

Cosificación, dominación y violencia: un análisis diferencial de contenido de las categorías pornográficas más vistas en España

Objectification, domination and violence: a differential content analysis of the most viewed pornographic categories in Spain.

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Resumen: El consumo de pornografía entre jóvenes y adolescentes ha aumentado en los últimos años, gracias, entre otros aspectos, a la facilidad de acceso a las páginas web. Los contenidos que se muestran en estas páginas pueden tener repercusiones en las actitudes y comportamientos sexuales de las personas que los consumen. Por ello, el objetivo de esta investigación es analizar los vídeos más vistos según categorías de una de las páginas más vistas web en España, Pornhub.

Los resultados apuntan a diferencias entre mujeres y hombres en las prácticas realizadas, mostrándose imágenes cosificadoras de las mujeres, prácticas de riesgo y algunas agresiones hacia las mujeres, además de una centralidad del placer del hombre.

Palabras clave: Pornografía; cosificación; dominación; prácticas sexuales; violencia

Abstract: The consumption of pornography among young people and adolescents has increased in recent years, thanks, among other aspects, to the ease of access to web pages. The contents shown on these pages can have repercussions on the sexual attitudes and behaviors of the people who consume them. Therefore, the aim of this research is to analyze the most viewed videos according to categories of one of the most viewed web pages in Spain, Pornhub. The results point to differences between women and men in the practices performed, showing objectifying images of women, risky practices and some aggressions towards women, as well as a focus on male pleasure.

Keywords: Pornography; objectification; domination; sexual practices; violence

1. INTRODUCTION

1.1. Birth and development of pornography as a mass cultural product.

Pornography is a phenomenon that has been present throughout the history of mankind and has been evolving. In ancient societies, such as Greece or Rome, there are works that can be considered pornographic, although it was not until the 1830s and 1840s when it began to be related to images of an obscene nature (Cobo, 2019). If in 1895 the cinematograph was introduced, allowing to shoot the first films that would give beginning to what we know today as cinema, the following year, was shot what is considered the first pornographic film: *Le Coucher de la Mariée* (The Sleeping of the Mariée) in which the protagonist performs a striptease during a bathing scene.

But we have to move forward to the 1970s to reach the expansion and what is known as the golden age of porn. Thanks to the sexual revolution, in these years, production companies such as Caballero Home Video and VCA Pictures produced films like *Mona the Virgin Nymph* (1970), *Behind the Green Door* (1972), *The Devil in Miss Jones* (1973) or *Debbie Does Dallas* (1978), which reached great repercussion achieving millionaire incomes, although the most famous was *Deep Throat* (1972). The synopsis of this film is about a girl who has her clitoris in her throat, so she will have to perform deep fellatio to reach orgasm.

At the same time as the film industry developed, so did the magazines, which had been used as incentives for the combatants who fought in the Second World War and which, once the war was over, would see their success increase, the best known being *Playboy*, *Penthouse* and *Hustler*. Therefore, the expansion of pornography through movies in theaters, magazines and the appearance and distribution of VHS in the 70s and DVD in the 90s, meant the creation of a mass cultural product aimed at the male audience that ended up being inserted into society (Jeffreys, 2011).

Currently, the pornography industry generates higher incomes than those obtained collectively by Google, Microsoft, eBay, Amazon, Yahoo, Netflix and Apple, taking into account that these figures do not include the profits from child pornography (Gabriel, 2017). In 2007, when the industry had not yet reached the level of development it has reached today, it generated about \$6 billion in the United States alone through the sale of magazines, videos, content rentals, and sex toys (Montefiore, 2010). Also, about 25 million of the websites on the Internet (12%) are pornographic (Cobo, 2019).

In addition, it presents different characteristics from those of several decades ago, because as Ballester et al. (2014) state, it was limited by "the difficulty of access, the cost of the images, the exposure of those who acquire them, as well as other factors" (p.166) due to the physical and face-to-face nature it had. However, thanks to the expansion of the internet that occurred in society during the 1990s and 2000s, the birth of the pornography industry as we know it today emerged (Cobo, 2019), understood as a digital product that presents new characteristics that facilitate its expansion, diffusion and consumption. In fact, it is a globalized phenomenon, present all over the planet, which can be consumed through any device with internet access in a simple way (Cobo, 2020). The characteristics that differentiate it from what was created years ago and define what authors such as Ballester and Orte (2019) have called new pornography, are the image quality it presents, how affordable and accessible it is, how unlimited its contents are and the anonymity or intense interactivity it presents. Therefore, these characteristics that define the new pornography are present in mainstream pornography, defined by Kaassen and Peter (2014) as the most popular and most consumed, to which Fritz and Paul (2017) add that it focuses on a mass audience and on generating profits. In addition, in the scientific literature, pornography consumption is also known as sexually explicit material (SEM) (Wright et al., 2019).

