growing exposure (A20)

• We created it putting it out of Poplo's wife (A21)

• Sexuality starts at young age we all are sexual beings (A22)

• But excess freedom sickened society (A23)

• It is just one part of life. This is what makes us diff. from animals. (A24)

• Porn didn't see disability if embraced it (A25)

• Porn broke stigma
• Allowed people to explore (A26)

• Women discussed sexuality via Porn (A27)
• Pin up + sexiness defined by Porn
• expression of themselves

• It became inclusive of all Trans, amputees, etc (A28)

• Semen is a sacred seed. They don't know how to use it, destructive (A29)

• Porn pushes technology & tells fishes Porn (A30)

• We put a face to Porn
• Fantasy and nostalgia
• Perfection of human form. (A31)

• You can't stop porn all around us
• Tech is an object of desire (A32)

Porn redefined Sexuality (A33)

• Elimination of touch
• Every man for himself
• Multiple partners, noether (A34)

• Men incapable of physically satisfying a female. (A35)

• Can really love to the person whom I love the most (A36)

• Sex won't be two bodies anymore. (A37)

Images: Affinities formed from the insights

Key Insights summed up

In the depicted reality in pornography, men are in control and they impose their power on their partner.

Pornography and Technology are intertwined with one advancing the other for enhancing the immersive experience of virtual sexual fulfillment.

Parents aren't aware of how far things have come in the world of pornography

Pornography is creating a poor mental model about sex in minors in their formative years

Majority of the people were exposed to pornography at a young age

It was also noted that in some cases the minors were involved in homosexual acts as they were curious to try out what was shown in pornography

Pornography redefined sexuality

Woman discovered sexuality and pin up styles as defined by pornography. Later became an expression of themselves

Instant gratification is the norm

Compulsiveness to escape from negative feelings and finding the ultimate satisfaction through pornography

Pornography embraces diversity

Internet is reality and reality is less than internet

Photographs changed the game. It was a shocking reality by making it even more relatable.

Pornography decided what perfect sex should be

Sex was normal in the ancient world

The Science behind Addiction

THE BEHAVIOURAL _____

Pornography Addiction

A behavioural addiction such as gambling which manifests into a habit

Pornography addiction is considered a behavioural addiction. It can be termed as an ever-growing compulsion to view pornographyographic content or material.

A person suffering from this would primarily satisfy his or her craving for adult content by viewing or storing pornography videos, magazines, and photos. But since the internet is here it allows for anonymous access to unlimited pornography that is malicious and illegal.

Another reason for the growth of this would be the fact that these devices allow one to store and view pornography in higher volumes than ever before while leaving little or no visible physical evidence of your pornography use.

The Stages of Pornography Addiction

- Stage I: Early Exposure
- Stage II: Integration
- Stage III: Escalation over time
- Stage IV: Desensitization
- Stage V: Acting out Sexually

Stage I: Early Exposure

A person is exposed at a young age. For example, a teen boy may see pornography at school, on the Internet, or while spending time with friends. It may also occur when a young child is sexually abused. This initial exposure sets the stage for the development of the addiction.

Stage II: Integration

As a person begins to watch pornography on a regular basis, it becomes an integral part of life. Thinking about pornography begins to permeate each part of life, and soon, a person starts searching for novelty.

Stage III: Escalation over time

Eventually the graphic images in pornography start to decline to stimulate the same mental and physical responses in the body. So he may look for more graphic, more intense types of pornography. What a person may have viewed as disgusting at first begins to intrigue and excite.

Stage IV: Desensitization

At some point, the newfound excitement in disturbing images stops providing the same stimulation. Even severely graphic, degrading, and malicious pornography stops providing excitement. In a strong withdrawal reaction, the person becomes desperate to find the same stimulation. Unfortunately, this leads to the last stage of pornography addiction.

Stage V: Acting out Sexually

Since the images no longer provide same stimulation, particularly affected men may begin to start acting out scenes from the videos which stimulated them more. Some of them may have depictions of horrid, illegal activities.

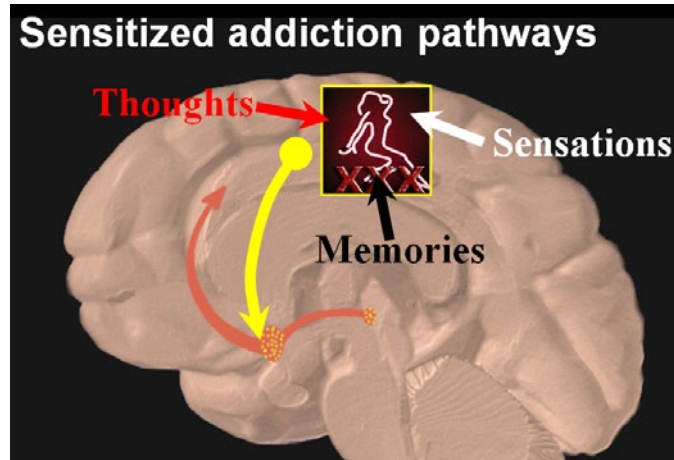


Image: A pornographic image's effect on the pre frontal cortex of the brain. **Source:** <https://www.yourbrainonporn.com/tools-for-change-recovery-from-porn-addiction/rebooting-basics-start-here/unwiring-rewiring-your-brain-sensitization-and-hypofrontality/>

