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The influence of non-sexual cues, sexual explicitness and sex guilt on female's erotic response to literature.

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THE INFLUENCE OF NON-SEXUAL CUES, SEXUAL EXPLICITNESS AND
SEX GUILT ON FEMALE'S EROTIC RESPONSE TO LITERATURE

A Dissertation Presented

by

Robert M. Bahm

Submitted to the Graduate School of the University
of Massachusetts in partial fulfillment of the
requirements for the degree of

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April 1972

Psychology

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SEX GUILT ON FEMALE'S EROTIC RESPONSE TO LITERATURE

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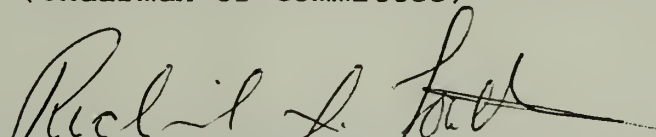
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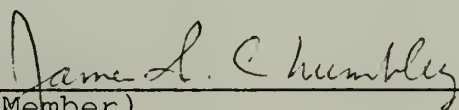
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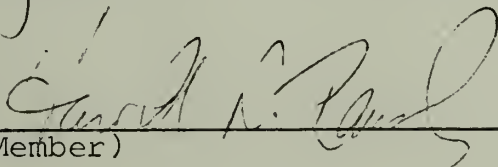
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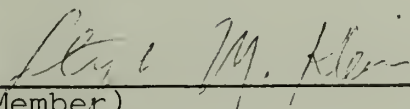
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C H A P T E R I

INTRODUCTION

Human sexuality has been an area long shrouded in mystery and prejudice. For a long time, any inquiry into its nature was taboo. In the past thirty years, the sociological and physiological aspects of human sexual response have been explored in depth by Kinsey, Masters and Johnson, and others. Although there has been much theory based on anecdotal evidence and/or personal observations about the psychological aspects of sexual arousal, systematic investigation of this area has lagged significantly behind investigation of the other two areas.

One of the variables relating to sexual arousal that has been of considerable interest to both psychological investigators and the public, in general, has been differences in male and female sexual response. Most research in this area, however, has focused nearly exclusively on the male. Research concerning the variables relating to sexual arousal in the human female has been very limited. Theories as to the conditions under which a female can be sexually aroused, theories as to the stimuli necessary, and even theories as to the inherent sexual arousability of woman have been available for years but there have been few actual systematic investigations.

Kronhausen and Kronhausen (1965), discussing woman as a sexual being, present two pre-1900 mythical views of female sexuality. The first portrays woman as the eternal temptress, over-sexed and with basically an insatiable sexual desire. The second is that of woman as the eternal virgin, the sexless mother unconcerned about and above the base instincts of sexual desire and sexual thought. The former predominated centuries ago while the latter has predominated in more recent times. Only a couple of generations ago, Acton, noted as the greatest authority on sex in England at his time, wrote that "happily for society," the idea that women possess sexual feeling was nothing but "a vile aspersion" (Kronhausen and Kronhausen, 1965). Another medical man of the time also added that sex interest or desire in women only occurs in lascivious types.

Although such a strong view of woman's inherent non-sexuality mellowed with time, the idea of women as basically non-sexual creatures still prevailed. Krafft-Ebing, the foremost authority on sex in his time, wrote in the late 1800's that, "if she [woman] is normally developed mentally and well-bred, her sexual desire is small... It is certain that... the woman that seeks men [is] abnormal" (Kronhausen and Kronhausen, 1965, p. 13). A noted physician at the turn of the past century, Elizabeth Blackwell, who wrote extensively on matters of sex and is reputed to be one of the more liberal

sexual thinkers at that time, acknowledged in opposition to her colleagues that women could enjoy mild necking; however, in step with the prevailing view, felt that refined women found coitus indifferent or repugnant. She also denied woman the possibility of explicit sexual enjoyment.

Beginning with the turn of the past century and largely due to the writings of Havelock Ellis, Freud, Van de Velde, and Robert Latou Dickinson among others who either explicitly or implicitly accepted woman's desire for and right to sexual enjoyment, the notion that women were sexual beings, able to have and enjoy sex feelings, became the more established view. Havelock Ellis in his massive studies in the psychology of sex (1936) which he published and revised between 1896 and 1928, based his conclusions on historical writings, personal interviews, and personal observations. In general, he found woman's sexual behavior and responses as appearing even at early ages. He saw women as not only experiencing sexual orgasm but as finding it pleasurable and satisfying, and saw the earlier presumed absence of sexual desire in women as a Victorian myth or, if real, the result of abnormal inhibition. In general, then, Ellis categorically affirmed the sexual impulse in woman and the pleasure derived from expression of this impulse as normal and proper.

Freud (1905) contributed to this line of thinking through affirming the normality of female sexual response. Unlike Ellis, however, he viewed sexuality as a distinctly masculine

proclivity thus indirectly implying that woman's sexual impulse is less than man's. Nevertheless, by accepting sexual urges and sexual pleasure as part of woman's basic nature, Freud contributed greatly to the dissolution of the pre-1900 concept of woman as asexual or anti-sexual.

Robert Latou Dickinson (Dickinson and Beam, 1931), a gynecologist, accumulated 5,200 case histories of women patients. His contribution towards viewing females as sexual beings lay in his exposure of the harmful, inhibitory effects of the Victorian views of females. Theodore Van de Velde (1930), a Dutch gynecologist, wrote a book called Ideal Marriage and, although he did not focus specifically on women, helped legitimize woman's sexual desires and her right to sexual fulfillment by his discussion of sexual relationships in marriage. His contribution was in presenting a marriage manual designed for mass reading which through its wide circulation helped break down many of the Victorian myths about woman.

Through the efforts of the above and others, a woman's physiological capacity to enjoy sex and psychological right to desire and enjoy it became more and more accepted. For the most part, however, the general public and many professionals continued to believe that although women did have sexual desires, they were only minimally responsive to psychosexual stimulation and far less so than men were.

Kinsey, Pomeroy, Martin and Gebhard (1953) investigated psychological variables related to the female's sexual response. By questioning females about their reactions to 23 potentially erotic stimuli or situations, Kinsey sought to find out how influenced and affected females were by sexual stimuli which were not purely physical. He found great individual variation between females but concluded that, in general, females were less affected by psychosexual stimulation than men were. He carefully pointed out that as much as one-third of the females in his sample were as affected by the psychosexual stimuli as was the average male and even two or three percent were more sexually aroused by such stimuli than were any of the males but still emphatically concluded that, "in their capacities to respond to psychosexual stimuli, the average female and the average male do differ." (1953, p. 687). Thus on the basis of some systematic investigation, Kinsey lent support to the notions that females were highly responsive to physical stimulation, could respond regularly to orgasm, enjoyed and participated frequently in sexual activities, but were somewhat limited in their response to psychological sex stimuli. He concluded even more strongly that, "in light of our other data on the relative significance of psychological stimulation for females and for males, it seems more likely that most females are indifferent or antagonistic to the existence of such [erotic visual] stimuli because it means nothing to them erotically." (1953, p. 622).

The general conclusion, therefore, was that females respond sexually primarily to direct physical rather than mental stimulation.

A seeming refutation of the above conclusions made by Kinsey comes from his findings concerning the incidence of female's erotic fantasies. He found that erotic fantasies of the opposite sex occurred in 69 percent of his female population, and erotic fantasies during masturbation occurred in 64 percent of his female population. Sexual arousal from observing the opposite sex was reported by 58 percent of his female group. Although the corresponding percentages for males were higher in all the above situations, the size of the percentages for the female definitely indicates that females are capable of and do indeed respond to mental sexual stimulation as well as to purely physical sexual stimulation. Furthermore, 60 percent of the females sampled reported being sexually aroused at least occasionally by reading literary materials. In this case, their erotic response to mental stimulation was equal to that of the males of whom 59 percent reported responding erotically. The statistics become even more striking in the case of erotic response to commercial motion pictures where 48 percent of the females reported being sexually aroused while only 36 percent of males reported sexual arousal as a response. Thus in some cases even according to Kinsey's data, females are actually more sexually responsive to mental stimulation than males. In general, then, it

appears that the female's seeming lack of response to mental stimulation cannot really be attributed to a lack of responsiveness or lack of conditionability to mental stimulation as Kinsey puts it. Some other factor must account for his female subjects' (Ss) generally low erotic response to psychosexual stimulation.

One explanation could be couched in terms of cultural inhibition: females have had less exposure to sexual material, have been negatively conditioned to it and, in general, have been prohibited by society from responding to it and, therefore, have either never learned to respond or have been forced to inhibit their response. McCary (1967) in his book on human sexuality writes that,

Women have been conditioned for generations by a society muddled in its thinking on sexual matters, to inhibit, if not deny altogether, their sexuality and to stifle normal response to sexual stimuli. These culturally imposed inhibitions no doubt account for the popular misconception that women are erotically less responsive than men are (p. 145).

Kronhausen and Kronhausen (1965) write that,

The sex-history material which we collected also suggests that woman's potential response to psychological aphrodisiacs is no less than that of man. The confusion on this issue has, in our opinion, arisen from misinterpreting the fact that women respond to different types of psychological sex stimuli than men and are socially conditioned to inhibit their sexual response to a far greater extent than is true for men... We suggest that none of the data indicate that women possess a

lesser innate capacity for the appreciation of such mental aphrodisiacs--provided they take into account the different erotic interests of the sexes (p. 18).

The Kronhausens, therefore, suggest that women appear low in responsivity for two reasons: 1) the primary reason given by McCary, that they have been culturally inhibited in responding erotically and reporting erotic response; and 2) most of the erotic stimuli women come in contact with are made by and designed for men and do not cater to a woman's erotic interests.

Looking more closely at Kinsey's findings, some support for the Kronhausens' view that women respond to different types of stimuli than men can be found. Whereas an equal percentage of females and males in Kinsey's sample (59% and 60% respectively) responded erotically to literary materials in general, a smaller proportion of females than males (14% and 47%, respectively) responded to highly explicit erotic stories. Whereas a nearly similar proportion of females and males (48% and 36%, respectively) responded erotically to motion pictures, an extremely disproportionate percentage of females and males sampled (32% of the females and 77% of the males) reported being sexually aroused by observing explicit graphic portrayals of sexual activity. Although both males and females do sexually respond to erotic stimuli, it thus appears that females tend to respond primarily to the

less sexually explicit stimuli and to the more indirect psychosexual stimulation rather than to the more explicit and direct portrayals of sexual activity as do men.

Furthermore, some of Kinsey's qualitative observations support even further the notion that women respond erotically to different stimuli than men do and suggest that it is not only the less sexually explicit stimuli that women respond to but also a completely different type or theme of erotic stimuli. In looking at the female response to literary and motion picture stimuli, Kinsey observed that the main source of erotic stimulation seemed to come from the emotional context of the stimuli and more specifically from the romantic content rather than from the sexual content per se. Support for the idea that it is the romantic content that females erotically respond to can also be found in Kinsey's analysis of the content of graffiti or wall inscriptions made by females. He found that the majority of the inscriptions dealt not with explicit sex but more with non-erotic references to love.

This idea that female erotic response to psychological stimuli is related less to sex per se but more to the emotional tone of the stimuli is currently a widely held belief. A review of the popular marriage manuals sold in bookstores and many of the popular books discussing sexuality in females, indicates that a large majority of writers in this area believe that woman's erotic response to psychological stimuli

is based on their psychological responsiveness to love and romance rather than physical sex.

Eric Johnson in his book, Love and Sex in Plain Language (1965), stated, "For a woman, sex is a response to love... Thus, women want sexual intercourse less at some times than others, yet most of them want to give and receive love and affection all the time" (p. 52). Alexander Lowen in Love and Orgasm (1965) wrote that, "a woman can tolerate sexual infidelity more easily than she can accept the transfer of her husband's affection to another woman" (p. 172). Winston Ehrmann (1959) in his study of premarital dating behavior of college students found as one of his most significant findings that the female's sexual expression is primarily related to being in love and to going steady, that unlike the male, her sexual behavior response is very dependent on love. Any glance at the true confession or "sexual" magazines geared towards the female testifies further to the idea that females are aroused by romance, love and affection. Thus, both the popular literature and some sociological investigations support the notion that females do respond sexually to mental stimulation but that her erotic response is in response to different stimuli than that which men respond to and specifically is dependent more on emotional or romantic aspects of the stimuli than on the explicitly sexual aspects.

It has only been in the past 15 years that actual laboratory investigations have been carried out to test some of the sociological findings and some of the contemporary popular notions of female sexuality. Although the amount of studies in this area are still relatively small, findings from them have cast some doubt on the now well established and popular notion that females respond primarily to the romantic nature of sexual stimuli rather than to the explicitly sexual aspects.