Created on May 25, 2007, the Canadian pornography website Pornhub has been expanding ever since, and since March 2010 has been part of the MindGeek conglomerate, which brings together several pornography production, distribution and website platforms such as Brazzers, RedTube, YouPorn, RedTube or XTube. Pornhub has become one of the most popular and visited pornographic content websites. Furthermore, Rodeschini (2020) posits that Pornhub seeks public respectability through accountability, describing itself with a discourse that separates the infrastructure of distribution from the production, direction, performers and workers who create the pornographic content, still exposed to stigma.

To get an idea of the volume of visits that this pornography site has in our country, let's take into account that, between December 2021 and November 2022, Pornhub was in the 15th position of the most viewed pages, with 76.4 million visitors on average per month, 10.7 million unique visitors, an average time of each visit of 8 minutes and 2 seconds and 8.3 pages on average per visit (We Are Social, 2023).

Worldwide, Pornhub recorded during 2019 a total of 42 billion visits and 115 million daily visitors (Pornhub, 2019).

During the lockdown due to the COVID-19 pandemic, in March 2020 and in order to encourage the population to stay in their homes, Pornhub announced that the premium service (which includes movies in Full HD 1080p, 4k and "tons of VR (virtual reality) videos") would become free. This represented a 61.3% increase in its consumption in Spain (Pornhub, 2020). This increase, which did not only occur in those countries where the premium option became free, was analyzed by Maestre-Bach et al. (2020), concluding that it should be analyzed due to the possible problematic use that could arise from it.

1.2. Pornography: a description of its contents

Although over the years pornographic productions about homosexual men have been increasing, since the birth of pornography as a mass cultural product it has been conceived as a product starring women and intended for a male audience (Ballester et al., 2014). In this sense, as a result of the sexual revolution and the rise of pornography, criticism of pornography arose because it was considered as another form of violence against women (Cobo, 2020; Dines, 2010; Dworkin, 1981; Mackinnon, 1995; Paul, 2005). These criticisms have continued to the present day and have pointed out several of the characteristics of hegemonic pornography today, such as eroticizing violence or humiliation of women, as well as showing men as dominant and women as submissive (Alario, 2021).

Until a few years ago, research focused on the contents of pornography had been conducted in formats that are hardly used anymore, such as magazines (Barron & Kimmel, 2000; Scott & Cuvelier, 1993; Malamuth & Spinnel, 1980) or rented movies (Barron & Kimmel, 2000; Bridges et al., 2010; McKee, 2005). As mentioned above, these formats have been replaced by web pages, and there is a growing and increasingly incipient number of studies on this format. As a general trend, the studies conducted show that aggressions and sexual objectification of women are not infrequent phenomena (Klaasen & Peter, 2014; Shim et al., 2015; Vannier et al., 2014). Fritz et al. (2020) conducted an analysis of over 4,000 videos from two of the largest pornography websites, Pornhub and XVideos and found that the latter had assaults in 35% of the videos, while in the former 45% of the videos included at least one act of physical assault. In more than 75% of the videos, the perpetrators of the assaults on women were men, with women being the victims of these assaults more than 95% of the time. The assaults shown in the videos included whipping, slapping, gagging, hair pulling, choking and pushing, as well as verbal assaults. Other studies have shown that women are often the victims of these acts, such as research by Klaasen and Peter (2014) or Fritz and Paul (2017), where more than 35% of the videos showed aggression towards them, while only 3% and 1% respectively contained aggression towards men.

Some specific aspects that have been studied include representations of orgasm by both women and men, differences between amateur and professional pornography, or responses to aggressions. Shor (2018) analyzed 172 videos from the Pornhub website, finding that women were more likely to show pleasure after aggressions, an association that was stronger in videos in the Teen category. Séguin et al. (2017) analyzed the 50 most viewed videos on Pornhub and found that just over 18% of women were shown reaching orgasm, while for men the figure rose to almost 80%. Klaasen and Peter (2014) analyzed 400 amateur and professional videos and found that women were assaulted to a greater extent in professional videos than in amateur videos. Another aspect, analyzed by Mazandarani (2020), is the time women and men appear on screen. Analyzing a total of 123 videos, Mazandarani found that women appeared four times more often than men.

