

## Effect of Drama and Video Clips on Women's Life

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**Abstract: Objective:** The objective of this study is to evaluate the effect of nowadays drama and video clips with sexual insinuation on female sexual life in general and to assess its effect on female sexual desire, orgasm and vaginal lubrication. **Subjects and Methods:** Two-hundred married women had to answer a self-filling questionnaire translated into Arabic designed by the authors. **Results:** Watching this type of drama was more common in younger women, living in urban areas, employer and less educated. Coital frequency, sexual desire and vaginal lubrication increased after watching this type of drama while reaching orgasm didn't increase. Sexual satisfaction decreased after watching this type of drama and it showed negative correlation when participants' husbands watched this type of drama. **Conclusion:** Health care facilities should provide effective educational and counseling services about sexual life to women. A study on a larger scale of participants with different ages and education to get more representative results is recommended.

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### 1. Introduction

In Arab world drama and video clips with sexual insinuation have increased especially in the last years. This type of drama and video clips can motivate sexual behaviors that can affect health either positively or negatively. With the advent of digital technology and World Wide Web, sexually containing materials have become ubiquitous due to its new unprecedented availability (1,2).

There is a controversy about the effect of drama and video clips on female sexual life. In a study by **Janssen et al. (3)** when women were shown this type of drama and video clips with sexual insinuation they reported high level of sexual arousal. Women's ability to imagine themselves as the women in the clips is an important factor strongly correlated with their reported arousal.

In another study of heterosexual couples, women's use of this type of drama was positively associated with their male partner's relationship and sexual satisfaction. The researchers believe that women consider it part of lovemaking with their partners (4).

On other hand other studies found that this type of drama and video clips have negative effect on female sexual life as in the following studies. A study on 100 women whose partners use such material found that one-third reported moderate to high level of distress about their partner's use of such material (5). Three-quarter reported feeling that the use of this materials by their partner's negatively affected their self-esteem.

Some studies have shown that this type of drama and video clips may be beneficial to

relationships (6). A closer examination of the studies shows that the majority of the finding does not show increase in the Well-being of the romantic relationships. Also it show that sexual pleasure decreases with increase watching this type of drama. **Schneider (7)** found that watching this type of drama increases the Likelihood that couple will separate or divorce.

### 2. Subjects and Methods

The current study is a cross sectional study. Approval of the Dermatology and Andrology department and the Ethics Committee in Benha University was taken before proceeding with the study. The study included 200 married women with age ranging from 20-60 years having regular sexual intercourse.

The study was carried out in the outpatient clinics of Obstetrics/Gynecology and Dermatology of Benha Faculty of Medicine and Menia El-qamh general hospital. The aim of the study and details of the questionnaire was explained to each woman included in the study before taking her informed consent.

Each woman was asked to fill the questionnaire (a self-report questionnaire). The questionnaire was written in English and translated into Arabic to ensure its understanding by all subjects regardless of their level of education. The questionnaire was designed by the investigators based on previous literatures.

To ensure that all gathered information was kept confidential and the subject will be anonymous, each questionnaire was handed in an open envelope and

after filling it; the subject sealed the envelope and put it in a basket containing other sealed envelopes.

**Exclusion criteria were:**

Presence of medical conditions affecting female sexuality e.g. chronic inflammatory disease affecting external genitalia, neuropsychiatric diseases.....etc and illiterates are excluded from the study.

**The Questionnaire Included the Following Items:**

- Demographic data: age, educational level, residence and duration of marriage.

- Assessment of female sexual functions including sexual desire, frequency of intercourse, arousal (lubrication), orgasm and sexual satisfaction

- Assessment of masturbation practice.

- Assessment of exposure to drama and video clips with sexual insinuation and its effect on women's life.