Jakobovits (1965) was perhaps the first to actually investigate female's psychosexual response to erotic stimuli in a laboratory setting. Ten males and ten females read 20 erotic stories, half of which could be characterized according to the Kronhausen and Kronhausen's (1964) definitions as erotic realism and half as hard-core obscenity. All Ss were to rate the stories on, among other dimensions, how sexually stimulating they were. Results were completely contrary to expectations. Females were more aroused by the hard-core obscenity, the stories with the more explicit, frequent and exaggerated sexual content, than by the erotic realism. In addition, they were equally aroused by the erotic realism as the males were and more aroused by the hard-core obscenity than the males were. Thus, not only were females aroused by specifically sexual mental stimulation but also even more aroused than the males were--findings directly contradicting Kinsey's findings and contemporary notions of female's psychosexual response.

Based on earlier findings, the lack of female responsivity to mental stimulation of a sexual nature seemed to be a function of females responding to different types of stimuli than males respond to, and specifically to stimuli of a romantic nature. Jakobovits' findings, however, seem to suggest that this is not as true as was thought and coincides with McCary's (1967) and the Kronhausens' (1965) idea that negative conditioning, opportunity for exposure and/or inhibition in reporting arousal may be equally or more important factors. It is possible that female's erotic response to romantic stimuli may be an acceptable displacement of erotic interest based on society's negative expectations and negative response to such responses, or it may be that erotic response occurs to both types of stimuli, the romantic and the sexual. At any rate, it appears that the female erotic response to psychosexual stimuli is not as minimal or as one-dimensional as earlier thought.

Most of the recent studies exploring female responses to erotic stimuli have concerned themselves with whether or not females respond to erotic stimuli at all and if so to what kind of stimuli they respond. Results of recent studies in this area tend to support Jakobovits' general finding that females do in fact respond with sexual arousal to a variety of sexual stimuli.

Loiselle and Mollenauer (1965) showed pictures of men and women in three stages of dress (dressed, semi-nude and nude) to college females and found that sexual arousal

occurred to a greater degree in response to male pictures and occurred specifically to the greatest degree in response to the nude males. Mosher and Greenberg (1969) gave 36 females an erotic passage taken from a novel and had them report among other measures how sexually aroused they were after reading it. They found significant differences between the experimental and control groups (who read a non-erotic academic text) on sexual arousal. Byrne and Lamberth (1970) using 42 married couples explored sexual arousal in response to sexual themes portrayed visually, textually and via a brief descriptive phrase from which Ss were to imagine what the scene would be like in movies, books, etc. Females responded most to coital, petting and oral-genital scenes. In addition, response was the same to both the visual and literary conditions. The imagination condition, however, yielded the highest sexual arousal. Interestingly, Byrne and Lamberth found no significant sex differences in the above result.

Three studies using female Ss that were done for the Commission on Obscenity and Pornography (Commission's Report) (1970) found that a variety of female populations all responded in approximately the same degree to the same sexual themes. Married college students (Kutchinsky, 1971), unmarried college students (Mosher, 1971), and middle aged married couples (Mann, Sidman and Star, 1971) all responded the greatest amount to themes depicting heterosexual coitus and petting.

All found that over 70% of the female Ss were sexually aroused following exposure to erotic films depicting the above themes.

Sigusch et al. (1970) presented 24 slides depicting a variety of sexual activities to 50 male and 50 female students in Germany. They found that females significantly responded with sexual arousal to the sexual slides. Sexual arousal was greatest to themes of heterosexual coitus and least to solitary pictures of nude men. Most interesting, however, was that themes high in affection or romantic content even though low in explicit sexual content, were the group second most sexually arousing. In addition, only on these latter themes did the females report greater sexual arousal than the males did, although the scores did not significantly differentiate the two groups. Based on the above recent studies, it generally seems that females respond with greater intensity to erotic stimuli than previously assumed.

As had been mentioned, most of the recent studies exploring female response to erotic stimuli have focused on the kinds of stimuli to which females respond, that is, to the role of stimulus variables in female erotic response. As with any human response, however, personality variables as well as stimulus variables greatly influence sexual arousal. Investigations using primarily male Ss have found that such personality variables as repression vs. sensitizing defenses (Byrne and Sheffield, 1965), conservative vs. liberal political persuasion (Schmidt, Sigusch and Meyberg, 1969) sexual

conservatism vs. sexual liberalism (Sigusch et al., 1969), sex drive (Epstein and Smith, 1957), sexual object choice (Freund, 1967), and sex guilt (Galbraith and Mosher, 1968) affect an individual's response to psychosexual stimulation. As with other research on human sexuality, however, there have been very few studies exploring the effect of female personality differences on sexual arousal.

The present study attempts to look at the influence of both stimulus and personality variables on sexual arousal in females. Two stimulus variables and one personality variable will be explored. The two stimulus variables will be: 1) the effect of sexual vs. non-sexual cues; and 2) the effect of sexual explicitness. The personality variable to be explored will be sex guilt.

The studies already cited dealing with females' sexual arousal have yielded relatively inconclusive data about the actual stimulus components that sexually arouse females. On a global level, nearly all the studies find that females are most aroused to scenes depicting heterosexual intercourse; however, none of the studies manipulated any of the non-sexual cues such as, for example, affection and romantic cues. They merely manipulated such cues as themes and activities. Kinsey, the majority of marriage manual writers, the recent experimental findings of Sigusch et al. (1970), and even popular folk lore suggest that such cues can significantly influence the female erotic response. Obviously, it is not

the sole determinant as Kinsey and others seemed to suggest, but a seemingly important influence nonetheless. No study has explored the relative influence of these sexual vs. non-sexual cues and as Mosher and Greenberg (1969) suggest, "Further research is required to discover the precise roles of erotic realism and the male's affection, tenderness, and commitment on the sexual arousal of females" (p. 476). As Mosher and Greenberg suggest, we know that females respond to sexual cues and we know they respond to a variety of non-sexual cues, however, we do not know the relative influence of each or which non-sexual cues most influence sexual arousal.

Most discussions of non-sexual cues usually deal with cues of a romantic nature. Although no one has clearly defined such cues they usually include such variables as affection, tenderness, atmosphere and personal commitment between the persons involved. Non-sexual cues, that is, those stimulus variables other than the description and depiction of overt sexual behavior can be separated into three categories. The first can be thought of as extra-personal or environmental cues. These relate to the situation or the environment in which the sexual action takes place. Romantic novels tend to use these types of cues through their description of summer cruises, moonlight evenings and other romantic settings. The erotic value of these cues has been discussed by the Drs. Kronhausen (1965) in their book on women's sexuality when they quote their female ss as talking about the "sexual

stimulation of nature." Their Ss refer to the sensual feelings that come from hearing music or from just looking at the sky and the woods.

The second category of stimulus variables relate to the relationship between the people performing the sexual action. These could be called inter-personal cues and cover such variables which indicate strong emotional ties between the people. Affection, care, concern, love, commitment between two people all fall under this inter-personal category. It is these sets of stimuli that Kinsey and others speak of when they talk about the stimuli that females are supposed to respond to mostly. In addition to Kinsey, Simone de Beauvoir (1953) speaks of the need for a woman to feel respected and cared about as a person in order to allow her sexual response to develop. Throughout her discussion of woman's sexuality, the relationship between the sexual partners is always stressed.

The final category of non-sexual cues relates to feeling experiences and can be called intra-personal cues. These refer to the individual's erotic feelings, their experience of pleasure and the sensations occurring during sexual activity. They are not the sexual behavior itself but the physical sensations resulting from the behavior. The Kronhausens (1964), in discussing woman's psychosexual reaction, quote their Ss as also being aroused by the pleasure being experienced by

the people in the erotic stimuli. The emphasis here is not how nice he or she is, but how nice it, the sexual stimulation, is. The present study consequently will investigate the relative effect of these extra-personal, inter-personal, and intra-personal cues on sexual arousal in females.

The effect of sexual explicitness on sexual arousal also has never been systematically investigated. Some studies suggest that the more indirect the presentation of the sexual activity, such as Byrne and Lamberth's (1971) using the S's imagination as opposed to stories or pictures as the vehicle of presentation, the more sexually arousing the stimuli will be. Support for this notion also comes from a study by Tannenbaum (1971) where he found that greater sexual arousal was generated during films which implied a rape scene than during one that actually depicted it. On the other hand, Howard, Reifler and Lipzin (1971) have found that the more explicit depictions of sexual activity, such as in erotic films, generated more sexual arousal than the less explicit textual and photographic stimuli, and Jakobovits (1965), it will be recalled, found that females were more aroused by the more explicit hard-core obscenity than by stories categorized as erotic realism. The role of sexual explicitness in presentation of erotic stimuli is thus unclear. The present study will explore the influence of explicitness of sexual stimuli on sexual arousal in females.

Finally, we have shown that cultural inhibition appears to play a large part in producing female's erotic response to psychosexual stimuli. One of the major mechanisms of cultural inhibition seems to be that of society via parents instilling guilt in children regarding sexual matters. Through situations relating to sex and conscience development, a child acquires or learns sex guilt. Mosher (1968) defines this variable as, "a generalized expectancy for self-mediated punishment for violating or for anticipating violating standards of proper sexual conduct." It implies conflict or inhibition with regards to sexual expression and an attempt to resist sexual temptation. Guilt would be expected to follow any transgression of the person's moral code. Such a code for a person with high sex guilt would be expected to have a low threshold of transgression. The person high on sex guilt would have greater anticipatory avoidance of sexual stimuli and greater affective guilt following any transgression.

The personality variable of sexual guilt has consistently been found to influence an S's response to psychosexual stimuli. Galbraith (1968) and Galbraith and Mosher (1968) found that Ss scoring high in sex guilt were less sexually aroused by erotic stimuli than Ss scoring low on a sex guilt measure. Eisler (1968) and Leiman and Epstein (1961) found that high sex guilt Ss gave fewer sexual responses to high sex relevant Thematic Apperception Test (TAT) cards than did low sex guilt Ss. These studies seem to indicate that sex guilt plays a

significant role in responsivity to sexual stimuli. The present study will explore the influence of this personality variable on female erotic response to sexual stimuli.

The present study, in sum, will investigate the influence of non-sexual (extra-personal, inter-personal, and intra-personal) cues, sexual explicitness and sex guilt on sexual arousal in females. Because of the small amount of previous research in the area of female erotic response, only one prediction will be made. It is expected based on some previous research that there will be a sex guilt main effect. Subjects high on sex guilt are expected to report less sexual arousal after reading the erotic literature than will low sex guilt Ss. Because of the previous contradictory evidence regarding the effects of sexual explicitness and sexual vs. non-sexual cues on sexual arousal, no predictions will be made concerning these variables.

C H A P T E R I I

METHOD

Subjects. The Ss were 288 females enrolled in non-introductory Psychology classes at the University of Massachusetts. Introductory students were not used because, consisting of primarily freshmen, they were likely to be in a state of transition just coming from high school. It was thought desirable to exclude this group and thus avoid any potential confounding stemming from their possibly changing sexual attitudes and behavior during this period of transition.

Stimuli. Eight stories with erotic content comprised the stimuli used in the study. Each story differed on type and presence of non-sexual cues and on level of sexual explicitness.

Three types of non-sexual cues were used: Extra-personal cues included description of a cabin in which the couple were located, along with references and slight description of the environment, the night, the breeze, and the sky; Inter-personal cues included mention and some description of the couple's tenderness towards each other, their love and their affection; Intra-personal cues included description of sexual feelings of excitement, pleasure, quivering, tingling, warmth, and delight. Two of the eight stories contained extra-personal cues, two contained inter-personal cues, two contained only sexual cues, i.e., they solely described sexual activity.