The use of condoms in videos has also been studied, with several studies finding that the percentage of use is very low, varying from 2% in an analysis of 100 videos (Vannier et al., 2014), a single video in an analysis of 45 (Gorman et al., 2010) or 5% and 7% in male- and female-directed scenes respectively from an analysis of 44 videos (Sun et al., 2008). Torrado et al. (2021) have exposed that some of the reasons indicated by young people and adolescents for not using a condom are that they had confidence with the person with whom they had sexual intercourse, that they used another method or that without a condom it feels better. This last option can be related to risky practices, which can lead to unwanted pregnancies or sexually transmitted diseases.

Other studies have focused on specific groups, analyzing different categories of pornographic websites. Zhou and Paul (2016) focused on the category of Asian women on the XVideos website, analyzing a total of 3,132 videos and finding that those women appearing in videos in that category were treated much less aggressively than other women in categories such as Black or Hispanic. In addition, the women who appeared in the videos were much less objectified compared to others. Shor and Golriz (2018) analyzed 172 videos and found that those videos featuring black women were less likely to show aggression than those featuring white women. They also found, contrary to the previous study, that videos featuring either asian or latina women showed less aggression. Seida and Shor (2019) studied the differences in aggressive content between same-sex and different-sex videos, finding that same-sex videos showed more aggression and also more displays of affection and pleasure than different-sex videos.

All these studies have been carried out in English-speaking countries; to date, no study has been carried out in Spain that focuses on the most watched pornographic content viewed by Spaniards. What has been studied in Spain in recent years are the characteristics of consumption. In this regard, studies such as Díaz et al. (2023), Gómez et al. (2023), Torrado et al. (2021) and Ballester and Orte (2021) have analyzed the differential consumption of pornography by young and adolescents boys and girls, finding that boys consume more and more frequently than girls, who

consume it occasionally and do not usually share it with anyone, while boys share it with their friends. In addition, these studies have highlighted the increasingly younger age at which they begin to consume pornography.

It is also important to mention that some of the reasons why young people and adolescents access pornographic content are, as pointed out by Torrado et al. (2021), to respond to curiosity, to masturbate, because their friends did it or to learn about sex. It is important to note that both boys and girls use pornography, to a greater or lesser extent, as a means of learning about sex, since, as discussed above, it shows aggressions and risky practices, in addition to the centrality of male sexual desire.

In summary, we are faced with a phenomenon that is easily accessible to anyone with the necessary media, which is available on the Internet in a huge number of web pages and which involves, in part, aggressions of various types against women whose viewing can affect the attitudes and sexual behaviors of young people and adolescents (Peter & Valkenburg, 2016; Wright et al., 2016) and even adults (Peter & Valkenburg, 2011), carrying out risky practices. Taking this into account and the magnitude of the above figures, it seems necessary to know what is the content of one of the most visited pornography pages in Spain to get an idea of what the people who visit it consume, so the objectives of the research are 1) to know the characteristics of the most viewed videos according to most visited categories in Spain; 2) to analyze the sexual objectification shown in the videos and 3) to analyze the physical, sexual practices and emotional displays of the people who appear in the videos.

2. METHOD

2.1. Sample

The videos were selected and viewed on the Pornhub website, which allows to sort these videos according to various criteria such as "most liked", "hottest" or "most viewed" of the day, week, month and year of the country of choice. It also allows the possibility of filtering them according to duration (in minutes), type of production (amateur or homemade) and category (anal, mature, teen, etc.).

In this sense, the criteria used for the selection and analysis of the videos in this work were "most viewed", "Spain", "all time" and the filter used was to select the categories "lesbian", "mature", "threesome" and "anal", which correspond to those that the PornHub report (PornHub, 2023) points out as the first four most viewed in Spain during 2022. The selection of videos was made in November 2023 and a total of 120 videos were analyzed, at a rate of 30 videos for each of these categories, during the months of November and December 2023 and January 2024.

2.2. Hypothesis

Based on the literature review, the hypotheses of this study are as follows:

1. Condoms are not used in the videos of the most viewed categories in Spain.
2. The videos of the most viewed categories in Spain show sexual objectification of women.
3. The videos of the most viewed categories in Spain show sexual practices that focus on the pleasure of men and the submission of women
4. The videos of the most viewed categories in Spain show practices of aggression against women.