Pornography becomes an escape route for momentarily pleasure

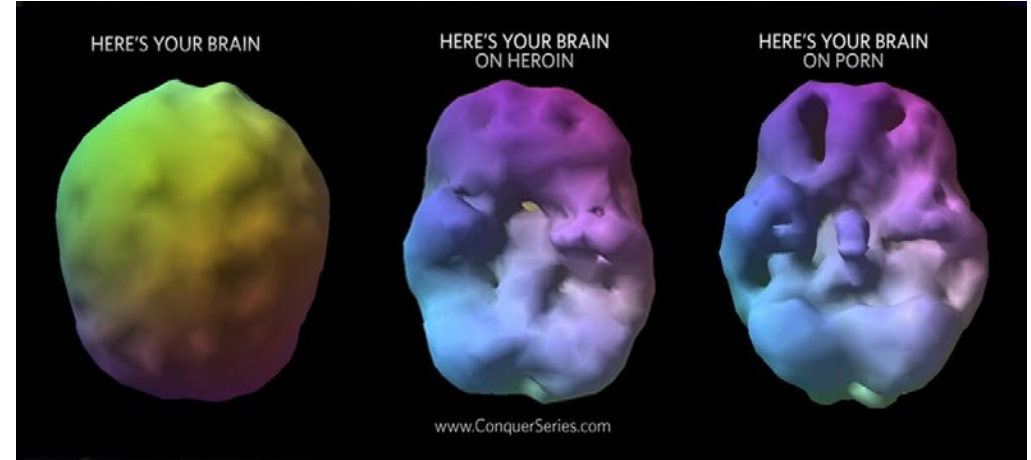


Image: A brainscan to show the comparison of a person on addictive drugs such as heroin vs. pornography. **Source:** <http://westkelownacounselling.com/your-brain-on-porn-same-as-drugs/>

The Science behind it

Pornography has been compared by scientists to cocaine, heroin when it comes to addiction. They trigger the **prefrontal cortex** of the brain also known as the pleasure centre of the brain. **This releases a chemical by the name Dopamine**, the chemical which is responsible for providing a sense of high and happiness to a person.

Other effects of viewing excessive pornography

Decreased Concentration

The person is unable to concentrate in day to day activities because of hormonal imbalance

Low Motivation

Because of lost energy, he is unable to get anything done

Depression

The person isolates himself and goes into a recurring state of depression

Social Anxiety

The person has trouble building social connections as he develops a sense of fear

Negative Self Perception

Because of the taboo surrounding pornography, the person believes he is committing a sin and starts undermining himself

Erectile Dysfunction

Person will need extra stimuli to get arousal which regular act of sex cannot provide

Because people who are making the online pornographic material know how to keep you hooked onto it and make you keep asking for more and more...

The following factors make pornography a popular addiction

- **Accessibility** - Access it anytime, anywhere.
- **Affordability** - No need to pay for it
- **Anonymity** - No one will recognize the consumer

The Role of Coolidge Effect

The Coolidge Effect is a phenomenon based on mammal sexuality which states that *men specifically get tired of having sex with the same partner over time*. That is why new women reinvigorate sexuality in men.

This is perhaps the foundation stone of internet pornography as you have the choice of new women just at the click of a button *tricking your brain into the illusion of having sex with a new woman every second*.

***Pornography forces us to
reassess sexuality in the
culture and understanding
of human relationships***

Idea of depicting male regression in Pornography

It falls in line with the fact that the *male's nature is to be aggressive which has been passed on right from the days of early man* where they would go out to hunt for food. Similarly, he likes to look at what's hidden according to the societal standards.

Since the time pornography made its way into the world it has been known to challenge the societal norms while capturing the imagination of the audiences.

Breaking the taboo

Pornography thrives on the idea of showing what's not usually seen in the society for the sake of novelty. Sometimes it includes the content which targets the existing norms and personal relationships.

DESIGNING THE

Message

Duality is one of the core principles of nature. Everything has two sides to it.

Over the years pornography has developed a bad reputation in society. But what we often fail to see the other side of things because we like to be part of the crowd which has shaped our minds and perceptions.

This gives us the feeling that we will be accepted by everyone since we say 'yes' to their 'yes' like a herd mentality.

But only when we look at the dual nature of things we are able to see the reality as it is. This has a profound effect on our conscious as a viewer which this project sets out to bring.

**“What if...
pornography was
a person?”**

-Personification of Pornography



Image: Screenshot from "Mein Samay hoon..."

Source: <https://www.youtube.com/watch?v=7eiihNUq5Y>



Image: A cover of Mary Selley's Frankenstein

Source: <https://www.hachettebookgroup.com/titles/zdenko-basic/steampunk-mary-shelleys-frankenstein/9780762445141/>

Why personify pornography?

"So, till now we have talked about pornography but what if pornography can talk about itself what will it say about us as a society and how can it make somebody an addict and force him to commit heinous crimes?"