Two levels of sexual explicitness were used. Four of the eight stories were high on sexual explicitness and four were low on sexual explicitness. High explicit stories contained more direct labeling of sexual anatomy and more graphic and detailed description of sexual activity than did stories low on sexual explicitness. Each set of non-sexual cues appeared in a high explicit and a low explicit story. Description of sexual activity in all the high explicit stories were virtually the same with the exception of the story containing only sexual cues. In the story containing only sexual cues some additional description of sexual activity was added to make its length equal to the others. Care was taken not to add any new dimension of sexual activity that might make the story qualitatively different. Description of sexual activity in all the low explicit stories was virtually identical with the exception of the story containing only sexual cues. Again this story differed from the other three low explicit stories only quantitatively and not qualitatively. (See Figure 1 for a schematic presentation of the stimuli dimensions)

 Insert Figure 1 about here

All stories were controlled for length (Mean length, 340 words), type and variety of heterosexual activities, male-female

		Level of Sexual Explicitness	
		High	Low
Non-sexual Cue	Extra-personal		
	Inter-personal		
	Intra-personal		
	Only sexual cues		

Fig. 1. Schematic presentation of stimuli dimensions.

activity, and absence of any description of personal or physical traits of the characters. All stories containing non-sexual cues were controlled for amount of non-sexual cues in relation to description of sexual activity (each story contained approximately two-thirds sex description and one-third non-sexual cues), and for placement of these cues in the context of the story. (See Appendix A for the eight stimuli)

A pilot study was conducted in order to test the saliency of the differences between the stimuli. Twelve female Ss, none of whom were freshman, read packets of four stories containing all the variables being explored in the present study. They then rated, on a seven point scale, the amount of sexual explicitness, amount of description of sexual activity and amount of reference to extra-personal, inter-personal, and intra-personal cues present in each of the stories. (See appendix B for rating form) Since there were six possible combinations of four stories which could contain all five possible stimulus variables, each combination appeared twice.

Using the t-test for paired observations and requiring significance levels for a two-tailed test, results confirmed the saliency of the stimulus variables. High explicit stories received higher ratings on the explicitness scale than low explicit stories (t = 4.21, 11 df, $p < .005$); stories with only sexual cues received higher ratings on the percentage of physical sex scale than stories including non-sexual cues (t = 8.72, 11 df, $p < .001$); stories containing intra-personal

cues received higher ratings on the amount of sexual feelings scale than stories not containing intra-personal cues ($t = 6.23, 11 \text{ df}, p < .001$); stories with extra-personal cues received higher ratings on the presence of physical environment cues scale than stories without extra-personal cues ($t = 9.44, 11 \text{ df}, p < .001$); and stories with inter-personal cues received higher ratings on the amount of reference to the people's interpersonal relationship scale than stories not containing inter-personal cues ($t = 10.27, 11 \text{ df}, p < .001$).

Three buffer stories also were used. All were approximately the same length as the erotic stories. The first buffer story was taken from The Bell by Iris Murdock (1958) and described a scene where a woman who is walking along a path in the woods with a man sees a naked child in a pond and finds the scene amusing and charming. The second story was an excerpt from Albert Ellis' The Art and Science of Love (1960) in which he talks about the variety of different physical characteristics of people and the variety of different personalities as necessitating a non-stereotyped approach to sexual relations. The third buffer story was an excerpt from Carson McCullers' The Heart is a Lonely Hunter (1964) in which one of the characters gets on a train, eats, sleeps, gets off, and walks home. The buffer stories were inserted: 1) to allow ss to become acclimated to the situation; 2) to allow ss to get into the set of answering the questions; 3) to allow any differences in expectation to dissipate; 4) as potential control

stimuli; and 5) to partially mask the more obvious intent of the experiment. (See Appendix C for buffer stories)

Procedure. In the selection phase of the experiment, several large, co-ed, non-introductory Psychology classes were approached and all students in them were given the sex-guilt questionnaire to complete at home and return to a designated place.¹ Although only female Ss were used in the study, all students, both male and female, were asked to complete the guilt questionnaire so that it would not appear that the Experimenter (E) was focusing on only one sex.

Students completed the questionnaire twice. The first completion reflected their real-self and the second reflected their ideal-self. Although the present study used only the real-self scores in the analyses, the two administrations were seen as desirable primarily in the hopes that given an opportunity to put down ideal-self feelings, Ss would be more honest in their answers on the real-self administration.

Before administration of the questionnaire, all students were told that: 1) the questionnaire would be used as a screening device, and that E was interested in a wide range of scores; 2) they were to put their names on the questionnaire so that E would be able to contact them in the future; and 3) everything was confidential and once E found the desired Ss, names would be destroyed so as to insure anonymity. All Ss were told at all stages of the experiment that

they had the prerogative to refuse to participate for any reason, at any time. (See Appendix D for complete instructions)

The scores for all the female students who volunteered their names² were tabulated and based on a median split of the real-self scores were divided into high sex guilt Ss and low sex guilt Ss. Table 1 gives the means and standard deviations of the sex guilt scores for all the Ss used in the study. All Ss except those with the median score of -46 were notified by mail (see Appendix E for text of the note) that they would be contacted. Several days later they were telephoned and told that the experiment was being conducted to explore students' reactions to sexual literature and would involve their reading four stories, some of which may be erotic, and answering some questions about them on a questionnaire. Those who agreed to participate were later assigned to one of eight groups.³

 Insert Table 1 about here

Each group eventually consisted of 16 Ss, half of whom scored high in sex guilt and half of whom scored low. Means and standard deviations for each of the eight high sex guilt groups were matched as were the means and standard deviations

Table 1

MEANS AND STANDARD DEVIATIONS OF SEX GUILT SCORES

Group	N	Mean	Standard Deviation
Total <u>Ss</u>	288	-41.29	16.80
High Sex Guilt <u>Ss</u>	144	-28.65	15.26
Low Sex Guilt <u>Ss</u>	144	-53.94	3.39

for each of the eight low sex guilt groups. The eight groups differed only according to which one of the eight erotic stories they read. The Ss were tested in groups of between 20 and 35 persons.

At the time of testing, each S in the group received a packet containing four stories and four questionnaires asking their reactions to each story. All Ss received the three buffer stories appearing in the same sequence and one of the erotic stories chosen according to their previously designated group. The experimental story always appeared after the second buffer story.

The questionnaire following each story, in addition to asking about sexual arousal, also asked several other questions such as how pornographic, how pleasant, and how likeable the story was. (See Appendix F for complete questionnaire) These items were included both to act as decoys to hopefully reduce some awareness of what E was after, and also to yield additional data which could prove interesting.

Following distribution of the packets, each S was given instructions to read each story and complete the questionnaire following it in the order that they appeared in the packet. (See Appendix G for complete instructions)

Within a week after all Ss had been tested, a written explanation of the purpose of the study was made available to all Ss who participated in any phase of the experiment. (See Appendix H for written explanation)

Measurement of sex guilt. Sex guilt was measured by the female form of the Mosher Forced-Choice Guilt Inventory (Mosher and Greenberg, 1969) also called the Forced Choice Sex Guilt Subscale (FCSG). The FCSG was originally constructed from an item pool of 276 completions to the Mosher Incomplete Sentences Test and consists of 39 forced-choice items reflecting sex guilt. (See Appendix I for FCSG) The items are weighted along a guilt dimension from very guilty (+2), guilty (+1), non-guilty (-1), to very non-guilty (-2). Sample items are:

Sex relations before marriage...

- A. should be permitted. (SG-2)
- B. are wrong and immoral. (SG+2)

If I had sex relations, I would feel...

- A. very dirty. (SG+2)
- B. happy and satisfied. (SG-2)

The sum total of all the items have a possible range from +64 to -61. After all scores are calculated, Ss scoring above the median are considered high sex guilt Ss, while Ss scoring below the median are considered low sex guilt Ss.

Mosher (Mosher and Greenberg, 1969) found the FCSG to have a correlated split-half reliability of .95 as well as convergent and discriminant validity. The FCSG has not correlated significantly with either the Marlowe-Crowne Social Desirability Scale or the Edwards Social Desirability Scale.

Measurement of sexual arousal. All assessments of sexual arousal have their own built in problems associated with them. Physiological methods must contend with the non-specificity of most physiological responses, the possible excitatory or inhibitory effect of the instrumentation involved in the measurement, movement artifacts and adaptation effects. Self-report of sexual arousal presents the problems of Ss either consciously or unconsciously misleading the E. The present experiment, like most other experiments in this field, used the self-report measure because of the fact that it allows for more clearcut interpretation than physiological measures.

Two self-report measures of sexual arousal were used in the present experiment. The first utilized an eleven point scale on which Ss were asked to rate how sexually stimulating the story was. This method of assessment has been used extensively by a number of researchers and, despite potential problems inherent in relying on Ss' honesty, has proven to be a valid measure (See, for example, Brady and Levitt, 1965; and Byrne and Lamberth, 1971). Howard et al. (1971) found that self-reports of sexual arousal to various erotic stimuli correlated highly with a variety of physiological measures. In their study of the effects of repeated exposure to erotic materials, shifts in sexual arousal were reflected equally well by Ss' self-reports as by physiological measures.

The second self-report measure utilized a report of physiological-sexual sensations where Ss were asked to indicate if while reading the story they had vaginal lubrication, genital sensations, breast sensations or orgasm. To each of these, Ss had the opportunity to check a column marked either, yes, no or don't know. This additional measure of sexual arousal was used because various studies cited in the Commission's Report (1970) have suggested that this type of assessment can often reflect incidence of sexual arousal that, because of S's inhibition in reporting or inaccurate labeling, may not be apparent in the rating scales. (See Appendix F for both self-report measures)

Other measures. In order to assess how pleasant, how pornographic and how likeable S found each story, Ss were asked to rate the stories on each of the three dimensions on an eleven point rating scale.

C H A P T E R I I I

RESULTS

The results of the present study were analyzed primarily by means of a completely randomized three factor analysis of variance. The three independent variables used in the study were: sex guilt (high sex guilt (HSG) and low sex guilt (LSG)); sexual explicitness (high sexual explicitness (HSE) and low sexual explicitness (LSE)); and non-sexual cues (extra-personal cues (S-extra); inter-personal cues (S-inter); intra-personal cues (S-intra); and only sexual cues (S-)). There were five dependent variables used in the study: two measures of sexual arousal and measures of how pleasant, how pornographic and how likeable S found the story.

In addition to the two measures of sexual arousal, results of how pleasant and how pornographic Ss found the stories were also included in the final analysis. Since the variable of how much S liked the story was so highly correlated ($r = .85$, 286 df, $p < .001$) with how pleasant they found the story, this variable was dropped from the analysis.

Of the three buffer stories used in the study, the first was used as a control condition.

Sexual stimulation ratings

The mean sexual stimulation rating for the erotic stories and the control story was 7.02 (SD = 2.59) and 2.70 (SD = 2.58),

respectively. A t-test performed on the difference between the means indicated that the erotic stories were rated significantly more sexually stimulating than the control story (t = 21.60, 574 df, $p < .001$).

Table 2 presents the mean sexual stimulation ratings for the erotic stories. Table 3 presents the results of the analysis of variance for the sexual stimulation variable. No significant main effects were found indicating that Ss'

 Insert Tables 2 and 3 about here

ratings of sexual stimulation did not vary as a function of non-sexual cue, level of sexual explicitness or level of sex guilt. There was a significant guilt X non-sexual cue interaction (F = 2.95, 3,272 df, $p < .05$) indicating that sexual stimulation ratings for non-sexual cues varied as a function of level of sex guilt. Fig. 2a shows a graph of the means comprising the guilt X non-sexual cue interaction and suggests that HSG Ss rated S-inter and S- stories less stimulating than LSG Ss did but rated S-intra stories more stimulating than LSG Ss did.

 Insert Figures 2a and 2b about here

Table 2

MEAN SEXUAL STIMULATION RATINGS FOR EROTIC STORIES

	HSG			LSG			Mean
	HSE	LSE	Mean	HSE	LSE	Mean	
S-extra	7.44	6.00	6.72	6.61	6.78	6.69	6.71
S-inter	6.56	7.33	6.94	7.33	7.89	7.61	7.28
S-intra	7.72	6.89	7.31	6.11	6.22	6.17	6.74
S-	5.89	7.56	6.72	7.94	8.06	8.00	7.36

Mean
Explicit 6.90 6.94 7.00 7.24

Mean
Guilt 6.92 7.12

Table 3ANALYSIS OF VARIANCE FOR SEXUAL STIMULATION RATINGS
FOR EROTIC STORIES

SV	df	F
Sex Guilt	1	< 1
Sexual explicitness	1	< 1
Non-sexual cue	3	1.32
Guilt X Explicitness	1	< 1
Guilt X Non-sexual cue	3	2.95*
Explicitness X Non-sexual cue	3	1.55
Guilt X Explicitness X Non-sexual cue	3	1.33
Error	272	--

*p<0.05

Mean Sexual Stimulation Rating

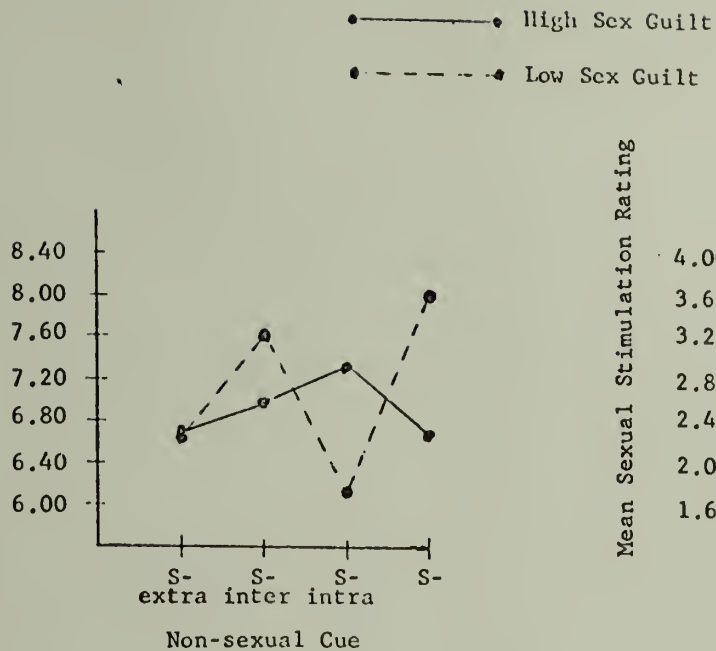


Fig. 2a. Mean sexual stimulation ratings for the erotic stories in the sex guilt X non-sexual cue interaction.