2.3. Procedure and analysis

An analysis template was prepared in which the different aspects to be analyzed were collected and coded, both for women and men, except for the indicators where it did not apply (ejaculation in the case of women, condom use by women, etc.). This differential analysis of women and men is unprecedented in the studies that have been conducted to date on the content of pornographic videos.

The template was composed of five dimensions containing several analysis indicators. The first dimension corresponds to the characteristics of the video, composed of nine indicators detailed below: 1) the name, 2) the duration and 3) the visits of the video were observed directly from the information provided by the video; 4) the plot was understood to exist when some plot was developed prior to the sexual act and this had relative importance in the development of the video; 5) indoor or outdoor recording: the recording was considered to be indoors when it took place inside a room, house or other type of dwelling, while outdoors when it took place outdoors. In the case that the video took place both indoors and outdoors, the place where the sexual scene took place was counted; 6) amateur or professional: to consider whether the video was amateur or professional, the labels of the video or the appearance of these terms in the title were observed; 7) observers: observers were considered to appear in the video when, while performing the sexual scenes, another person (woman or man) observed how they performed these scenes; finally, the 8) video was considered to end with the orgasm of a man or to end with the orgasm of a woman when in the final 10% of the video, the sexual scenes ended with the orgasm of the man or of the woman. If it did not end with the orgasm of one of them, no was added. Although Levedíková (2022) has pointed out the difficulties in identifying female orgasms, the study by Séguin et al., (2017), in which indicates signals that correspond to both male orgasm (ejaculation, moaning, verbal, hyperventilation, etc.) and female orgasm (moaning, verbal, hyperventilation, facial contortions, closed eyes, etc.), was taken into account to consider that it was an orgasm.

The second dimension refers to the characteristics of the persons appearing in the video and is composed of the following four indicators: 1) condom use: it was

taken into account that a condom was used during sexual intercourse; 2) total or partial nudity of the persons appearing in the video: it was taken into account that at least once during the video they appeared totally or partially naked; 3) close-up shots of the face; 4) close-up shots of the sexual organ and 5) close-up shots of the breasts: a close-up shot was considered to be that shot of the video that focused on a specific part of the body of the persons appearing in the video and that was taken at least once during the video.

The third dimension covers the physical practices performed by the people appearing in the video, for which a total of 11 indicators were used, being the following: 1) pulling hair, 2) spitting, 3) grabbing the neck, 4) pinching, 5) slapping, 6) inserting fingers in the mouth, 7) spanking, 8) hitting the breasts, 9) hitting the genitals, 10) holding the nose, 11) immobilizing. In this category, the definitions of Fritz et al. (2020) were taken into account, and it was considered that any of these practices occurred when, intentionally and not by chance, one of the persons appearing in the video exercised it against the other. In addition, it was counted as occurring once at any time in the video.

The fourth dimension refers to the sexual practices performed by the people in the video, for which a total of nine indicators were used: 1) vaginal penetration (by persons or objects), 2) anal penetration (by persons or objects), 3) oral stimulation, 4) manual stimulation, 5) ejaculation on the face, 6) ejaculation in the mouth, 7) gagging, 8) double penetration (simultaneous penetration, by persons or objects, of vagina and anus), 9) triple penetration (simultaneous penetration, by persons or objects, of vagina, anus and mouth). As in the third dimension of physical practices, the criterion used to consider that any of these practices occurred is that one of the persons in the video intentionally performed it to the other on at least one occasion.

The fifth and last dimension corresponds to the emotional displays of the persons appearing in the video, which is composed of six indicators: 1) insulting, 2) crying, 3) smiling, 4) thanking, 5) expressing pleasure, 6) expressing pain. The same criteria were followed as in the two previous dimensions, adding that the indicators could be directed towards the other person appearing in the video.

Data analysis was performed with the statistical program SPSS (Statistical Package for the Social Sciences) version 22, examining the characteristics of the videos and the people who appeared in them. Bivariate analysis techniques (contingency tables) were used to observe the interaction of the variables in a multivariate environment.