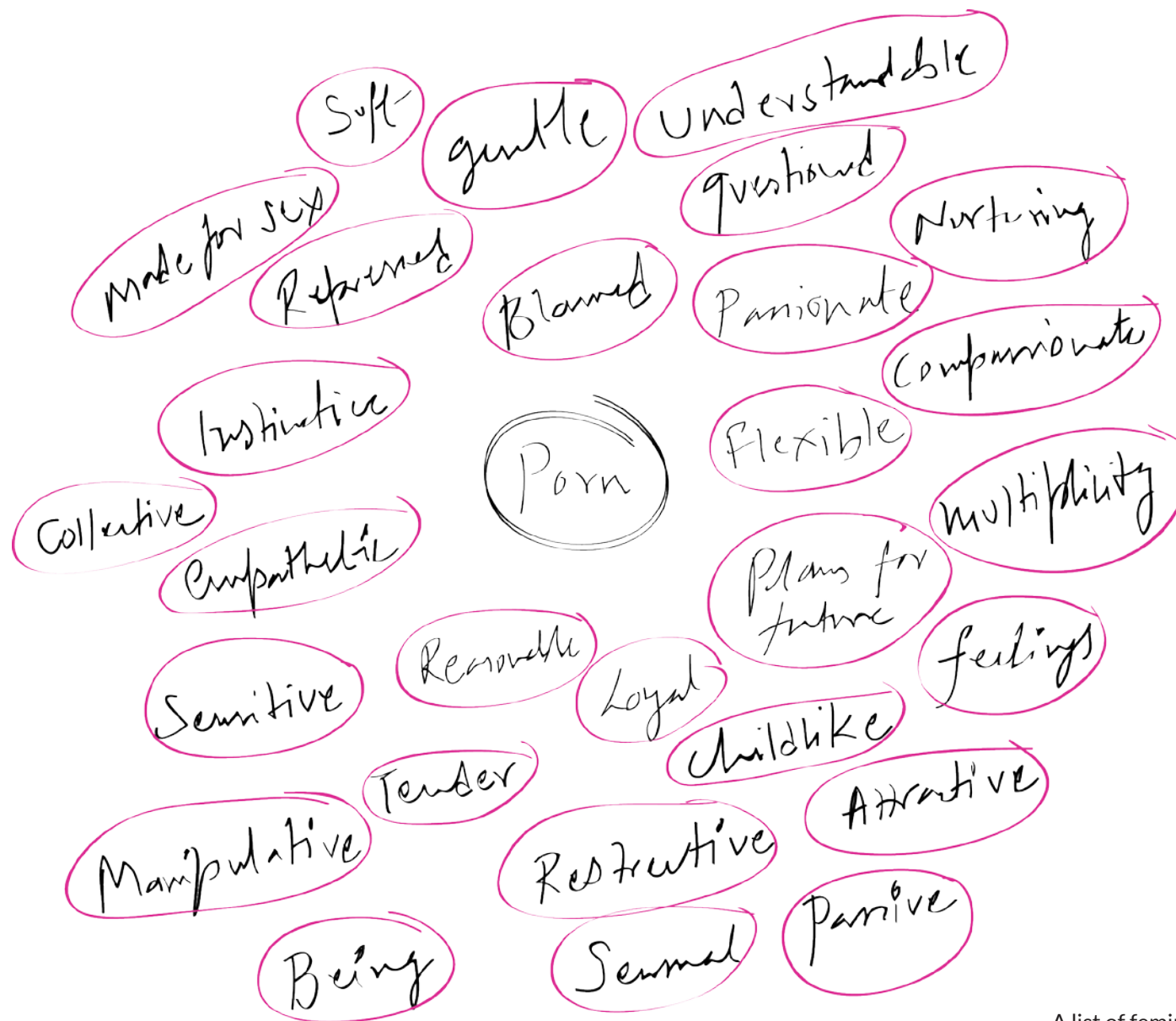
_A thought I had concretised

- In the entire history of pornography, it has always been an image or a series of images and never a person.
- Giving it human characteristics will make it more relatable.
- This way I can build an emotional connection with my audience.
- How about for once it talks about itself?
- Inspired by "Mein Samay hoon..."; Frankenstein 1813.
- These two examples were taken as they stood the tide of time. Where the first one i.e mein samay hoon talks about the reality of the way things are and on the other hand mary Shelley's work talks about the future.