**Results**

**Table (1):** Distribution of sociodemographic data among the studied sample.

<b>Sociodemographic characteristics</b>	<b>n. = 200</b>	<b>%</b>
<b>Age (years): 20 -30</b>	76	38.0
>30-39	74	37.0
>40-49	31	15.5
>50-60	19	9.5
<b>Educational level:</b>		
Read and write	5	2.5
Secondary education	42	21.0
University degree and above	153	76.5
<b>Occupation:</b> Working	149	74.5
Not working	51	25.5
<b>Residence:</b> Urban	126	63.0
Rural	74	37.0
<b>Duration of marriage (years):</b>		
2-10	71	35.5
>10-20	86	43.0
>20	43	21.5

**Table (2):** Distribution of the studied sample as regards to watching drama and video clips with sexual insinuation.

<b>Variables</b>	<b>n.</b>	<b>%</b>
<b>Women watching drama and video clips with sexual insinuation:</b>	200	100
Yes	104	52.0
No	96	48.0
<b>Women frequency of watching drama and video clips:</b>	<b>104</b>	100
Rarely (monthly)	63	60.6
Sometimes (weekly)	37	35.6
Frequently (daily)	4	3.8
<b>Source of drama and video clips for women watching:</b>	104	100
Internet	11	10.6
TV	90	86.5
CD and DVD	0	0.0
Both Internet and TV	3	2.9
<b>Husbands watching drama and video clips with sexual insinuation:</b>	<b>200</b>	100
Yes	126	63.0
No	74	37.0
<b>Husband frequency of watching drama and video clips:</b>	126	100
Rarely (monthly)	75	59.5
Sometimes (weekly)	47	37.3
Frequently (daily)	4	3.2
<b>Source of drama and video clips for husbands watching:</b>	126	100
Internet	72	57.1
TV	31	24.6
CD and DVD	15	12.0
Both Internet and TV	8	6.3

**Table (3):** Distribution of sociodemographic characteristics among the studied sample as regards to watching drama and video clips with sexual insinuation.

Sociodemographic characteristics	Sexual insinuation				Test of significance	P value
	+ve watcher		-ve watcher			
	n. 104	%	n. 96	%		
<b>Age (years):</b>					<b>Z</b>	
20- 30	45	43.3	31	32.3	1.46	0.14
> 30-39	46	44.2	28	29.2	2.05	0.04
> 40-49	8	7.7	23	23.9	2.97	0.002
> 50-59	5	4.8	14	14.6	2.12	0.03
<b>Educational level:</b>					<b>Z</b>	
Read and write	3	2.9	2	2.1	0.09	0.92
Secondary education	23	22.1	19	19.8	0.23	0.82
University degree and above	78	75.0	75	78.1	0.35	0.73
<b>Occupation:</b> Working	72	69.2	77	80.2	$\chi^2$	0.07
Not working	32	30.8	19	19.8	3.17	
<b>Residence:</b> Urban	82	78.8	44	45.8	$\chi^2$	<0.001
Rural	22	21.2	52	54.2	23.34	
<b>Duration of marriage (years):</b>					<b>Z</b>	
2-10	28	26.9	43	44.8	2.50	0.01
>10-20	50	48.1	36	37.5	2.15	0.03
>20	26	25.0	17	17.7	1.08	0.27

$P > 0.05$  not significant,  $P < 0.05$  significant,  $P < 0.01$  highly significant, Z = Z-test,  $\chi^2$  = chi square.

**Table (4):** Distribution of the studied sample as regards their sexual attitudes

Sexual attitudes	n. = 200	%
<b>Coital frequency:</b>		
Daily	12	6.0
2-3 times per week	82	41.0
Weekly	61	30.5
Monthly	20	10.0
Less than that	25	12.5
<b>Frequency of sexual desire</b>		
Daily	27	13.5
Many times per day	5	2.5
Weekly	68	34.0
Monthly	37	18.5
Almost never	63	31.5
<b>Reaching Orgasm:</b>		
Almost always	66	33.0
Half the times or more	62	31.0
Less than half the times	51	25.5
Never	21	10.5
<b>Masturbation</b>		
Yes before marriage	8	4.0
Yes before marriage and up till now	18	9.0
No, but some friends did	31	15.5
No, not even a single time	78	39.0
Don't know what masturbation means	65	32.5
<b>Frequency of practicing foreplay before sexual act</b>	122	61.0
Always	62	31.0
Rarely	16	8.0
Never		

**Table (5):** Comparison between sexual attitudes before and after watching drama and video clips with sexual insinuation (n. =104).