3. RESULTS

The first objective of the research is to know the characteristics of the most viewed videos according to the most visited categories in Spain. In this sense, Table 1 displays the characteristics of the videos. The plots of the videos were simple, such as people who had just met and end up having sex; a brother who spies on his sisters

and friends, ending up having sex; a man who pretends, hidden under some pillows, to be his stepmother's dildo and they end up having sex; two girls who get trapped under the bed trying to pick up a nail polish they dropped and the man sees it and they have sex; a stepmother and her son who go to therapy and end up having sex, etc. The family dynamic is very present in both plot and non-plot videos. In the videos in the threesome category, the majority consisted of two women and a man, with fewer videos consisting of two men and a woman. The videos in the lesbian category consisted only of women.

Only a few videos took place outdoors, while almost all of them took place indoors, in bedrooms, living rooms, etc. The differences between amateur and professional videos were often unrecognizable, as the image quality was practically the same. Only in a few videos did observers appear, who in all cases were men who were present during the sexual intercourse.

Regarding the use of condoms, only in one video was a condom used, while in the rest of the videos, both those involving anal penetration, vaginal penetration and oral stimulation, condoms were not used on any occasion. In addition, most of the videos ended with the man's orgasm, usually ejaculating on the woman or inside her vagina. Few videos ended with the woman's orgasm and all belonged to the lesbian category. In terms of length, many professionally produced videos had a storyline and this caused the length to extend, while amateur-produced videos started with no storyline. Video views ranged from tens of millions to hundreds of thousands.

Table 1. Characteristics of the videos.

		N (120)
Plot	No	72
	Yes	48
Where it happens	Exterior	4
	Interior	116
Type of production	Amateur	33
	Profesional	87
Observers	No	115
	Yes	5
Condom use	No	89
	Yes	1
Video ends with orgasm or not	No	31
	Ends with his orgasm	71
	Ends with her orgasm	17
	Ends with orgasm for both	1

0.00), but it is significant in the threesomes category ($\chi^2= 2.783$, $df=1$, $p\text{-value}= 0.095$, $CC 0.21$). This means that it is women who tend to appear fully nude in the videos of the threesomes category, while men do so partially.

Regarding the shots that were made in the videos, both in the shots of the face and the breasts and in all categories of videos analyzed, women were the most focused on, while in the case of men the percentages were lower. On most occasions, the shots focused on the woman performing fellatio on the man or the man ejaculating on her. Likewise, on most occasions, the focus was on vaginal or anal penetration, but never specifically on the penis alone. In the case of the close-up shots of the face in the mature category, a statistically significant difference was found ($\chi^2= 15.017$, $df=1$, $p\text{-value}= 0.000$, $CC 0.45$), which also occurred in the categories of threesomes ($\chi^2= 35.623$, $df=1$, $p\text{-value}= 0.000$, $CC 0.61$) and anal ($\chi^2= 35.306$, $df=1$, $p\text{-value}= 0.000$, $CC 0.61$).

In the case of the close-up of the breasts, when performing the analyses, the same happened as with the close-up of the face, finding statistically significant differences in the mature category ($\chi^2= 21.818$, $df=1$, $p\text{-value}= 0.000$, $CC 0.52$), threesomes ($\chi^2= 16.596$, $df=1$, $p\text{-value}= 0.000$, $CC 0.47$) and anal ($\chi^2= 16.596$, $df=1$, $p\text{-value}= 0.000$, $CC 0.47$). Thus, in videos in the mature, threesome and anal categories close-up shots that focus on the face and breasts tend to target women.

Table 2. Sexual objectification of women and men according to videos and total categories.

		Category									
		Lesbian		Mature		Threesome		Anal		Total	
		Women	Women	Men	Women	Men	Women	Men	Women	Men	
Total or partial nudity	Total	6.7%	23.3%	23.3%	10.0%	26.7%	10.0%	13.3%	12.5%	21.1%	
	Partial	93.3%	76.7%	76.7%	90.0%	73.3%	90.0%	86.7%	87.5%	78.9%	
Close-up shot of the face	No	10.0%	26.7%	76.7%	6.7%	83.3%	10.0%	86.7%	13.3%	82.2%	
	Yes	90.0%	73.3%	23.3%	93.3%	16.7%	90.0%	13.3%	86.7%	17.8%	
Close-up shot of the sexual organ	No	3.3%	16.7%	13.3%	0.0%	0.0%	0.0%	0.0%	5.0%	4.4%	
	Yes	96.7%	83.3%	86.7%	100.0%	100.0%	100.0%	100.0%	95.0%	95.6%	
Close-up shot of the breasts	No	36.7%	46.7%	100.0%	56.7%	100.0%	56.7%	100.0%	49.2%	100.0%	
	Yes	63.3%	53.3%	0.0%	43.3%	0.0%	43.3%	0.0%	50.8%	0.0%	

Note: Source: research data.