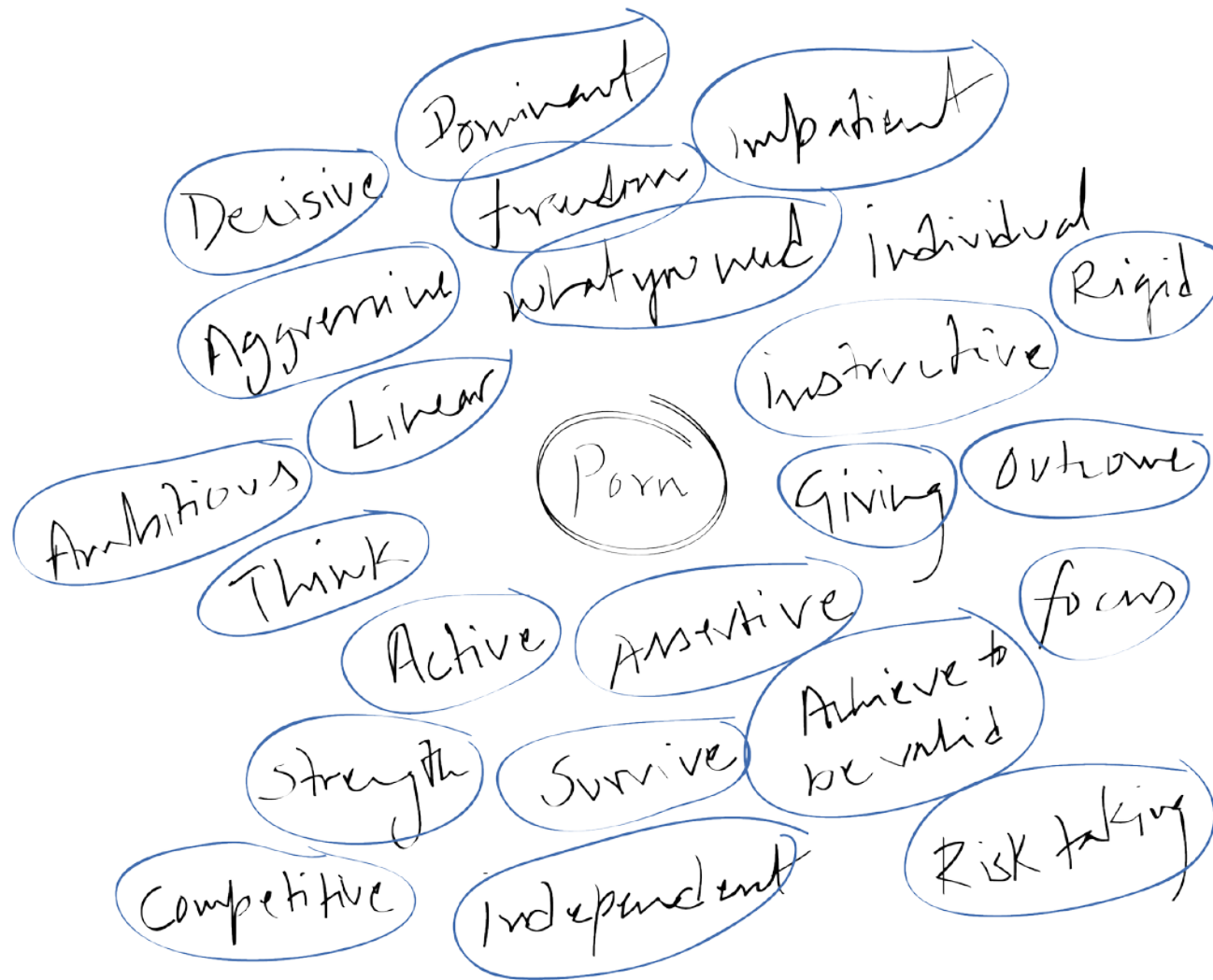
What will be Pornography's persona?

Pornography has the ability to lure and attract men. It is a trap designed by men for men as pornography directors often say.

Majority of men are attracted to the opposite sex. That makes pornography to take up the persona of a female. But as it takes the role of dominant nature it manifests itself into a male persona. So, this creates an opportunity to explore the Male side of things as well.



A list of feminine characteristics



A list of masculine characteristics

Using the Technique of Story Telling

For thousands of years we humans have depended on getting our message across generations in forms of stories

MAKING PEOPLE TALK

A good story makes people talk about it. Here in our context, it is necessary for us to talk about a very not so talked about Pornography. So the chances of creating a story on pornography will allow for it to be talked about.

MORE NEURAL ACTIVITY

A story has been able to make the audience's mind more active. It allows a person to fill in the gaps with their imagination thus making him more active.

EMOTIONAL CONNECTION

Stories have a far-reaching capacity of tapping into one's emotion and makes them look inside them.

MEMORY RETENTION

A story allows for a person to retain the message for a longer period of time than scientific facts and data.