Sexual effects	Before watching (n.=104)		After watching (n.=104)		McNemar's test	P value	Odds ratio (95% CI)
	n.	%	n.	%			
<b>Coital frequency:</b>							
Increased	33	31.7	45	43.3	2.95	0.08	1.64 (0.93–2.89)
Not increased	71	68.3	59	56.7			
<b>Sexual desire:</b>							
Increased	45	43.3	62	59.6	5.56	0.01	2.26 (1.32–3.89)
Not increased	59	56.7	42	40.4			
<b>Vaginal lubrication:</b>							
Increased	23	22.1	69	66.3	41.24	<0.001	6.94 (3.75–12.86)
Not increased	81	77.9	35	33.7			
<b>Reaching orgasm:</b>							
Yes	84	80.8	39	37.5	40.29	<0.001	7.00 (3.73–13.13)
No	20	19.2	65	62.5			
<b>Masturbation:</b>							
Yes	17	16.3	33	31.7	6.74	0.009	2.38 (1.22–4.62)
No	87	83.7	71	68.3			

**Table (6):** Satisfaction with sexual life among the studied sample in relation to watching drama and video clips with sexual insinuation (n. =200).

Satisfaction with sexual life	Watching drama and video clips with sexual insinuation				Total (n.=200)		Z- test	P value
	+ve watcher (n.=104)		-ve watcher (n.=96)		n.	%		
	n.	%	n.	%				
Very satisfied	25	24.0	52	54.2	77	38.5	4.24	<0.001
Moderately satisfied	32	30.8	36	37.5	68	34.0	0.85	0.39
About equally satisfied and dissatisfied	34	32.7	6	6.2	40	20.0	4.51	<0.001
Dissatisfied	13	12.5	2	2.1	15	7.5	2.52	0.01

**Table (7):** Distribution of the studied sample as regards to women's attitude towards +ve watching husbands.

Women's attitude towards their +ve watching husband	n.=126	%
Satisfied	6	4.8
Jealous	31	24.6
Depressed	34	27.0
Indifferent	42	33.3
Sexual performance negatively affected	13	10.3

**Table (8):** Effect of watching drama and video clips with sexual insinuation on husband's sexual attitude.

Effect of drama and video clips on husband:	n.=126	%
No change	29	23.0
Aggressive	45	35.7
More selfish in sexual performance	52	41.3

**Table (9):** Distribution of sociodemographic characteristics among the women who watched this type of drama as regards satisfaction with their sexual life (n=104)

Sociodemographic characteristics	Satisfaction with sexual life				Test of significance	P value
	Satisfied (n.=57)		Dissatisfied (n.=47)			
	n.	%	n.	%		
<b>Age (years):</b>					<b>Z</b>	
20 -30	22	38.6	16	34.1	0.27	0.78
>30-40	25	43.9	7	14.9	2.97	<0.001
>40-50	6	10.5	15	31.9	2.46	0.01
>50-60	4	7.0	9	19.1	1.56	0.11
<b>Educational level:</b>					<b>Z</b>	
Read and write	2	3.5	1	2.1	0.16	0.86
Secondary education	11	19.3	14	29.8	1.02	0.31
University degree	44	77.2	32	68.1	0.82	0.41
<b>Occupation :</b>					$\chi^2$	
Working	46	80.7	32	68.1	2.19	0.14
Not working	11	19.3	15	31.9		
<b>Residence :</b>					$\chi^2$	
Urban	37	64.9	28	59.6	0.31	0.57
Rural	20	35.1	19	40.4		
<b>Duration of marriage (years):</b>					<b>Z</b>	
2-10	21	36.8	14	29.8	1.36	0.05
>10-20	28	49.1	11	23.4	2.49	0.006
>20	8	14.1	22	46.8	3.44	<0.001

**Table (10):** Correlation between satisfaction with sexual life among the +ve watcher and their sociodemographic characteristics.

Sociodemographic characteristics	Satisfaction with sexual life	
	r	P value
Age (years)	- 0.16	0.02
Educational level	0.03	0.76
Duration of marriage (years)	- 0.14	0.04

**Table (11):** Correlation between watching drama and video clips among the +ve watcher and their sociodemographic characteristics

Sociodemographic characteristics	Watching drama and video clips	
	r	P value
Age (years)	- 0.18	0.009
Educational level	- 0.04	0.59
Duration of marriage (years)	0.19	0.006

**Table (12):** Correlation between watching drama and video clips among the +ve watcher and their sexual attitudes

Sexual attitudes	Watching drama and video clips	
	r	P value
Coital frequency	0.27	<0.001
Sexual desire	0.58	<0.001
Orgasm	0.11	0.09
Masturbation	0.31	0.04
Vaginal lubrication	0.42	0.009

**Table (13):** Correlation between women's satisfaction with sexual life among women +ve watching husbands and husband watching drama and video clips.