The third objective of the research is to analyze the physical and sexual practices and emotional displays of the people appearing in the videos. The results are shown in Tables 3 and 4. In Table 3, the sexual practices are shown and the data indicate that the videos of the lesbian category showed 100% manual stimulation and

90% oral stimulation, no anal penetration was observed and only 6.7% vaginal penetration. Vaginal penetration by men was very frequent in all the videos (83.3%) while anal penetration was less frequent (45.6%).

Regarding the presence of stimulation in the videos, both oral and manual stimulation was more frequently performed by women (87.5% and 92.5%) than by men (27.8% and 45.6%). In both cases, statistically significant differences were found between the categories of mature ($\chi^2= 15.152$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.45$), threesomes ($\chi^2= 26.447$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.55$) and anal ($\chi^2= 24.093$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.54$) and performing oral stimulation, with a tendency for women to perform these practices while men perform them to a lesser extent. The same happened with performing manual stimulation and the categories of mature ($\chi^2= 26.786$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.56$), threesomes ($\chi^2= 9.317$, $df=1$, $p\text{-value}= 0.002$, $CC\ 0.37$) and anal ($\chi^2= 8.523$, $df=1$, $p\text{-value}= 0.004$, $CC\ 0.35$), with women performing to a greater extent than men.

Ejaculation on the face (40%) and in the mouth (38.9%) is a frequent practice performed by men and is observed to a greater extent in the threesomes and anal categories. After performing the analyses, there is a statistically significant relationship between ejaculating in the face and the category of threesomes ($\chi^2= 25.714$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.55$) and anal ($\chi^2= 18.261$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.48$), being that in these categories the videos tend to contain ejaculations in the face. The same happens with ejaculating in the mouth and the category of threesomes ($\chi^2= 23.721$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.53$) and anal ($\chi^2= 18.261$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.48$). Gagging was more frequent in the anal category, where in fact there was a statistically significant relationship ($\chi^2= 30.000$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.58$). Double penetration was frequent in the anal category, finding a relationship between both variables, although not statistically significant ($\chi^2= 0.000$, $df=1$, $p\text{-value}= 1.000$, $CC\ 0.00$). Triple penetration had a low frequency, being the anal category in which it occurred the most (3.3%).

Table 3. Sexual practices shown in the videos according to categories and performer.

		Category									
		Lesbian		Mature		Threesome		Anal		Total	
		Women	Women	Men	Women	Men	Women	Men	Women	Men	
Vaginal penetration	No	93.3%	100.0%	13.3%	100.0%	3.3%	100.0%	33.3%	100.0%	16.7%	
	Yes	6.7%	0.0%	86.7%	0.0%	96.7%	0.0%	66.7%	6.7%	83.3%	
Anal penetration	No	100.0%	100.0%	73.3%	100.0%	90.0%	100.0%	0.0%	100.0%	54.4%	
	Yes	0.0%	0.0%	26.7%	0.0%	10.0%	0.0%	100.0%	0.0%	45.6%	
Oral stimulation	No	10.0%	20.0%	70.0%	3.3%	66.7%	16.7%	80.0%	12.5%	72.2%	
	Yes	90.0%	80.0%	30.0%	96.7%	33.3%	83.3%	20.0%	87.5%	27.8%	
Manual stimulation	No	0.0%	13.3%	80.0%	6.7%	40.0%	10.0%	43.3%	7.5%	54.4%	
	Yes	100.0%	86.7%	20.0%	93.3%	60.0%	90.0%	56.7%	92.5%	45.6%	
Face ejaculation	No	100.0%	100.0%	86.7%	100.0%	40.0%	100.0%	53.3%	100.0%	60.0%	
	Yes	0.0%	0.0%	13.3%	0.0%	60.0%	0.0%	46.7%	0.0%	40.0%	
Mouth ejaculation	No	100.0%	100.0%	86.7%	100.0%	43.3%	100.0%	53.3%	100.0%	61.1%	
	Yes	0.0%	0.0%	13.3%	0.0%	56.7%	0.0%	46.7%	0.0%	38.9%	
Gagging	No	100.0%	93.3%	100.0%	73.3%	100.0%	33.3%	100.0%	75.0%	100.0%	
	Yes	0.0%	6.7%	0.0%	26.7%	0.0%	66.7%	0.0%	25.0%	0.0%	
Double penetration	No	100.0%	96.7%	96.7%	100.0%	100.0%	80.0%	80.0%	94.2%	92.2%	
	Yes	0.0%	3.3%	3.3%	0.0%	0.0%	20.0%	20.0%	5.8%	7.8%	
Triple penetration	No	100.0%	100.0%	100.0%	100.0%	100.0%	96.7%	96.7%	99.2%	98.9%	
	Yes	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	3.3%	0.8%	1.1%	

Note: Source: research data.