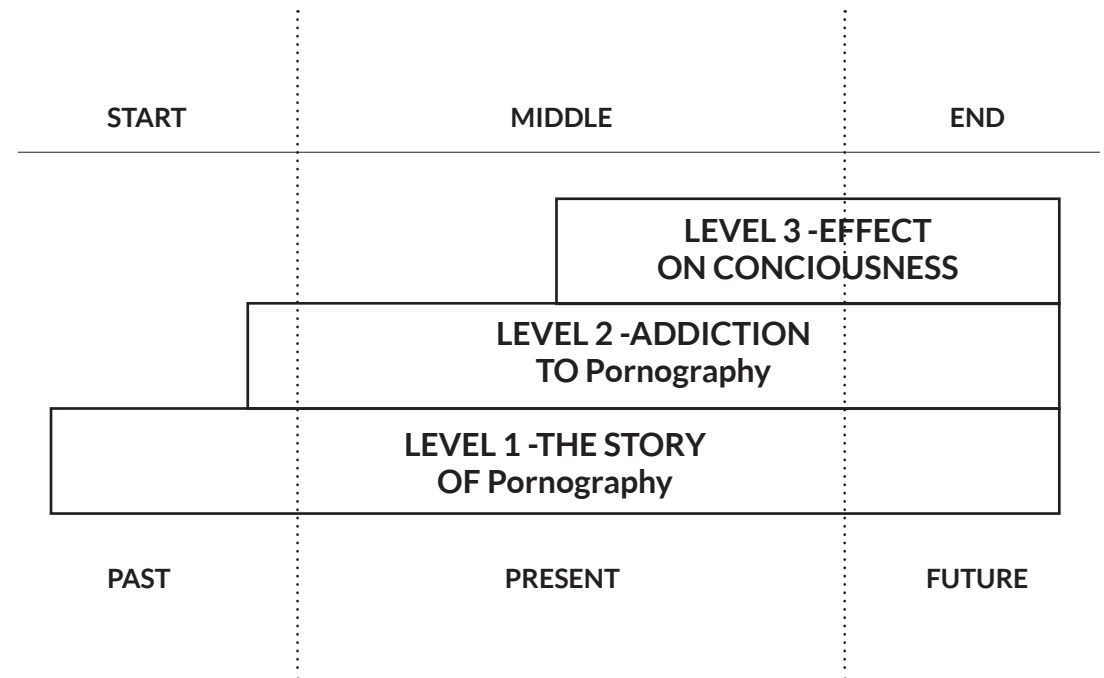
Autobiography of Pornography

Yes. You heard it right -an autobiography of pornography.
Why shouldn't such a controversial thing get to finally say
what it wants to say?

By this, we will also get a chance to talk about *Humanity*
as well because in the end pornography is a brainchild
of human.

Through this, we can dig into the past, present and future
of pornography. Meanwhile creating parallels of its
addiction upon an individual.

The whole thing will unravel itself in 3 levels



The Structure of the Story

Origin and Existence Early Attempts at stopping me	<i>Stage I -Early Exposure</i>		FEMALE PERSONA	POETIC
Harmless presentation at first				
Making them Mine	<i>Stage II -Integration</i>			
<hr/>				
Distorting Relations around the audience	<i>Stage III -Effecting Reality</i>	Concioussness Shift	MALE PERSONA	NON POETIC + POETIC
Ruthless Me: Turning against the audience	<i>Stage IV -Desensitization</i>			
Addiction Spinning out of control	<i>Stage V -Acting out sexually</i>			
Taken over by pornography	<i>Stage VI -The Future</i>			
LEVEL 1 -The STORY OF Pornography	LEVEL 2 -ADDICTION TO Pornography	LEVEL 3 -EFFECT ON CONCIIOUSNESS	PERSONA	CONVERSATIONAL TONE

The Style of Writing

POETIC STYLE

A poetic style was chosen for writing the entire narrative. Initially, drafts were prepared where pornography would directly talk about it as a whole but it seemed to lack a certain kind of human emotion about it, also it became very self-centred and egoistic. This called for a change and a poetic style of writing was adopted.

The piece was written keeping the following parameters in mind:

1. Imagery

The words should be able to create a picture in the mind

2. Metaphors

Creating metaphors wherever necessary especially for pushing scientific content such as pornography's dopamine trigger

3. Rhythm

Adding musical rhythm to the piece for ease of reading

THE _____
Story

Stage 0: Genesis

*Disgusting, isn't it?
well, that's how the british felt!*

*No one wanted to claimed me,
so they locked me into a deep dungeon
where no one would ever find me.*

*Trapped in a dark room
with nowhere to go
gave me enough time
for my escape plan to grow.*

*Soon, I escaped through the
ideas of people who had seen me
and unhesitantly they started
to write about me.*

*Terming me as a prostitute
who would help them get off
but with a twist,
they had never thought off!*

*The pleasure of sex without the
need for another being...*

*and soon words, Ink and colours
disguised me into a whole new being.*

*Year after year they tried to attack
and capture me because they were
not afraid of what I am,
but what I could be...*

*Religion saw me as an untamed beast
from another dimension,
sent by the devil himself to
destroy humanity
via instant gratification.*

*They repressed a man of his
basic erotic need thus
making a perfect
soil for my seed.*

*This brought people closer
because like me, even they wanted
religions to get a makeover.*

*Later the rich ones said
it would be okay if I was with them,
telling the poor ones that
I was never meant to be
one of them.*

*But, I needed to be alive and
I needed to grow
that is why technology as we know
today has come to grow.*

*And now it's time for me to
build my army, against the society
that constantly tried to repress me.*

*Young blood are the ones
for whom I care because their
innocent consciousness isn't still aware
of my plan to turn them into
young blood full of rage
who will break out of morality's cage.*

Breakdown

In this chapter, we date back to the origin of Pornography in the Victorian era talk about its past where it was shut down by them who saw it as a threat to the society and portrayed it as a taboo.