Mean Sexual Stimulation Rating

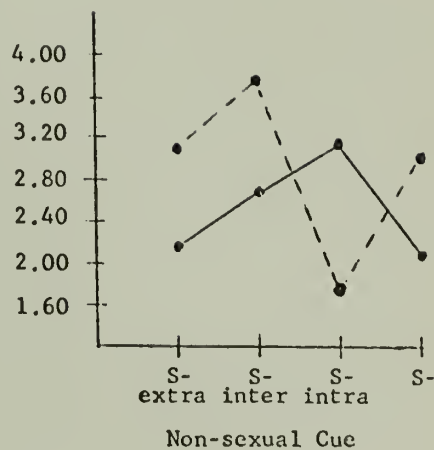


Fig. 2b. Mean sexual stimulation ratings for the control story in the sex guilt X non-sexual cue interaction.

Table 4 presents the results of the analysis of variance for ratings of sexual stimulation in the control condition.

 Insert Table 4 about here

The only significant effect for this condition, as in the experimental condition, was for the guilt X non-sexual cue interaction ($F = 3.36, 3,272 \text{ df}, p < .05$). Fig. 2b shows the graph of the means comprising the guilt X non-sexual cue interaction. A visual comparison of Figs. 2a and 2b suggests that guilt varied over non-sexual cue condition in the control condition in nearly the same manner as it did in the experimental condition. In order to test the validity of this observation, a three-between and one-within analysis of variance was performed using sexual stimulation ratings of the control story as a within S variable. The guilt X non-sexual cue interaction in the experimental condition was not found to differ significantly from the guilt X non-sexual cue interaction in the control condition ($F = 2.74, 3,272 \text{ df}, \text{n.s.}$) indicating that guilt varied over non-sexual cue condition in the control condition in the same manner as it did in the experimental condition.

Table 4

ANALYSIS OF VARIANCE FOR SEXUAL STIMULATION RATINGS
FOR CONTROL STORY

SV	df	F
Sex guilt	1	2.21
Sexual explicitness	1	<1
Non-sexual cue	3	1.55
Guilt X Explicitness	1	<1
Guilt X Non-sexual cue	3	3.36*
Explicitness X Non-sexual cue	3	<1
Guilt X Explicitness X Non-sexual cue	3	2.38
Error	272	--

* $p < 0.05$

Physiological-sexual response scores

Scores for this dependent variable were obtained by assigning a value of one if S indicated having experienced any of the four listed physiological sensations after reading the story. The Ss were assigned a value of zero if none of the listed physiological sensations were checked yes. This variable, therefore, yielded a dichotomous (zero-one) distribution.

The mean physiological-sexual response score for the erotic stories and the control story was .74 (SD = .44) and .16 (SD = .37), respectively, indicating that 74% of the Ss reading the erotic stories and 16% of the Ss reading the control story reported having experienced some physiological-sexual sensation. A t-test performed on the difference between the means indicated that Ss reported experiencing significantly more physiological-sexual sensations after reading the erotic stories than after reading the control story (t = 12.33, 574 df, $p < .001$).

Table 5 presents the mean physiological-sexual response scores for the erotic stories. Table 6 presents the results of the analysis of variance for the physiological-sexual response variable. No significant main effects nor

 Insert Tables 5 and 6 about here

Table 5

MEAN PHYSIOLOGICAL-SEXUAL RESPONSE SCORES
FOR EROTIC STORIES

	HSG			LSG			Mean
	HSE	LSE	Mean	HSE	LSE	Mean	
S-extra	.83	.56	.69	.78	.72	.75	.72
S-inter	.83	.78	.81	.72	.83	.78	.79
S-intra	.83	.72	.78	.67	.67	.67	.72
S-	.44	.78	.61	.78	.83	.81	.71

Mean
Explicit .74 .71 .74 .76

Mean
Guilt .72 .75

Table 6ANALYSIS OF VARIANCE FOR PHYSIOLOGICAL-SEXUAL
RESPONSE SCORES FOR EROTIC STORIES

SV	df	F
Sex guilt	1	<1
Sexual explicitness	1	<1
Non-sexual cue	3	<1
Guilt X Explicitness	1	<1
Guilt X Non-sexual cue	3	1.63
Explicitness X Non-sexual cue	3	2.21
Guilt X Explicitness X Non-sexual cue	3	1.21
Error	272	--

significant interaction effects were found indicating that Ss' reports of physiological-sexual sensations did not vary as a function of non-sexual cue, level of sexual explicitness, or level of sex guilt.

Pleasantness ratings

The mean pleasantness rating for the erotic stories and control story was 7.51 (SD = 2.17), and 7.34 (SD = 2.15), respectively. A t-test was performed on the difference between the means and indicated that Ss rated the erotic stories and the control story equally pleasant (t = 1.00, 574 df, n.s.).

Table 7 presents the mean pleasantness ratings for the erotic stories. Table 8 presents the results of the analysis of variance for the pleasantness variable and indicates a significant sex guilt, sexual explicitness, and non-sexual cue main effect and a significant guilt X non-sexual cue interaction.

 Insert Tables 7 and 8 about here

The sex guilt main effect (F = 7.32, 1,272 df, $p < .01$) shows that LSG Ss rated the erotic stories significantly more pleasant than did HSG Ss. The sexual explicitness main effect (F = 4.12, 1,272 df, $p < .01$) shows that Ss rated low sexually

Table 7

MEAN PLEASANTNESS RATINGS FOR THE EROTIC STORIES

	HSG			LSG			Mean
	HSE	LSE	Mean	HSE	LSE	Mean	
S-extra	7.22	6.72	6.97	7.33	7.44	7.39	7.18
S-inter	7.61	8.11	7.86	8.11	8.61	8.36	8.11
S-intra	7.44	7.61	7.53	6.89	7.83	7.36	7.44
S-	5.33	7.39	6.36	8.17	8.39	8.28	7.32

Mean
Explicit 6.90 7.46 7.63 8.07

Mean
Guilt 7.18 7.85

Table 8ANALYSIS OF VARIANCE FOR PLEASANTNESS RATINGS
FOR EROTIC STORIES

SV	df	F
Sex guilt	1	7.32**
Sexual explicitness	1	4.12**
Non-sexual cue	3	2.80*
Guilt X Explicitness	1	<1
Guilt X Non-sexual cue	3	3.22*
Explicitness X Non-sexual cue	3	1.23
Guilt X Explicitness X Non-sexual cue	3	1.47
Error	272	--

*p<0.05

**p<0.01

explicit stories significantly more pleasant than they rated high sexually explicit stories. The non-sexual cue main effect ($F = 2.80, 3,272 \text{ df}, p < .05$) indicates that at least one non-sexual cue story was found to be significantly more pleasant than the other non-sexual cue stories. Using Sheffe's multiple comparison method (Myers, 1966) to further analyze the significance of the non-sexual cue main effect, it was found that S-inter stories were rated as significantly more pleasant than either S-extra, S-intra or S- stories ($p < .05$).

The significant guilt X non-sexual cue interaction ($F = 3.22, 3,272 \text{ df}, p < .05$) indicates that pleasantness ratings for non-sexual cue condition varied as a function of level of sex guilt. Fig. 3 plots the means of the guilt X non-sexual cue interaction and suggests that pleasantness ratings vary as a function of level of sex guilt only in the S- condition. A t-test comparing the HSG S's mean pleasantness score and the LSG S's mean pleasantness score in the S- condition indicates that HSG Ss rated the S- stories significantly less pleasant than did LSG Ss ($t = 3.76, 70 \text{ df}, p < .01$).

 Insert Figures 3, 4, and 5 about here

Pornography ratings

The mean pornography ratings for the erotic story and

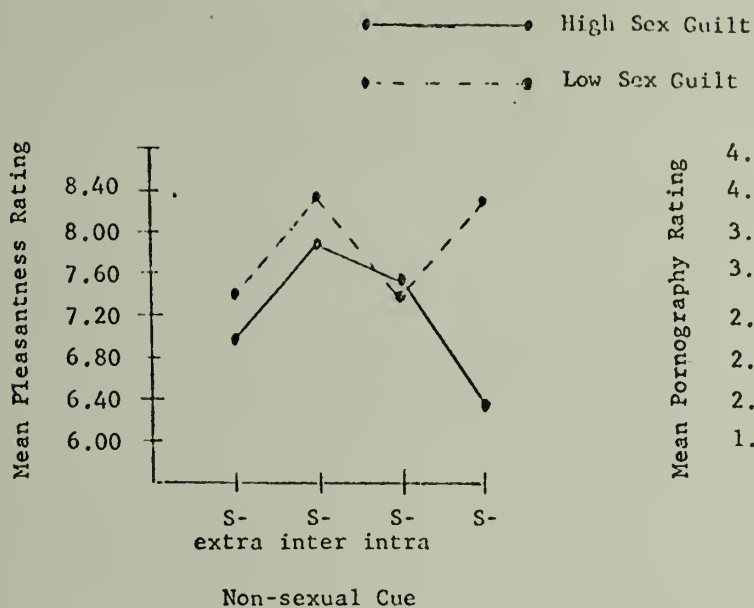


Fig. 3. Mean pleasantness ratings for the erotic stories in the sex guilt X non-sexual cue interaction.

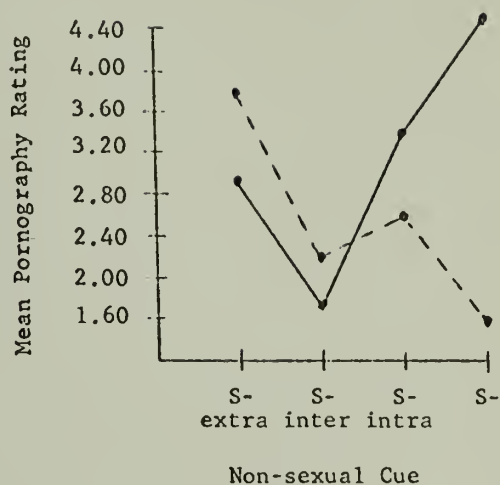


Fig. 4. Mean pornography ratings for the erotic stories in the sex guilt X non-sexual cue interaction.

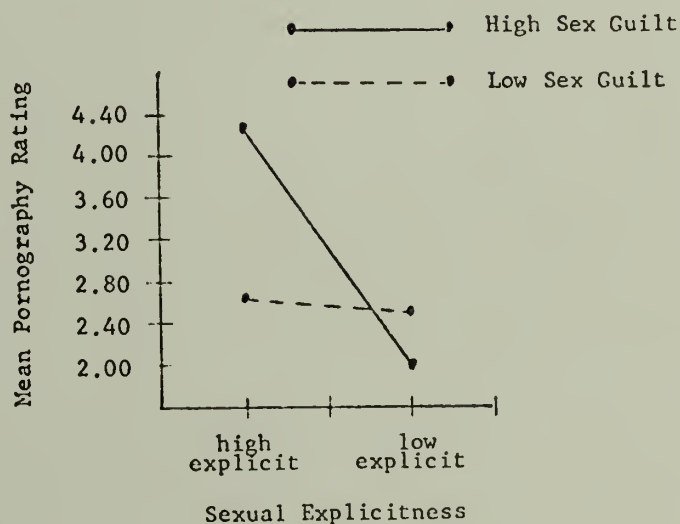


Fig. 5. Mean pornography ratings for the erotic stories in the sex guilt X sexual explicitness interaction.

control story was 2.83 (SD = 3.20) and .49 (SD = 1.03), respectively. A t -test performed on the difference between the means indicated that Ss rated the erotic stories significantly more pornographic than they rated the control story ($t = 12.31$, 574 df, $p < .001$).