Except in the case of grabbing by the neck (3.3%) and inserting fingers in the mouth (16.7%), both in the lesbian category and carried out by women, the physical practices are perpetrated by men and targeted at women, as shown in Table 4. Although in the videos a low frequency of some aggressions perpetrated by men and targeted at women such as hitting the genitals (1.1%), slapping (2.2%), hitting the breasts (3.3%) or pinching (5.6%) was observed, others such as putting fingers in the mouth (11.1%), whipping (14.4%), grabbing the neck (14.4%), pulling the hair (17.8%) or immobilizing (17.8%) have a higher frequency. In fact, there is a statistically significant relationship between the anal category and men immobilizing women ($\chi^2= 20.000$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.50$), thus observing a tendency for videos in the anal category to include immobilization of women as one of their practices. In general, immobilization consisted of the man holding the woman by the head while performing fellatio, making her unable to stop until he considered.

Regarding emotional displays, as can be seen, it is women who smile or show pleasure, while men do so much less frequently. In some videos the people who appeared communicated with each other, beyond expressing pleasure or other emotions, generally in those that had an argument. In other videos, however, there was no communication between the people in the video beyond having sex. In addition, when the video ended with the man ejaculating in the woman's face and/or mouth, most of the time it was at that moment that the women smiled. After performing the analyses, statistically significant differences were found between smiling and the categories of mature ($\chi^2= 6.667$, $df=1$, $p\text{-value}= 0.010$, $CC\ 0.32$), threesomes ($\chi^2= 52.500$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.68$) and anal ($\chi^2= 45.268$, $df=1$, $p\text{-value}= 0.000$, $CC\ 0.66$). Thus, women in videos in these categories tend to smile more than men significantly. Between the mature category and showing pleasure a relationship was also found, although not statistically significant ($\chi^2= 0.417$, $df=1$, $p\text{-value}= 0.519$, $CC\ 0.08$).

Table 4. Physical practices and emotional displays shown in the videos according to categories and performer.

		Category									
		Lesbian		Mature		Threesome		Anal		Total	
		Women	Women	Men	Women	Men	Women	Men	Women	Men	
Hair pulling	No	100.0%	100.0%	86.7%	100.0%	80.0%	100.0%	80.0%	100.0%	82.2%	
	Yes	0.0%	0.0%	13.3%	0.0%	20.0%	0.0%	20.0%	0.0%	17.8%	
Grabbing the neck	No	96.7%	100.0%	90.0%	96.7%	90.0%	100.0%	76.7%	98.3%	85.6%	
	Yes	3.3%	0.0%	10.0%	3.3%	10.0%	0.0%	23.3%	1.7%	14.4%	
Putting fingers in the mouth	No	83.3%	100.0%	100.0%	100.0%	96.7%	100.0%	70.0%	95.8%	88.9%	
	Yes	16.7%	0.0%	0.0%	0.0%	3.3%	0.0%	30.0%	4.2%	11.1%	
Whipping	No	100.0%	100.0%	86.7%	100.0%	96.7%	100.0%	73.3%	100.0%	85.6%	
	Yes	0.0%	0.0%	13.3%	0.0%	3.3%	0.0%	26.7%	0.0%	14.4%	
Immobilizing	No	100.0%	100.0%	100.0%	100.0%	96.7%	100.0%	50.0%	100.0%	82.2%	
	Yes	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	50.0%	0.0%	17.8%	
Emotional displays											
Smile	No	10.0%	66.7%	93.3%	0.0%	93.3%	3.3%	90.0%	20.0%	92.2%	
	Yes	90.0%	33.3%	6.7%	100.0%	6.7%	96.7%	10.0%	80.0%	7.8%	
Show pleasure	No	0.0%	16.7%	23.3%	0.0%	0.0%	0.0%	0.0%	4.2%	7.8%	
	Yes	100.0%	83.3%	76.7%	100.0%	100.0%	100.0%	100.0%	95.8%	92.2%	

Note: Source: research data.