Variable	Women's satisfaction with sexual life	
	r	P value
Husband watching drama and video clips	- 0.16	0.03

#### 4. Discussion

With the advent of digital technology and World Wide Web, sexually containing materials have become ubiquitous (1,2) due to its new unprecedented availability (8).

Pornography may be a book, a magazine, a segment of writing or speech, a painting, a photograph, a sequence of images, a film, a sculpture, a theatrical play, or some other combination of words and images (9). Also, it is defined as written or pictorial matter intended to arouse sexual feelings (10).

In Arab world, especially in last years', drama and video clips with sexual content start to increase in number. The sexual content is mainly formed of verbal and visual sexual insinuation also it contains actors seemingly engaging in sexual intercourse, nudity, sexual aggression against female and sexual harassment (11).

This study aimed to evaluate the effect of nowadays drama and video clips with sexual insinuation on female sexual life in general and to assess its effect on female sexual desire, orgasm and vaginal lubrication. May be it is the first time to evaluate this type of pornography (drama and video clips with verbal and visual insinuation) in the Arab world and its effect on Egyptian women.

In the current study, most of the participants had a moderate to high degree of education (97.5%) reflecting the high accuracy of the results. As education makes persons more open minded and easy to deal with. However, illiterate persons were excluded from this study which may decrease its credibility as they represent a big portion of Egyptians society.

In the current study, more than half of females (52%) watched drama and video clips with sexual insinuation (+ve watcher). This was in agreement with many authors (12-15) who reported a steady increase in the percentage of women who consume pornography over the years (28% consumed pornography in the 1970s and 34% in the 2000s). Also, Wright *et al.* (16) found a linear increase over time in the percentage of US women who consume pornography and they referred that to technological advances mainly internet and World Wide Web. While in the current study, the main source of this drama was usually through TV which is available and easily accessible. Most of the present participants watched drama and video clips mainly through TV (86.5%).

The present study revealed that men tend to use this type of drama more than women (63% versus 52%) which is in agreement with Shek and Ma (17) who stated that males were significantly more likely to consume pornography than their female counterparts.

Also, it was in agreement with Petersen and Hyde (18) who found that men tend to use pornography more than women due to the tendency of women to feel negative about pornography more than men.

In the current study, there was a statistically negative correlation between age and watching drama and video clips. Positive watching was more common in younger women, especially those between 30-39 years (44.2%) with a statistically significant difference. This was in agreement with Wright *et al.* (16) who found a negative correlation between age and watching porn materials. Also, Gallenberg (19) has found that younger women were consistently more likely to consume pornography due to many factors such as heightened sexual curiosity and testosterone levels.

A statistically negative correlation between educational level and +ve watching was observed in the current study. This was in agreement with Stack *et al.* (20) who stated that educated individuals may be reluctant to consume pornography as they perceive it as a form of social deviance. On the other hand, Traenet *et al.* (21) and Wright *et al.* (16) found that watching pornography increases with higher educational levels. The difference in results is probably due to different methodology as Traenet *et al.* (21) and Wright *et al.* (16) have used erotic films to measure their effect on women but in this study drama and video clips with sexual insinuation through TV was the main issue which is easily accessible and didn't need high education to use it.

Watching this type of drama was common in female living in urban areas (78.8%) with a high statistically significant difference. This was in agreement with Askun and Ataca (22) who found that women from rural areas were found to be more traditional and conservative in their attitudes and behaviors regarding sexuality and in following pornographic materials.

In this study, duration of marriage had a statistically positive correlation with frequency of watching drama and video clips. This can be explained by the addictive nature of this type of drama. Doidge (23) also stated that the body develops tolerance to dopamine released while watching pornography with time.

In the current study, a statistically positive correlation was observed between vaginal lubrication and +ve watching. This was in agreement with Janssen *et al.* (3), Poulsen *et al.* (24) and Carvalho *et al.* (25); they found that when women were shown any type of pornography, they reported high level of sexual arousal (physiological and subjective sexual arousal). Women's ability to imagine themselves as the women in the clips is an important factor strongly correlated with their reported arousal.