Table 9 presents the mean pornography ratings for the erotic stories. Table 10 presents the results of the analysis of variance for the pornography variable and indicates a significant sexual explicitness and non-sexual cue main effect, and a significant guilt X non-sexual cue and guilt X explicitness interaction. The sexual explicitness main effect

 Insert Tables 9 and 10 about here

($F = 11.29$, 1,272 df, $p < .001$) indicates that high explicit erotic stories were rated significantly more pornographic than low explicit erotic stories. The non-sexual cue main effect ($F = 2.62$, 3,272 df, $p < .05$) indicates that at least one non-sexual cue story was found to be significantly more pornographic than the other non-sexual cue stories. Using Sheffe's multiple comparison method to further analyze the significance of the non-sexual cue main effect, it was found that S-inter stories were rated as significantly less pornographic than either S-extra, S-intra, or S- stories ($p < .10^4$).

Table 9

MEAN PORNOGRAPHY RATINGS FOR THE EROTIC STORIES

	HSG			LSG			Mean
	HSE	LSE	Mean	HSE	LSE	Mean	
S-extra	3.78	2.00	2.89	3.61	3.89	3.75	3.32
S-inter	2.39	1.00	1.72	2.56	2.00	2.28	2.00
S-intra	5.33	1.44	3.39	2.72	2.44	2.58	2.99
S-	5.44	3.50	4.47	1.61	1.56	1.58	3.03

Mean
Explicit 4.24 2.00 2.63 2.47

Mean
Guilt 3.12 2.55

Table 10ANALYSIS OF VARIANCE FOR PORNOGRAPHY RATINGS FOR
EROTIC STORIES

SV	df	F
Sex guilt	1	2.57
Sexual explicitness	1	11.29***
Non-sexual cue	3	2.62*
Guilt X Explicitness	1	8.59**
Guilt X Non-sexual cue	3	5.77***
Explicitness X Non-sexual cue	3	<1
Guilt X Explicitness X Non-sexual cue	3	<1
Error	272	--

*p<0.05

**p<0.01

***p<0.001

The significant guilt X non-sexual cue interaction ($F = 5.77, 3,272 \text{ df}, p < .001$) indicates that pornography ratings for non-sexual cues varied as a function of level of sex guilt. Fig. 4 plots the means of the guilt X non-sexual cue interaction and suggests that sex guilt interacts most with non-sexual cues primarily in the S- condition. A t -test comparing the HSG \underline{S} 's mean pornography score and the LSG \underline{S} 's mean pornography score for the S- condition indicates that HSG \underline{S} s rated S- stories significantly more pornographic than did LSG \underline{S} s ($t = 4.21, 70 \text{ df}, p < .01$).

The significant guilt X explicitness interaction ($F = 8.59, 1,272 \text{ df}, p < .005$) indicates that pornography ratings for the two levels of explicitness varied as a function of level of sex guilt. Fig. 5 plots the means of the guilt X explicitness interaction and suggests that pornography ratings for the high explicit, high sex guilt condition is the primary source of the significant interaction. Fig. 5 suggests that HSG \underline{S} s rated high explicit stories as more pornographic than the low explicit stories and more pornographic than LSG \underline{S} s rated both the low and the high sexually explicit stories.

Analyses of variance were also performed on the pleasantness and pornography ratings for the control story and yielded significant guilt main effects where LSG \underline{S} s found the story significantly more pleasant and less pornographic than HSG \underline{S} s

did. (These findings would be expected due to the experimental design and the presence of mild erotic cues in the control story.)

It should also be noted that no significant guilt X non-sexual cue interactions were found in the control condition for either the physiological-sexual response scores or for the pleasantness or pornography ratings indicating that for these variables, unlike for the sexual stimulation variable, the significant guilt X non-sexual cue interactions found in the experimental condition were clearly related to experimental manipulation. (See Appendix J for mean sexual stimulation, pleasantness, and pornography ratings for the control condition)

C H A P T E R I V

DISCUSSION

Before discussing the results of the present study, a comment should be made concerning this study's inference of sexual arousal from the two self-report measures used. A direct relationship between self-report measures of sexual arousal and actual sexual arousal cannot and, at this point in time, should not be taken for granted. Sexual arousal is essentially a physiological response and neither self-reports of physiological sensations nor ratings of sexual stimulation should be immediately thought of as synonymous with actual physiological-sexual arousal. The present study has followed the suggestion of Cairns (1970) and used multiple criteria of sexual arousal. Both measures yielded the same results, and high correlations between direct physiological assessment and self-reports of sexual arousal have in the past been demonstrated (See Barclay, 1971; and Howard et al., 1971).

Since females were found to give significantly higher sexual stimulation ratings and to report significantly more physiological-sexual sensations after reading the erotic stories than after reading the control story, the present study supports results of previous studies that females are sexually aroused by reading erotic stories. We are, therefore, able to explore the basic questions asked in this study, namely what is the influence of non-sexual cues,

sexual explicitness and S's level of sex guilt on sexual arousal?

The results indicate that the non-sexual cues previously regarded as influencing sexual arousal in females do not significantly affect sexual arousal. Females seem to be aroused by the sexual activity per se, in erotic literature whether or not such literature contains such social cues as romance, interpersonal commitment or affection, or whether or not stories contain information as to the positive feelings of the characters or the emotional relationship between the characters in the story. That is not to say that non-sexual cues have no influence on sexual arousal, for this study did not investigate the influence of negative social cues such as sordid surroundings, socially unacceptable interpersonal relationships or negative intra-personal feelings. It is entirely possible that the presence of such negative social cues could inhibit arousal. The results of this study, however, suggest that for females, the presence of socially acceptable cues, be they extra-personal, inter-personal or intra-personal, in the context of sexual literature, do not increase sexual arousal and are in no way necessary or important for the response of sexual arousal to literature. Popular notions that females sexually respond more to emotional cues than to overt sexual cues is, therefore, not supported by the present findings. Instead, the findings suggest that quite the opposite holds true, that females'

erotic response is more a function of the presence or absence of overt sexual cues than a function of the presence or absence of emotional cues.

The explicitness of the overt sexual depictions was also not found to influence ratings of sexual stimulation or reports of physiological-sexual sensations by females. Females, therefore, were found to be equally aroused by the erotic stories describing sexual behavior in explicit terms as they were by stories describing sexual behavior in more euphemistic, vague, general terms. This finding contradicts some of the earlier findings which uniformly suggested that explicitness did play at least some important role.

Mann, Sidman and Star (1971) in discussing the effect of sexual explicitness in films that they used on sexual arousal in females have stated that the "ratings of films' arousal properties are related in a complex manner to a variety of structural characteristics of the film" (p. 239). They indirectly suggest that the property of explicitness is often confused with the technical or structural aspects of the material (e.g. quality, artistic merit). As earlier investigators have indicated, technical quality of the stimuli (Higgins and Katzman, 1969), media of presentation (Byrne and Lamberth, 1971), sexual theme (Sigusch et al., 1970), order of presentation of stimuli and its interaction with a warm-up effect as noted by Jakobovits (1965), as well as numerous other stimulus dimensions such as male-female dominance have

a great differential affect on females' sexual arousal. It is thus possible that the contradictory results in this area may have been due to such confounding and not to the sexual explicitness per se. The fact that the present study is the only one which has controlled for these factors tends to give more validity to this study's results regarding the role of explicitness in sexual arousal. The present study therefore strongly suggests that presence or absence of sexual activity as well as the other structural and qualitative variables previously investigated have a greater influence on sexual arousal in females than the explicitness of the sexual depiction; and furthermore, that the explicitness of the sexual depiction has little or no direct influence on sexual arousal in females.

The significant interaction in the analysis of the sexual stimulation ratings found between sex guilt and non-sexual cues seems to suggest that the personality variable of sex guilt affects sexual arousal under certain circumstances; however, there is reason to believe that this finding may not be psychologically valid. It was earlier shown that this same significant relationship between ratings of sexual stimulation, sex guilt and non-sexual cues found for the erotic stories also existed for the control story. Theoretically, there should be no differences in ratings of sexual stimulation for the control story as a function of non-sexual

cue condition since: a) Ss were randomly assigned to each non-sexual cue condition; b) non-sexual cue condition applies only to the experimental condition (i.e., which non-sexual cue will occur in the erotic story); and c) all Ss regardless of non-sexual cue condition read the same control story. It must be assumed, therefore, that any differences in ratings of sexual stimulation for the control story as a function of the non-sexual cue condition derives from a biased use of the sexual stimulation ratings scale by Ss in at least some of the non-sexual cue conditions and that it is this bias that accounts for the significant guilt X non-sexual cue interaction in both the control group and the experimental group. Observation of Figs. 2a and 2b suggests the source of this bias. One group, LSG Ss in the S-intra condition, tended to give uniformly lower ratings on the sexual arousal scale. In the absence of any plausible psychological explanation and in conjunction with the lack of a significant guilt X non-sexual cue interaction in the analysis of the physiological-sexual response scores, it therefore seems that the significant interaction between sex guilt and non-sexual cues is an artifact resulting from biased ratings from the Ss comprising the S-intra condition.

Although the existence of this bias does tend to call into question the present study's major finding regarding level of sex guilt and females' sexual arousal, there are

nevertheless indications that the absence of a significant sex guilt main effect as seen in Tables 3 and 6 is valid. Analysis of the influence of sex guilt on the sexual stimulation ratings, excluding ratings from the S-intra condition (i.e. using ratings from only Ss in the S-extra, S-inter and S- conditions) also shows an absence of a sex-guilt main effect ($F = 3.46$, 1,204 df, n.s.) and therefore supports the finding that sexual arousal in females is not significantly influenced by level of sex guilt.

This conclusion concurs with the most recent findings of Mosher (1970) where he explored the reactions of 194 male and 183 female single college undergraduates who viewed two pornographic films. Based on the results of his study, he concluded that "sex guilt was not related to the degree of reported arousal..." (p. 6). Although such findings appear to contradict the results from earlier studies which have suggested a relationship between sex guilt and sexual arousal, closer analysis of the results of these earlier studies shows only a relationship between sex guilt and some verbal sexual-related responses. In each case of a postulated relationship between sex guilt and sexual arousal, sexual arousal was inferred from some overt behavior such as word associations (Galbraith and Mosher, 1968) and not from relatively more direct assessments of sexual arousal such as were used in the present study. Therefore, although verbal sexual responses seem to be inhibited by high sex guilt, sexual

arousal, as measured by ratings of sexual stimulation and reports of physiological-sexual sensations, seems to be relatively unaffected by sex guilt. Thus although earlier findings strongly suggest a relationship between sex guilt and specific sexual behaviors, the present study's findings tend to cast doubt on inferences about sex arousal from such sex-related behaviors and supports Mosher's recent conclusion that sex guilt does not inhibit sexual arousal to erotic stimuli.

There nevertheless is some indication that sex guilt may yet influence sexual arousal. Results from the present study show a trend in the direction of HSG and inhibition of sexual arousal when there are no socially acceptable cues present in a sexually explicit story. Both the lowest mean sexual stimulation rating and the lowest mean physiological-sexual response score in the guilt X explicitness X non-sexual cue conditions occurred in the HSG, high sexually explicit, S- (only sexual cues) condition (See Tables 2 and 5). Furthermore, both mean arousal ratings in this condition were significantly lower than the mean arousal ratings in the other three S- conditions ($p < .05$). The tendency for the HSG, high sexual explicit, S- condition of the guilt X explicitness X non-sexual cue interaction to receive the lowest sexual stimulation ratings and the lowest physiological-sexual scores suggests that in the absence of socially acceptable non-sexual

cues and in the presence of high sexual explicitness, sex guilt may have an inhibitory influence on sexual arousal. The high explicit, S- condition in the present study represents the greatest departure from what could be thought of as socially appropriate arousal producing erotic stimuli for women. If sex guilt does, in fact, inhibit sexual arousal, one would expect inhibition to the above stimuli more than to any other used in the study. Therefore, it remains a possibility that high sex guilt may somewhat inhibit sexual arousal when the erotic stimuli are socially unacceptable. A future study using more explicit and a greater range of socially unacceptable erotic stimuli would be useful to further test the above hypothesis about the possible inhibitory effects of sex guilt on sexual arousal.