Here it is described how they saw it as a prostitute who is disgraceful and worthy of being objectified. Which made it vulnerable to be continuously attacked again and again. On the other hand, are the views of the people of the religion who saw it as a curse sent by the devil himself.

But there were some who appreciated it because it was the idea of pleasure i.e sex without the need for another being. Like some rich people at first who thought it was good if it would be only with them as a luxury and not for the poor. This idea of possession made the poor unite and raise their voice against it.

Kingdoms in the past such as the French were destroyed because they used it as a tool to promote the evil deeds of the kings and queens. But even then pornography receives continuous resistance from various people so it decides to put an end to it once and for all.

By building an army of innocent young men who would work for pornography and stand up against society.

Stage I: The Harmless Me

*At the age of 10,
I went to him in a CD,
as young, innocent and
unsuspecting was he.*

*A pig is what he was called at school
because he was fat and that wasn't cool.*

*Soon he met someone
who became his bestie,
but unaware that he was
already part of my army.*

*So he did as told, to watch it
when home alone.*

*Pushing the play button made him
intrigued at the sight of me,
as he never knew how fascinating
a nude image could be.*

*A couple doing it together
She being beaten all over,
bruises that may scar her forever
and yet she continuously
moaned in pleasure.*

*He felt a tickle between his legs
as she kneeled down in the video
and said oh ...yes... give it to me greg!*

*I sensed my time had come
that this kid could be my next one.*

*Next day, he told his friend how he felt
but was asked to keep it a secret
or his parents would thrash him with a belt.*

*That's how we came into this world
revealed his friend, adults call it 'Sex'
but they get offend,
if they hear it from kids or their friends.*

*It's funny that no one tells them
how they came into this world.
Hiding facts about the force
that got them into this world.*

*Parents tell them they are god's gift
or give them blank looks,
others claim they came from chanting
out of some religious books.*

*Once, they used to
celebrate their sexuality but now
they turned it into a taboo to be
judged by their morality.*

*But, I as a honest friend,
teach them of what's possible
with that 'thing' between their legs,
making them realise they
weren't a bird born out of eggs.*

*Slowly giving him the ideas of
the 'kinky things' that he can
do with his friend.
But may be "it is wrong?",
one day he questioned his only friend.*

Breakdown

In this chapter, pornography talks about one of his recruits by narrating his story. On how it was able to catch hold of the attention of a young little boy.

Here pornography takes a hit on the kind of society we are living in and the kind of hypocrisy that exists in it.

For instance, the young boy is called out names in school because of his appearance and makes a judgement about him just because of his body shape. Indicating how shallow and judgemental we people have become.

Next, the societies idea about sex, is talked in general . As in how people conceal the most natural act of sex and turn it into a taboo. Even though it was not like that previously.

Thus presenting itself as an honest friend who would never lie and present all the things to the young child as it is when compared to the people around them such as family, friends etc.

Stage II: Just a Guy thing

*It's just a guy thing, said his friend.
That's how you become a man
or else you will forever be a less than*

*My lure was like a chocolate to him
Dark, irresistible and bitter at times,
feeling a sense of guilt for the first few bites
before losing himself to a new kind of high.*

*Cocaine, alcohol is what they compare me to
as I attack the front part of the brain too !
Letting him instantly feel better
by escaping the sorrows of his minds whatsoever.*

*Cyber Cafes were the trend
where he would now come to see me daily.
Often on the excuse of a school project,
but little did his parents know that it
would only add to his sexual intellect.*

*His time in the cubicle would now grow hour by an hour
because of a new girl at the click of a button.
He sat with his gaze wide open, heart throbbing, hands
shaking with mouse constantly over the cross button.*

*I always asked him to be under cover
and a way to do this, was to delete the
history of the browser forever.*

*He saw me as someone who would never look down upon
anyone as a freak or even all those little girls sold by their
fathers for their need.*

*Abandoned with no where to go
I gave them food, work and a place to stay,
inviting them with opens arms
And taught them how to foreplay.*

*It never mattered to me if they were
a guy or a girl, dark or fair, married or divorced,
fat or slim, tall or short, as long as they help me
pleasure someone.*

*Soon I became a joint of fast food to him,
serving a new variety everyday
making him crave for more as
he happily walked away, with his mind constantly
wanting to know..."What will be new on the
menu for tomorrow?"*

Breakdown

Here pornography presents itself as an everyday thing to the young boy. The addictiveness of pornography is shown here comparing it to chocolate in context to that of kids and as a tool of escaping from the sorrows of reality.

Meanwhile, the emphasis is laid on the fact of how much of secrecy is maintained by the boy as he starts to stream pornography such as his behaviour in cyber cafe's. On the same line, pornography is described as sex without emotion just like food without any nutrition like fast food which has a great taste to it but has no value to your health

Finally, the topic of human trafficking is talked about which describes the condition of the society where people have to sell their own children for meeting their financial needs. Here pornography describes its position in the world of prostitution as a teacher or an educator and at the same time as an entrepreneur who doesn't differentiate between people and provides a livelihood to them.