4. DISCUSSION

The results of the study indicate that condoms were used in only one video, which is similar to other studies (Gorman et al., 2010; Vannier et al., 2014) and confirms the first hypothesis. This data is important, since studies such as Tokunaga et al. (2020) have pointed out that pornography consumption in which condoms are not used can lead young people and adolescents to internalize such content and end up having repercussions on their sexual behaviors. This translates into a possible increase in risky practices and unwanted pregnancies, in addition to the possible transmission of sexually transmitted diseases. It is also important to mention the emphasis in the titles of the videos on showing incest practices between family members. These titles could be related to the desire of some men to have sex with underage girls, relating to an increase in sexual assaults on minors by family members in recent years. In fact, Save the Children (2023) points out that 8 out of 10 cases of sexual abuse of girls and adolescents is carried out by a family member or acquaintance. We are therefore faced with video titles that suggest the eroticization of pedophilia and sexual abuse of young girls and adolescents.

Another relevant result of this work is the presence of sexual objectification of women, confirming the second hypothesis. This objectification, which in this research we have analyzed through close-ups of the face, breasts and sexual organs and total or partial nudity, is relevant because studies such as that of Peter and Valkenburg (2007) have pointed out that the pornography consumption and seeing women as objects is a behavior that occurs in both young women and young men. This suggests that the consumption of pornography not only causes men to objectify women, but that women end up objectifying themselves. This may have negative implications, as noted by Gervais and Eagan (2017), since, if women objectify themselves, they may end up accepting violence against them, as well as focusing more on their appearance.

The sexual practices analyzed have been shown to focus on the pleasure of men as opposed to that of women. Aspects such as manual or oral stimulation are performed by women on men, and ejaculation on the face or in the mouth are performed by men on women, thus confirming the third hypothesis. In addition to this, women seem to respond in the videos to this objectification by smiles and displays of pleasure, such as when men ejaculate on them. Men, however, in most of the videos appear cold and do not usually show pleasure. It is also important to note that, although in several videos both women and men performed oral and manual stimulation, this differed in all cases, both in duration and intensity, with women performing these practices longer and more intensely.

Although this study did not find a high frequency of explicit aggressions such as slapping, breast beating or other forms of aggression or humiliation of women, they were found at a low frequency, which is a data by itself, thus confirming the last hypothesis. This means that, if this type of content can be consumed in the most

viewed videos, it is very easy to access them, since on pornographic content websites the content is very easy to find and it is enough to search for what people want. In addition, the visualization of these practices can lead to an eroticization of physical pain and submission of women, in line with what has been argued by authors such as Alario (2021). Of the categories analyzed, the anal category is where the most objectifying sexual practices and aggressions against women were found.

The space occupied by pornography as a source of sexual education has already been pointed out in studies carried out in Spain, such as that of Torrado et al. (2021). As has been highlighted in several studies, the role of the media and new technologies is fundamental in the reproduction of violence against women. (González y Torrado, 2019; Pacetta et al., 2019; Revelles-Benavente y Jiménez, 2019). If we consider the contents we have analyzed in this work, we cannot ignore the fact that young people and adolescents are being socialized in these contents and that they will end up having repercussions on their sexual behaviors and attitudes, so that the phenomenon must be addressed by public policies and by professionals working with young people and adolescents.

5. CONCLUSIONS

The objectives of the research were to know the characteristics of the most viewed videos according to the most visited categories in Spain, to analyze the sexual objectification shown in the videos and to analyze the physical and sexual practices and emotional displays of the people appearing in the videos.

As the results point out, the most viewed pornography in Spain is not harmless, as it shows sexual objectification of women, risky practices such as not using condoms, titles suggesting incest practices among family members and even aggressions directed towards women by men. These contents can lead young people and adolescents to be socialized in a dominant and even aggressive type of sexuality towards women, which can lead to practices that they may want to imitate with their partners or, as some studies have pointed out, with women in prostitution. This type of sexuality is the result of the centrality of male sexual desire and is related to the submission of women and specifically to the submission of young girls.

Given the data obtained in this study and considering the increase in pornography consumption in recent years, the repercussions of such consumption should be studied in order to develop public policies to address the phenomenon, such as establishing cross-cutting training actions that address sexuality through an improvement in the curricula at all educational levels and sensitizing and raising awareness among the general population about the implications of pornography and its repercussions.

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