The results of the present study suggest that contrary to Kinsey, recent sociological studies and general popular opinion, females do respond to the strict sexual aspects of erotic stimuli and that, furthermore, sexual explicitness of the stimuli and sex guilt of the person have little effect on sexual arousal. Why then, one may ask, has the popular view of female sexuality been adhered to for so long and been supported by the findings of writers such as Kinsey et al. (1958), Ehrmann (1959), and Packard (1958) among others. The findings of the present study regarding evaluative or non-sexual responses (i.e. pleasantness and pornography ratings) to the erotic stories suggest a possible explanation.

As was mentioned earlier, the inter-personal cue condition contains the cues that Kinsey and others speak of when they talk about the emotional stimuli that are supposed to be most arousing for women, that is, cues of affection, care, concern, love and commitment. The results of the pleasantness and pornography ratings show that stories containing such cues were found most pleasant and least pornographic, that is, they significantly yielded the most emotionally favorably responses. Using pornography and pleasantness ratings by themselves yields results remarkably similar to those found by Kinsey and much popular opinion regarding females' erotic response. Sociological sex studies differ from experimental sex studies in that the former rely on retrospective reports of reactions to erotic stimuli, while the latter use Ss' responses that immediately follow actual exposure to erotic stimuli. It seems possible then, that sociological studies such as Kinsey's, Ehrmann's and Packard's which indirectly explore females' erotic response, as opposed to experimental findings such as Sigusch et al.(1970) and the present study which more directly explore erotic response, are tapping non-sexual or evaluative responses rather than sexual responses. It is possible that when interviewed about arousing stimuli, females actually report what they liked or disliked emotionally rather than what they were sexually aroused by. Because of memory failures or confounding of the

two types of responses, or, because of cultural inhibition, Ss may block out their arousal and remember only their non-sexual response. There is some evidence both in this study and from others that the latter is a more accurate explanation.

Mosher and Greenberg (1969) found that HSG Ss although equally aroused by an erotic passage as LSG Ss reported significantly higher levels of guilt following their arousal. It seems as if sex guilt, although having little direct affect on arousal, affects the emotional response following arousal. In the present study, HSG Ss, although equally aroused by the erotic stories as LSG Ss, found the stories significantly less pleasant. It seems that sex guilt or cultural inhibition significantly affects emotional responses where HSG Ss feel less positively towards the whole experience. The role that cultural inhibition plays on evaluative responses can be further seen in the analysis of the evaluative responses for the least socially acceptable stories, that is, the ones containing only sexual cues (S- condition). Although LSG Ss are in no way negatively influenced by this condition, HSG Ss react quite negatively towards it and find them significantly less pleasant ($p < .10$)⁴ and significantly more pornographic ($p < .025$) than stories containing non-sexual cues. It should be recalled that this was not the case with both measures of sexual arousal, where HSG Ss found the stories containing only sexual cues as arousing as they found the stories with socially acceptable cues. It appears that

females, especially those with high sex guilt, react quite differently in their sexual and evaluative responses, with sexual responses being relatively uniform regardless of social acceptability and evaluative responses varying greatly according to social acceptability of the stimuli.

Returning to the possible reasons why interview data yields different findings than experimental data, it is possible that in a later interview regarding their reaction to the erotic stimuli, culturally inhibited Ss (HSG Ss), having experienced discomfort with the materials and with their own arousal from them, would block out the arousal and remember only the discomfort and thus report to people like Kinsey only their negative feelings towards the stimuli and not their unacceptable sexual arousal. It is possible and likely that the popular assumed female erotic response to literature and the often hypothesized relationship between guilt and arousal might in fact only be a reflection of non-sexual evaluative responses and, as suggested in the present study, not a reflection of their actual erotic response.

It seems then, that there could be two separate responses to erotic literature, a physiological-sexual one and an emotional-evaluative one. The latter would seem most influenced by such variables as non-sexual cues, sex guilt, and sexual explicitness while the former would seem most influenced by the presence or absence of sexual activity. Further

research exploring female sexuality, particularly research which relies on memory or verbal reports long after exposure to erotic stimuli should take into account these two different types of responses.

We are still a long way from a complete understanding of female sexuality. Although the results of the present study may help to better understand sexual arousal in females, there are still many variables left unexplored. Does the relationship between non-sexual cues, sexual explicitness, sex guilt and sexual arousal in females also apply to other than literary stimuli. It would be useful to explore the above variables with visual media such as films, slides, or photographs. In addition, it would be useful to enlarge the dimensions of non-sexual cues and sexual explicitness. One could as has been mentioned, explore the effects of negative non-sexual cues such as interpersonal antagonism or apathy, or explore the role of non-sexual cues without the presence of sexual activity. One could also employ a greater range of explicitness and vary the stimuli along a greater range of social acceptability than was done in the present study.

Regarding the generalizability of the results of this study to all females, several notes of caution should be made. The Ss used in this study were a select group--college females beyond their first year of college. To be sure that the conclusions of this study are not just applicable to the selective group studied, a replication of the study using different

populations such as less educated, married, and different aged females would be necessary.

Finally, the most logical next step in relation to this study would be a comparative study of male sexuality using the same stimuli and same procedure as was used here. Not only might we learn more about the influence of non-sexual cues, sexual explicitness and sex guilt on sexual arousal in males, but we might also learn more about the differences and similarities in male and female sexuality.

C H A P T E R V

SUMMARY

Two hundred and eighty-eight non-freshman female undergraduates, half of whom scored high and half of whom scored low on a sex guilt measure, read three non-erotic control stories and one erotic story. They gave ratings on how sexually stimulating, how pleasant and how pornographic they found each story and reported their physiological-sexual sensations. All Ss read the same three control stories but only one of the eight possible erotic stories. The erotic stories differed on type or presence of non-sexual cue and level of sexual explicitness. There were four conditions in the non-sexual cue variable (extra-personal non-sexual cues related to the environment, inter-personal non-sexual cues related to the character's relationship, intra-personal non-sexual cues related to the character's sexual-related feelings, and only sexual cues) along with two levels of sexual explicitness (high explicit description of sexual activity and low explicit description).

Results showed that females were significantly sexually aroused by reading erotic stories. The results also indicated that for females:

- 1) Presence of socially acceptable cues in the context of sexual literature is not necessary

or important for the response of sexual arousal, and that females' erotic response is more a function of presence or absence of overt sexual cues than a function of presence or absence of emotional (non-sexual) cues.

- 2) Explicitness of the sexual depiction has little or no direct influence on sexual arousal.
- 3) Although it is possible that high sex guilt may somewhat inhibit sexual arousal to highly socially unacceptable erotic stimuli, generally speaking, sexual arousal is not significantly influenced by level of sex guilt.
- 4) Pleasantness and pornography ratings are influenced by S's level of sex guilt as well as by level of sexual explicitness and presence or absence of non-sexual cues in erotic stories. High sex guilt Ss respond more favorably to low explicit stories and erotic stories that contain inter-personal cues than to high explicit stories and stories that contain only sexual cues. Low sex guilt Ss do not differentially respond to the various conditions.

The existence of two separate responses to erotic literature, a physiological-sexual one and an emotional-evaluative one, was postulated and discussed and related to the

discrepancy between both general popular notions and sociological findings on female sexuality and findings based on experimental studies of female sexuality.

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FOOTNOTES

1. Of the 1,088 questionnaires handed out, 463 were returned for a return rate of 41%.
2. Only five of all the female returns had no names. There was no significant difference between the mean guilt scores of those who gave their names and those who did not. ($M = 30.00$, $SD = 35.58$, $N = 5$; $M = 41.29$, $SD = 16.80$, $N = 288$; $t = 1.58$, n.s.)
3. Of the 319 telephoned, 308 (97%) agreed to participate. Of those who refused, seven said they were busy at all the times the experiment was being offered, and four gave no reason. Only two of those who agreed to come never came, although several Ss had to be re-scheduled with a different group after they failed to come for their scheduled appointment.
4. Sheffe suggests that on tests of comparisons, an alpha of .10 be set for test of significance.

LIST OF APPENDICES

- Appendix A - The Experimental Stimuli.
- Appendix B - Rating Scale to Assess Saliency of Stimulus Variables.
- Appendix C - Three Buffer Stories.
- Appendix D - Introduction to Experiment and Sex Guilt Questionnaire.
- Appendix E - Note Informing Potential Ss that They Will be Contacted.
- Appendix F - Questionnaire Accompanying Stimuli.
- Appendix G - Instructions to Ss During Testing Period.
- Appendix H - Explanation Made Available to Ss Following the Study, Concerning its Purpose.
- Appendix I - Mosher Forced Choice Sex Guilt Subscale.
- Appendix J - Mean Sexual Arousal, Physiological-sexual, Pleasantness, and Pornography Ratings for the Control Story.

Appendix A - The Experimental Stimuli

- A₁ - Extra-personal cues
High sexual explicitness
- A₂ - Extra-personal cues
Low sexual explicitness
- A₃ - Inter-personal cues
High sexual explicitness
- A₄ - Inter-personal cues
Low sexual explicitness
- A₅ - Intra-personal cues
High sexual explicitness
- A₆ - Intra-personal cues
Low sexual explicitness
- A₇ - Only sexual cues
High sexual explicitness
- A₈ - Only sexual cues
Low sexual explicitness

One hand was resting on her buttocks while the other was on her breast and rotating around the protruding red nipple. She had one hand around his neck and the other moving around his inner-thigh. Both were completely naked. They were alone in the one room cabin with the wooden floor and the white shaggy rug. A slight refreshing breeze was coming through the open window behind them and brought the smell of the newly blossomed flowers from the outside garden. His hand moved down her stomach and through the triangle of short curly hair and rested at the folds of the vagina's opening. She played with the two oval balls in his pouch and then slid her hand along the front of his penis, gripped it and made several quick up and down motions. Neither of them now paid much attention to the sunroof over their heads through which could be seen a clear sky complete with full moon and millions of stars. With her fingers, she encircled the soft mushroom shaped tip of his penis and gently squeezed it. With both hands, she guided his hard erect member into her vagina, then out again, then up over her clitoris then back to the vagina. Beads of lubrication formed at the entrance. He pushed forward and the long hard penis disappeared within her until only the base and two testicles were showing. He withdrew and entered repeatedly, as his testicles bounced against her buttocks at each thrust. The music they had put on earlier filled the air with its soft tones as their movements seemed to keep in time. The cabin they were in was deep in the woods and secluded. Beside it ran a shallow brook. With each withdrawal, his penis seemed to shine more as her natural lubrication clung to its skin. First the head of his penis, then the upper half, then the entire shaft again disappeared into the inner lips. Their bodies pushed together and their buttocks rose and fell as they continued.

Her hand touched his face and fell slowly onto his shoulder and down his arm. His hand was on her thigh and his body was pressed against hers. They were both lying there naked. They were alone in the one room cabin with the wooden floor and the white shaggy rug. A slight refreshing breeze was coming through the open window behind them, and brought the smell of the newly blossomed flowers from the garden outside. Their hands began to explore each other and their bodies began to move. He put his hand on one of her breasts and held it firmly while his other hand explored her inner thigh. He squeezed gently with both hands and began to move them again covering as much of her body as he could. He pressed his knee between her thighs. She ran her hands over his body, squeezing, massaging, lingering in some spots, moving fast over others. Neither of them now paid much attention to the sunroof over their heads through which could be seen a clear sky complete with full moon and millions of stars. She let her hand drift down his body and rest on his sex. She played with it in her hand then took it and slowly brought it closer to her own sex until it touched. His own movements helped hers and his erect organ found the passage way and entered. They united. Both began their movements back and forth. Their hips rotated as their genitals joined and withdrew repeatedly. The music they had put on earlier filled the air with its soft tones as their movements seemed to keep in time. The cabin they were in was deep in the woods and secluded. Beside it ran a shallow brook. They continued to touch and hold each other's bodies. He withdrew his organ slowly, and she moved closer trying to keep it in her. He thrust and went deep within her. In and out they moved, his sex in hers, hers surrounding his. Their lower bodies met and separated rotating as their union continued.

One hand was resting on her buttocks while the other was on her breast and rotating around the protruding red nipple. She had one hand around his neck and the other moving around his inner thigh. Both were completely naked. They looked into each other's eyes. They were in love. Even after all these years their concern for each other never diminished. They embraced and warmly kissed. His hand moved down her stomach and through the triangle of short curly hair and rested at the folds of the vagina's opening. She played with the two oval balls in his pouch and then slid her hand along the front of his penis, gripped it and made several quick up and down motions. They both felt secure in each other's arms. She kissed him on the cheek and moved closer. There was tenderness in their touches and the affection, care and love they had for each other was quite evident. With her fingers, she encircled the soft mushroom shaped tip of his penis and gently squeezed it. With both hands she guided his hard erect penis into her vagina, then out again, then up over her clitoris, then back to the vagina. Beads of lubrication formed at the entrance. He pushed forward and the long hard penis disappeared within her until only the base and two testicles were showing. He withdrew and entered repeatedly as his testicles bounced against her buttocks at each thrust. They held each other tightly, lovingly, thinking of all the love expressed in their every movement. They looked into each other's eyes, smiled affectionately, kissed and wondered if they could ever love each other anymore than they already did. With each withdrawal, the penis seemed to shine more as her natural lubrication clung to its skin. First the head of his penis, then the upper half; then the entire shaft again disappeared into the inner lips. Their bodies pushed together and their buttocks rose and fell as they continued.