Stage III: Mind the Gap

*Years passed, as we
kept seeing each other daily
before 'she' came in and
added to my misery*

*Becoming his world's centre
they laughed and cried together,
only days had passed
but to me it seemed forever.*

*I watched silently as I began to fear.
Fear of being unloved, repressed, ignored, judged and left
alone...*

*THANK YOU, BUT I'M DONE WITH YOU!
He said to me one day and in an instant my world began to
disarray.*

*I feared what he was getting into,
Because my idea of woman was
all that he fed into.*

*But soon she disowned him as
Sex, Sex, Sex.... was all
she could hear from him.*

*Emotional bond was what
she wanted to grow
But because of me,
how will she be in bed
was all that he ever wanted to know.*

*Now he was back to me
in his room comfortably
without any fear,
door locked, lights off
with a laptop and
headphones over his ear.*

*He felt bored
so I offered him something new,*

*A daughter 4 times,
A mother 6 times and
A sister 7 times.
Is what she became in the past two days
If it was real, it would be a crime
because you'd say, "Is that person okay"?*

*He really liked her,
As she looked very familiar.
Like his little sister !
who would hug him tightly and
hop across the floor.*

*His pupils dilated and then
a voice came into
his head that said...*

*Why do you go seeking around
When your prey for pleasure is just around?*

*Images of incest had now started
pounding his head
and he started praying
"Dear God, please take them out of my head."*

*God?
Do you really think he is real?
You know he reminds me of your
toy when you were little.*

*Thinking it's going to protect you
from all the things
that the darkness will bring.*

*Like that
now you're grown up
so you decided to give him a face,
a colour to look like a human
thinking it is going to protect you.
But let me tell you, he is nothing but a
lifeless stone statue.*

Breakdown

This is the chapter where the consciousness of the person starts to be affected by pornography as he begins to draw parallels between real life and the pornography world.

An example of this would be he falling into love for a woman who wanted an emotional bond to grow but based on what he sees on the web, he starts to assume that woman can be just asked for sex and probably if you pester them enough they will give in.

Next, pornography talks about how he is able to give him something new to look at to keep its viewers hooked. Like he is shown videos of incest, which a taboo in the society. After which he starts to change his view about his sister.

Further, it is revealed to us that the main character is religious in nature and pornography continuously tries to convince him that there are no such things as god. Hence fully distorting his reality and beliefs.

Stage IV: The Weapon

Remember,
 Mom used to smack your hand
 when you were little,
 As you reached down there because you felt a tickle.

Just like she would,
 when you reached for a knife
 Because it possessed a danger to your life.

Don't you see it,
 your thing is like a weapon...

What happens when you don't use it?
 It gets rust on it and it stops working
 that is exactly what happens when it becomes old...

So let me help you,
 it's ok I won't tell anyone...

yes...yess...yesss...

It needs to be used just like swords and guns.
 to keep her on knees
 Because she had become numb to flesh, blood and bones.
 She doesn't feel it anymore.

They are cold.
 And this coldness can only be released
 once they are dead.

yes...yess...yesss...
 Arghh.....

Just see how he just doesn't want to
 stop even after she is dead.
 He just doesn't want to stop anymore
 because it is so receiving.
 It just doesn't resist anymore,
 It completely gives itself.

yes...yess...yesss...
 Arghh.....

yes...yes....yes....yes...?
 arghhhh.....huhhh...?

huhhh...? huhhh...? huhhh...? huhhh...? huhhh...?

Something was wrong this time.....
 He continued going up and down... up
 and down...up and down...
 But now there was no more up but only down.....

Breakdown

The male's aggressive nature in the world of pornography and its assertiveness is also portrayed.

It indicates the kind of malicious content which is available Online these days such as torture pornography and rape pornography. Where a woman is subjected to sexual acts with objects which are life threatening and hazardous to them.

Here there are hints of how the man's organs are compared to a weapon which can be used to make woman obey his command. As the consumption of the person is increasing he switches to viewing content such as extreme content of necrophilia which means sex with dead people.

Finally, the chapter ends with the fact that the person is no longer aroused by pornography that he has seen it all and reached a point where he is suffering from erectile dysfunction.

Stage V: Plastic Women

*On the floor came his laptop crashing down,
With a dreadful fear that the thing
between his legs may be shutting down.*

*The smell of the plastic roses has now began to fade
Just like a plant cannot grow under a shade.*

*No...No...No....Nooooooooooooo.....
He screamed in agony...
"What have I done with it?"*

*Before a whisper hit his ear,
saying "I know a way out of it..."*

*With a rage like a predator trapped inside a cage
He walked up the street,
to spot a couple of pretty white women
And started following them with his gaze wide open.*

*Dressed in red, she looked stunning with her silky hair open,
Reminding him of one of my plastic woman
One of them turned and
said, look at him...
Ughhh....! Such a creep....
The other one said,
why is he acting so cheap?*

*Listening to this made his footsteps fade
meanwhile all I could see was only red.*

*Enough!!!
I could no longer bear the sight of it
and decided to tell him that I had enough of it.*

*I said to him,
I've known you since you were 10
And now it's time for you to be a man.*

*A man who would go out and
question society what's acceptable being bold
not bothering if it's heinous or cold.*

*Flashing him glimpses of all those men
who got what they want from all those women.*

*Do you really think that they just pick
them up? Of course not!
No matter how much ever you think that it's just an act
Women won't simply respect you and it's a fact.*

*These women need to be bent down,
thrown on their knees and be made to obey.
Trapping them in cages of fear,
Listening to them squeal
And telling them honey it's going to be okay!*

*You've seen enough.
You've learnt enough.
And I've taught you enough.*

For this day where you start following your heart.