Moreover, a highly statistically positive correlation between sexual desire and +ve watching was observed. This was in agreement with **Peterson and Janssen (26)** who stated that watching porn material increase both subjective sexual response and sexual desire in women. In the contrary, **Graham et al. (27)** found that some women reported diminished sexual desire and arousal due to negative emotions during watching porn material may be because he used erotic films which were more aggressive than drama and video clips used in the current study.

In the current study, a highly statistically positive correlation between coital frequency and +ve watching was observed. This was in agreement with **Wright (28)** and **Carvalho et al. (25)** who found that after watching sexual clips depicting engagement with the partner enhancement in subjective sexual arousal and an increase likelihood that women engaged in sexual intercourse were detected. At the same time, **Wright and Randall (29)** and **Braithwaite et al. (30)** stated that pornography use has been found to be associated with engagement in prostitution and extradyadic sexual acts may be this is difficult in the current study because all of the participants are married and due to religious and social concerns. Also, it was observed that most of the +ve watcher were unsatisfied with their sexual life and even +ve watching increase sexual desire and sexual arousal, some women couldn't express that to their husband's to have sexual act and due to that 31.7% of them masturbate after watching to reach satisfaction instead of increase number of sexual partners or engaging in prostitution.

It was observed that there was a statistically Positive correlation between masturbation and +ve watching. This was in agreement with **Janghorbaniet al. (31)** who found that number of sexual partners and frequency of masturbation were associated with sexual media use. Furthermore, **Haavio-Mannila and Kontula (32)** found that those with a higher frequency of masturbation used more pornography. Also, **Davis and McCormick (33)** found that those who are aroused by pornography are likely to engage in sexual activities (e.g., masturbation, coitus) relatively close to the exposure.

More than half of the participants with -ve watching were very satisfied regarding their sexual life (54.2%) while only 24% with +ve watching were satisfied with highly statistically significant difference. This was in agreement with **Poulsen et al. (24)** as he stated that wife's use of pornography didn't increase their own sexual satisfaction but may it increase their husband's sexual satisfaction. On the other hand, **Bridges (4)** and **Maddox et al. (34)** found that relationship dedication and sexual satisfaction increase especially among those who view porn

materials with their partners, compared to those who view it alone, which is difficult in our society due to religious cause which reject this type of drama and also due to the negative emotions affect women when she knew that her husband's watching this type of drama.

In the current study, 51.6% of women +ve watching husbands had negative emotions in the form of jealous (24.6%) and depression (27%) 51.6%. A statistically negative correlation between women satisfaction and +ve watching husbands with significant difference was observed. It was in agreement with **Stewart and Szymanski (35)** who found that women reporting of their male partner's problematic pornography use were negatively associated with their self-esteem, relationship quality, and sexual satisfaction. **Bergner and Bridges (36)** reported a common theme among female when they knew that their husband's watching porn material as they felt that they could not compete with the sexual and physical ideals portrayed in pornographic materials, resulting in conflictual feelings about their self-worth. Also, they found that when women continued to be sexual with their partners after the discovery of their partner's pornography use, they often felt their partner was using them as a "warm body" or thinking of other women depicted in pornography resulting in dissatisfaction with their sex life. **Fischer and Bolton Holz (37)** supported these assertions where they found that self-esteem mediates the relationship between sexist events and depression and anxiety among women. Also, **Cooper et al. (38)** found that men who view pornography compulsively or addictively may be more likely to become isolated and emotionally detached from their female partner's experiences and needs, which in turn leads to lower relationship quality and less sexual satisfaction.

Women of +ve watching husbands reported that more than 75% of their husbands showed some sort of change in their sexual attitude (aggression 35.7% or selfishness in sexual performance 41.3%). This was in agreement with **Peter and Valkenburg (39)** who reported that exposure to porn materials increased notions of women as sex objects and selfishness in sexual acts. **Rupp and Wallen (40)** explained that selfishness and objectification was due to the image of women in this porn material as women are often portrayed merely as objects for men's sexual pleasure. Also, **Hald and Malamuth (6)** found that pornography consumption containing verbal or physical aggression may increase the risk of sexually aggressive attitude and behaviors by aiding the creation, reinforcement, or priming of (pre-existing) sexually aggressive attitudes, cognition and emotions. He found that this aggressive effect occurs only in a

subgroup of male users already predisposed to sexual aggression.

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