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One hand was resting on her buttocks while the other was on her breast and rotating around the protruding red nipple. She had one hand around his neck and the other moving around his inner thigh. Both were completely naked. His hand moved down her stomach and the feeling of his hand going through her triangle of short curly hair and resting at the folds of her vagina's opening gave her tingling sensations. She played with the two oval balls in his pouch. Each touch continued to increase their excitement. She then slid her hand along the front of his penis, gripped it and made several up and down motions. The feel of her hand created intense pleasurable sensations that spread to the rest of his body. With her fingers, she encircled the soft mushroom shaped tip of his penis and gently squeezed it. With both hands, she guided his hard erect penis into her vagina, and as their genitals touched, both almost quivered from the exquisite shock. He took the penis out again and felt it touch her clitoris, then pushed it back to the vagina. Beads of lubrication formed at her entrance. He pushed forward and the long hard penis disappeared within her until only the base and two testicles were showing. He withdrew and entered repeatedly as his testicles bounced against her buttocks at each thrust. Her entire groin area felt filled, like it was burning. The warmth surged through her body. The pressure of their bodies felt good. She could feel the movements of his penis sending tingles up and down her. It felt exciting. It was delightful. The sensations filled them both with a warm, glowing feeling. A smile of pleasure was on their lips as the pleasure continued to mount. Her eyes closed to savor it all and her mind concentrated on all the delight that was going through her. With each withdrawal, his penis seemed to shine more as her natural lubrication clung to its skin. First the head of the penis, then the upper half, then the entire shaft again disappeared into the inner lips. Their bodies pushed together and their buttocks rose and fell as they continued.

Her hand touched his face and fell slowly onto his shoulder and down his arm. His body was pressed against hers. They were both lying there naked. Their hands began to explore each other and their bodies began to move. Each movement continued to increase their excitement. She began to feel tingling sensations. She shivered from the feeling of his other hand firmly holding her breast, while the other explored her inner thighs. He squeezed gently with both hands and began to move them again covering as much of her body as he could. She felt his knee press between her thighs. She ran her hands over his body, squeezing, massaging, lingering in some spots, moving fast over others. She let her hand drift down his body and rest on his sex. The feel of her fingers created intense pleasurable sensations that spread to the rest of his body as she played with his member in her hand. She then took it and slowly brought it closer to her own sex. As their sex organs touched, both almost quivered from the exquisite shock. His movements helped hers and his erect organ found the passage way and entered. They united. Both began their movements back and forth. Her entire groin area felt like it was burning. The warmth surged through her body. Their hips rotated as their genitals joined and withdrew repeatedly. The pressure of her body against his felt good. She could feel the movements of his organ sending tingles up and down her. It felt exciting. It was delightful. The sensations filled them both with a warm, glowing feeling. A smile of pleasure was on their lips, as the pleasure continued to mount. Her eyes closed to savor it all and her mind concentrated on all the delight that was going through her. He withdrew his organ slowly and she moved closer trying to keep it in her. He thrust and went deep within her. In and out they moved, his sex in hers, hers surrounding his. Their lower bodies separated and met as their union continued.

One hand was resting on her buttocks while the other was on her breast and rotating around the protruding red nipple. She had one hand around his neck and the other moving around his inner thigh. Both were completely naked. His hand moved down her stomach and through the triangle of short curly hair and rested at the folds of the vagina's opening. Spreading the two lips, he inserted his finger, lifted it up and touched her clitoris, then brought his hand fully on her vagina and rubbed just outside the area where the clitoris would be, occasionally allowing his finger to enter again and touch the clitoris. She played with the two oval balls in his pouch and then slid her hand along the front of his penis, gripped it and made several quick up and down motions. She squeezed hard with her hand. Then with her fingers encircled the soft mushroom shaped tip and gently squeezed it. With both hands she guided his hard erect penis into her vagina, then out again, then up over her clitoris, then back to the vagina. Beads of lubrication formed at her entrance. He pushed forward and the long hard penis disappeared within her until only the base and two testicles were showing. He withdrew and entered repeatedly as his testicles bounced against her buttocks at each thrust. With each withdrawal, the penis seemed to shine more as her natural lubrication clung to its skin. He withdrew until only the tip was being held by the outer lips, then went in again. First the head of his penis, then the upper half, then the entire shaft again disappeared into the inner lips. With each in and out movement his penis seemed to become redder. With her hand on his buttocks she followed his up and down thrusting motions. Their bodies pushed together and their buttocks rose and fell as they continued.

Her hand touched his face and fell slowly onto his shoulder and down his arm. His hand was on her thigh and his body was pressed against hers. They were both lying there naked. Their hands began to explore each other and their bodies began to move. He put his hand on one of her breasts and held it firmly while his other hand explored her inner thigh. He squeezed gently with both hands and began to move them again covering as much of her body as he could. He pressed his knee between her thighs. His arms encircled her and pulled her closer all the while the palms of his hands were pressing and rubbing her skin. They separated slightly and she ran her hands over his body, squeezing, massaging, lingering in some spots, moving fast over others. She let her hand drift down his body and rest on his sex. She played with it in her hand, then took it and slowly brought it closer to her own sex until it touched. His own movements helped hers and his erect organ found the passage way and entered. They united. Both began their movements back and forth. Their bodies rose and fell as their hips rotated and their genitals joined and withdrew repeatedly. His hand touched her neck, shoulders down her back. She held his arms, encircled his back. Each pressing, messaging, and covering as much area as they could. Their bodies were pressed together, but their hands kept moving. He withdrew his organ slowly, and she moved closer trying to keep it in her. He thrust and went deep within her. The space between their bodies grew wider, then closed, drew apart again and closed again. Their backsides were the most active as they rose and fell, sometimes slowly, sometimes fast, sometimes at a steady pace, sometimes unevenly. In and out they moved, his sex in hers, hers surrounding his. Their lower bodies separated and met as their union continued.

Appendix B - Rating Scale to Assess Saliency of Stimulus Variables

Story no.	Sexual Explicitness i.e. how explicit is description of the sexual activity	How much reference is there to the two people's interper- sonal relationship	How much reference is there to the physical environment	How much reference is there to the people's sexual feelings and sensations	How much of the story is devoted to pure description of sexual activity
1	<div>01234567</div>	<div>01234567</div>	<div>01234567</div>	<div>01234567</div>	<div>01234567</div>
2	<div>01234567</div>	<div>01234567</div>	<div>01234567</div>	<div>01234567</div>	<div>01234567</div>
3	<div>01234567</div>	<div>01234567</div>	<div>01234567</div>	<div>01234567</div>	<div>01234567</div>
4	<div>01234567</div> <div>low explicit</div> <div>medium explicit</div> <div>high explicit</div>	<div>01234567</div> <div>none</div> <div>some</div> <div>much</div>	<div>01234567</div> <div>none</div> <div>some</div> <div>much</div>	<div>01234567</div> <div>none</div> <div>some</div> <div>much</div>	<div>01234567</div> <div>0%</div> <div>25%</div> <div>50%</div> <div>75%</div> <div>100%</div>

So for a minute or two Dora followed Michael along the path, feeling calm again, looking at her guide's sunburnt and bony neck, revealed above the sagging collar of a rather dirty white shirt. Then she saw that he had stopped abruptly and was staring at something ahead. Without saying anything Dora came quietly up to him to see what it was that had made him stop. She looked over his shoulder. There was a little clearing in the wood, and the stream had made itself a pool, with mossy rocks and close grass at the edge. In the center it seemed deep and the water was a cool dark brown. Dora looked, and did not at first see anything except the circle of water and the moving chequers of the foliage behind, unevenly penetrated by the sun. Then she saw a pale figure standing quite still on the far side of the pool. It took her another moment, after the first shock of surprise, to see who it was. It was Toby, dressed in a sun hat and holding a long stick, which he had thrust into the water and with which he was stirring up the mud from the bottom. Dora saw at once, saw sooner than her recognition, that except for his sun hat Toby was quite naked. His very pale and slim body was caressed by the sun and shadow as the willow tree under which he stood shifted slightly in the breeze. He bent over his stick, intent upon the water, not knowing he was observed, and looked in the moment like one to whom nakedness is customary, moving with a lanky bony slightly awkward grace. The sight of him filled Dora with an immediate tremor of delight, and a memory came back to her from her Italian journey, the young David of Donatello, casual, powerful, superbly naked, and charmingly immature. If Dora had been alone she would have called out at once to Toby, so little was she embarrassed and so much amused and pleased by what she saw.

The matter of human mechanics should be seriously considered in having intercourse. A human being can drive a car only because his body is able to execute certain motions (bending, pushing, holding, stretching, etc.) and because the car parts (steering wheel, brake, ignition switch, and so on) are designed so that they can be manipulated by the kind of body he possesses. Put a radically different kind of person (such as a midget) in a regular car or a regularly-built person in an unusually constructed car (such as one where the steering wheel is far to the right of its usual position) and difficulties will immediately arise. Or put a normal person in a regular car and let him try to steer with his feet instead of his hands and - watch out! So with intercourse. People have to be somewhat designed for effective coitus; and, granting that they are well designed for the purpose (which, fortunately, most of them are) they have to do the right kind of mechanical things with their physical apparatus. This means, at the start, that they must accept the fact that, like cars, people are different. You would not try to drive a mighty Buick in exactly the same way as you would try to drive a tiny Austin. In many instances, you would not even try to drive one Buick exactly as you would drive another. Why, then, should you try to have intercourse with one individual exactly as you may have had it with quite a differently constructed person? Why need you do the same sexual things with one that you might do with another? One couple, for example, may consist of two wiry, supple, athletic-type individuals who can easily perform, and highly enjoy, all kinds of sex acrobatics. Another couple may consist of two rather obese, sedentary individuals who can just about achieve and enjoy one or two coital positions - or who even find coitus itself, in almost any position, mechanically difficult. As long as each of these couples does what it wants and it enjoys, why should it try to ape the coital technique of others?

Although Palmer had been adrift on the streets for half a day he almost missed his train. It was not clear to him how this happened or how he had spent the hours before. He reached the station two minutes before the train pulled out, and barely had time to drag his luggage aboard and find a seat. The car he chose was almost empty. When he was settled he opened the crate of strawberries and picked them over with finicky care. The berries were of a giant size, large as walnuts and in full-blown ripeness. The green leaves at the top of the rich-colored fruit were like tiny bouquets. Palmer put a berry in his mouth and though the juice had a lush, wild sweetness there was already a subtle flavor of decay. He ate until his palate was dulled by the taste and then rewrapped the crate and placed it on the rack above him. At midnight he drew the window-shade and lay down on the seat. He was curled in a ball, his coat pulled over his face and head. In this position he lay in a stupor of half-sleep for about twelve hours. The conductor had to shake him when they arrived. Palmer left his luggage in the middle of the station floor. Then he walked to the shop. He greeted the jeweler for whom he worked with a listless turn of his hand. When he went out again there was something heavy in his pocket. For a while he rambled with bent head along the streets. But the unrefracted brilliance of the sun, the humid heat, oppressed him. He returned to his room with swollen eyes and an aching head. After resting he drank a glass of iced coffee and smoked a cigarette.

Appendix D - Introduction to Experiment and Sex-guilt Questionnaire

My name is Robert Bahm. I am a graduate student in Psychology and am in the process of doing research on human sexuality for my doctoral dissertation in Clinical Psychology. As a part of my research, I am administering this questionnaire to a large number of students and based on their scores will choose as many as 300 to participate in the actual study.

I would like everyone to complete the questionnaire and put their names on it. I need your name so that after I score the questionnaire, I will be able to contact you, explain what I am doing and ask if you would like to take part in the actual study. The only reason I am asking for names is so that I will know who to contact after the questionnaires are scored.

I am giving the questionnaire to as many people as possible so that I have more people to choose from and, therefore, have a better chance to get the full range of scores that I need. If you are contacted, it does not mean that you have a special score, it only means that your score is one of a variety. It may be an average score, a large one or a small one. I am not interested in one type of score. I am interested in a full range of them. If you are not contacted, it merely means that your score was not randomly selected. If you do not hear from me in the next three weeks, then it means I will not be getting in contact with you.