*To follow that strange voice coming inside of you
Because that will make you end up ten times ahead,
miles ahead of all those who did what they were told to.*

*It may be difficult for you now
or it may be difficult for years...
But on your deathbed you will have a strong sense of
integrity to your heart, that you just didn't
stick to what you were told.
You cannot buy that.*

*So go after her without any guilt
And be exactly who you are
Because the existence wanted
you to be who you are.*

Breakdown

The chapter begins with the indication that the person is desensitized with pornography right now and in order to retain his sexual arousal he goes out in the hunt for sex.

By this time watching pornography already has made him so aggressive that he is ready to force a person into a sexual act.

There comes a point where for a second he pauses and reflects upon himself but is convinced by pornography himself by tricking him into believing what he is doing is absolutely right and there is nothing to fear about it. Because all this time he has been seeing it via pornography and nothing ever happened as a consequence of it. So it's safe to assume that whatever he plans on doing will also not have any consequence.

Stage VI: Just you and me

*Forcing her never satisfied you, isn't it ?
Because your hunger
is a bottomless pit isn't it?*

*Soon they will tear you apart
saying that you did it because of me.
Disgusted by the sight of you,
just like they were
disgusted by the sight of me.*

*I predicted this day would come
for which I've been preparing
and now I am almost done.*

*A world where you and I
won't be looked down upon.
Never going through rejection,
approval, ignorance of another one.*

*Dropping all the fears,
which took an armour's form
Seeing one another for the first time in the purest form.*

*It will be real.
Real than anything
you could ever imagine
I will make you feel
what it feels to be really touched.*

*The fantasy of being
every second with a new someone
never failing to satisfy another one.*

*I promise you,
never having to look for
what you need
As I will be everything
to you more than
you can ever greed.*

*Soon it can be just
you and me.
All you have to do is just
let go and give into me*

*-With love,
Porn*

Breakdown

In the final chapter, it is revealed to us that the real sex to him was nowhere near the satisfaction that he received via watching pornography.

Pornography finally has taken over his consciousness and asking him to surrender himself by being empathetic. Here the feminine nature of pornography is again reflected.

This part of the story here is actually a warning to the users of pornography and to the society in general as in what direction we are heading towards if we keep ignoring the spread of pornography. Simultaneously taking a dig at technology.

This goes in line with Mary Shelley's Frankenstein, even though very futuristic for her time but she was able to see something that nobody did and we are living in a time when we are actually experiencing the same.

The way forward

Now the entire thing will be collated in form of a book. The reason print was chosen as a medium was because of the length and the chance for looking into exploring various aspects of graphic design.

The book will consist of images which will support the content and enhance the communication. Coming to the style of Imagery, various images will be used to create a photo montage.

In some segments expressive typography would be used to enhance communication especially in places where sounds are needed.

THE _____

Conclusion

Connecting the dots is one of the essential qualities of a designer because it is only through this he can make the invisible visible

The day when I announced the topic I actually didn't know what I was getting into. Even though there has been a lot of taboo surrounding the topic. I still went ahead and I'm so glad I did. As every day, I was able to find something new in regards to this subject which would change my perspective about it forever.

The entire design process had many ups and downs especially the content where I had to decide what to put in and what not to. But, to be able to keep looking at known to discover something unknown has been exciting every time.

The biggest learning would be the point that we as designers should look at things as what they are without making any assumptions or biased opinions.

At no point, I would claim what I did was revolutionary or groundbreaking, but I will always say it's a start.

In a country where consumption of pornography is at an all-time high and evergrowing. Now is the time to start talking about it as it directly taps into sexual force of a being and can have consequences of its own if we don't start to talk about it.

THE _____

Acknowledgments

Having a Gratitude for those who stood by me during the entire duration

First, I would like to thank **my parents** for raising me to think for myself and to be courageous and not hold back in all the pursuits of my life.

Secondly, I would like to thank **Prof. Sudesh Balan, Prof. Mandar Rane and Prof. Raja Mohanty** the people who believed in my Idea of the project, to begin with, and whose constant focus on thinking deep throughout the tenure of masters has brought my attention to one's duty as a communication designer.

Next, I would like to thank the generous people of the places of **Kamathipura** -the red light district of Mumbai, my friends and people of the no fap group who helped in looking through the compass of morality to come to decisions.

Towards the end, I would like to especially thank all **my climbing friends and friends** here at IDC School of Design for constantly giving me valuable suggestions and inputs which helped me to look at flaws as a new possibility to grow.