Naturally, this is all confidential and I am the only one who will be looking at the scores. Your teacher is in no way involved in this. After I find the variety of people I need, I will make a code for myself using numbers, then I will discard the names and thereafter have no way

of ever finding out who is who. All this is done to insure your privacy and the confidentiality of your answers.

I can not tell you ^{wish} want the experiment is about now, however, if or when I contact you, I will tell you more about my study and then you can decide for yourself whether or not you wish to participate. I think it is a very interesting experiment and that most of you will enjoy participating. But, of course, that will be up to you. My contacting you in the future in no way obligates you to anything.

I will pass out the entire questionnaire and answer sheet to you. Please take them home, complete them, and bring them, both the questionnaire and the answer sheet, back to the main Psychology office.

In all, you will complete the questionnaire two separate times. The first time you should answer the questions as your feelings, attitudes and disposition is right now in your life. The second time you should answer the questions as you would like to be, not as you feel now, but as you hope to be or wish you were. In other words, the first set of answers will be how you would honestly feel about the situation right now whether you like or even approve of that feeling. The second set of answers will be what we may call your ideal-self, how you wish you could feel or hope to feel in the future.

If any of you still have strong objections to putting your name on the form, to be possibly contacted at a later date and be asked to participate in the study, then those, I hope only few people, please complete the questionnaire anyway and return it, and merely omit your name. Please, however, still include your age and sex. Also, in the event there is anyone who objects to even completing the questionnaire with or without

- 3 -

giving a name, then please merely return the questionnaire. But I hope you will all cooperate.

Appendix E - Note Informing Potential Ss that They Will be
Contacted.

Dear _____,

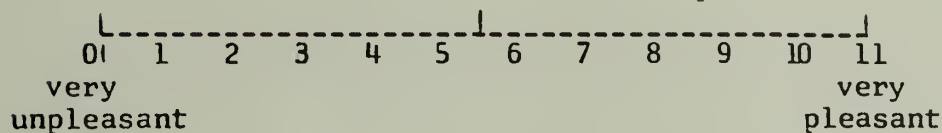
Several weeks ago you completed a questionnaire in your Psychology class with the possibility of being asked at a future date to participate in the study I am conducting for my doctoral dissertation. You are one of the 300 or so I will be contacting to tell more about the experiment. You can expect to hear from me soon.

Sincerely,

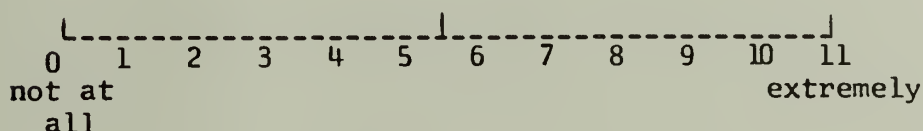
Robert M. Bahm
Psychology.

- 1) Put a circle around one number on each scale.
- 2) Please mark every scale. DO NOT OMIT ANY.
- 3) Make each item a separate and independent judgment.
- 4) Do not worry or puzzle over individual items. It is your first impressions, the immediate "feeling" about the item that I want.

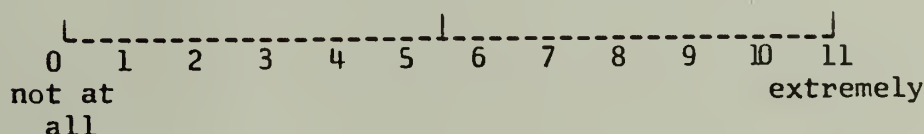
- 1) How pleasant or unpleasant did you find this story?



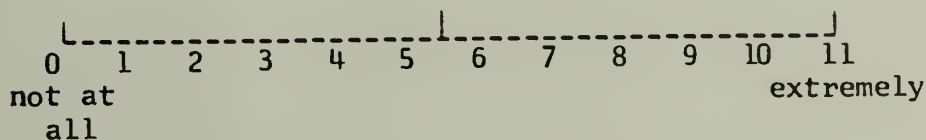
- 2) How sexually stimulating did you find this story?



- 3) How pornographic did you find this story?



- 4) How much did you like this story?



- 5) While reading the story did you have...

	YES	NO	DON'T KNOW
a) vaginal lubrication	—	—	—
b) genital sensations i.e. feelings of warmth, pulsations, etc.	—	—	—
c) breast sensations	—	—	—
d) orgasm	—	—	—

Appendix G - Instructions for Ss During Testing Period

You each have before you a manilla envelope containing some reading material and some questions. Please read each story carefully and complete the form on the page following it. There are four stories in all, each with a brief rating scale following it. Read and complete one at a time in the order they are presented. This is important. Do not skip ahead or back but complete them in the order in which they are presented.

Please do not omit any questions, even if they are difficult to answer. Complete all questions.

Are there any questions you have now? If you have any questions once you begin, just raise your hand and I will come over. Also, as I have mentioned to you all several times now, if at any time, for any reason, you do not wish to continue, you are free to leave.

In the experiment all of you participated in last October by completing a questionnaire dealing with your attitudes towards certain sex-related behavior, and 200 or so of you participated in last Nov.-Dec. where you read stories and rated them on how pleasant, sexually stimulating, etc. they were, I was investigating some of the variables which influence sexual arousal. The questionnaire was given to find people who had relatively high or low feelings of guilt in relation to a variety of sexual acts or feelings. Half the people who met to read the stories were relatively high on this "sex-guilt" measure, and half were relatively low. Although the questionnaire was given to both males and females, only females were used. At a future date, males will probably also be investigated. The reason for using females first is that less is known about female sexuality than is known about male sexuality.

The actual study was designed to explore the stimulus variables which influence sexual arousal. Four stories were read, but only the third story was highly erotic and used for the results in the study. Depending on which of the eight groups the subject was in, she read a third story which either completely or in part consisted of either explicit or non-explicit description of sexual activity. Most of the eight stories also contained one of three types of non-sexual passages, that is, passages which focused not on sexual activity, but instead on the environment or the people's relationship, or the people's feelings. All subjects rated the story on a number of dimensions geared to reflect how sexually arousing the story was. Based on the results of who (high or low sex guilt) was most aroused by what (explicit or non-explicit; no non-sexual or non-sexual passages), I hope to find out what kinds of stimuli arouse what kinds of women. In other words, is it true, as is popularly believed, that women are aroused more by romance than by pure description of sex, or is the opposite true or does it depend on how sexually inhibited they might be? Or if women are turned on to non-sexual stimuli, is it the relationship, the atmosphere, or the turned-on sensual feelings that are arousing.

The results are still being analyzed. After they are analyzed, it is hoped that we will have a more accurate understanding of woman's sexual nature.

This questionnaire consists of a number of pairs of statements or opinions which have been given by college students in response to the "Mosher Incomplete Sentence Tests": These students were asked to complete phrases such as "When I tell a lie...." and "To kill in war...." to make a sentence which expressed their real feelings about the stem. This questionnaire consists of the stems to which they responded and a pair of their responses which are lettered A and B.

You are to read the stem and the pair of completions and decide which you most agree with or which is most characteristic of you. Your choice, when you complete it this time, should be in terms of what you believe now, how you feel now, or how you would react now, and not in terms of how you think you should, or how you wish you could, believe, feel, or respond. Even if you do not like the way you would naturally respond, be honest and put down your current feelings. The second time you complete this form, you will have an opportunity to put down your feelings as you wish they were. This is not a test. There are no right or wrong answers. Your choices should be a description of your own personal beliefs, feelings, or reactions at this time in your life.

In some instances you may discover that you believe both completions or neither completion to be characteristic of you. In such cases select the one you more strongly believe to be the case as far as you are concerned. Be sure to find an answer for every choice.

Do not omit an item even though it is very difficult for you to
 == == == == == == == == == == == == == == == == == ==
 decide, just select the more characteristic member of the pair.

=====
 If alternative A is more characteristic of you for a particular item circle the letter A in the far right hand column. If alternative B is more characteristic of you for a particular item circle the letter B.

Name _____ Address _____ Sex M F
 Age _____ Telephone _____

1. If in the future I committed adultery.....
 - A. I hope I would be punished very deeply. A B
 - B. I hope I enjoy it.
2. "Dirty" jokes in mixed company.....
 - A. do not bother me. A B
 - B. are something that make me very uncomfortable.
3. Masturbation.....
 - A. helps one feel eased and relaxed. A B
 - B. is wrong and will ruin you.
4. Sex relations before marriage.....
 - A. should be permitted. A B
 - B. are wrong and immoral.
5. If in the future I committed adultery.....
 - A. I would be unworthy of my husband. A B
 - B. I would have a good reason.
6. If I committed a homosexual act.....
 - A. it would be my business. A B
 - B. it would show weakness in me.
7. When I was a child, sex.....
 - A. was not talked about and was a feared word. A B
 - B. was fun to think about.
8. When I have sexual dreams.....
 - A. I sometimes wake up feeling excited. A B
 - B. I try to forget them.
9. "Dirty" jokes in mixed company.....
 - A. can be funny depending on the company. A B
 - B. are in bad taste.
10. Petting.....
 - A. is an expression of affection which is satisfying. A B
 - B. I am sorry to say is becoming an accepted practice.

11. Unusual sex practices.....
- | | | |
|------------------------|---|---|
| A. are not so unusual. | A | B |
| B. don't interest me. | | |
12. "Dirty" jokes in mixed company.....
- | | | |
|------------------------------------------------------|---|---|
| A. disgust me. | A | B |
| B. do not bother me as long as they are just in fun. | | |
13. If I had sex relations, I would feel.....
- | | | |
|-------------------------|---|---|
| A. very dirty. | A | B |
| B. happy and satisfied. | | |
14. Sex.....
- | | | |
|--------------------------------------------------|---|---|
| A. is good and enjoyable. | A | B |
| B. should be saved for wedlock and childbearing. | | |
15. When I have sexual desires.....
- | | | |
|--------------------------------------------------------------|---|---|
| A. I enjoy it like all healthy human beings. | A | B |
| B. I fight them for I must have complete control of my body. | | |
16. Prostitution.....
- | | | |
|-----------------------------------------|---|---|
| A. makes me sick when I think about it. | A | B |
| B. needs to be understood. | | |
17. Unusual sex practices.....
- | | | |
|----------------------------------|---|---|
| A. might be interesting. | A | B |
| B. are disgusting and revolting. | | |
18. Sex relations before marriage.....
- | | | |
|------------------------------------------------|---|---|
| A. are disgusting and unnecessary. | A | B |
| B. are O.K. if both partners are in agreement. | | |
19. Masturbation.....
- | | | |
|-------------------------------------|---|---|
| A. is sickening. | A | B |
| B. is understandable in many cases. | | |
20. If in the future I committed adultery.....
- | | | |
|-----------------------------------------------------|---|---|
| A. I would resolve not to commit the mistake again. | A | B |
| B. I would hope there would be no consequences. | | |

21. Unusual sex practices.....
A. are all in how you look at it. A B
B. are unwise and lead only to trouble.
22. Petting.....
A. is just asking for trouble. A B
B. can lead to bigger and better things.
23. When I have sexual desires.....
A. I know it's only human, but I feel terrible. A B
B. I usually express them.
24. If I had sex relations, I would feel.....
A. guilty, sinful and bad. A B
B. happy if I loved the boy and he loved me.
25. Masturbation.....
A. is stupid. A B
B. is a common thing in childhood.
26. Unusual sex practices.....
A. are the business of those who carry them out and no one else's. A B
B. are dangerous to one's health and mental condition.
27. Petting.....
A. is justified with love. A B
B. is not a good practice until after marriage.
28. When I have sexual desires.....
A. I try to go to sleep and forget them. A B
B. I become easily aroused.
29. If I had sex relations, I would feel.....
A. cheap and unfit for marriage. A B
B. warm and very good.
30. Sex relations before marriage.....
A. ruin many a happy couple. A B
B. might help the couple to understand each other and themselves.

31. Masturbation.....

- A. is a normal outlet for sexual desires.
- B. is wrong and a sin.

A B

32. Petting.....

- A. depends on whom I'm with.
- B. is against my better judgment but hard to resist for some.

A B

33. Masturbation.....

- A. is all right.
- B. is a form of self destruction.

A B

34. Unusual sex practices.....

- A. are all right if both partners agree.
- B. are awful and unthinkable.

A B

35. If I committed a homosexual act.....

- A. I would want to be punished.
- B. I would be discreet.

A B

36. When I have sexual desires.....

- A. I attempt to repress them.
- B. I sometimes think of past experiences.

A B

37. If I had sex relations, I would feel.....

- A. all right, I think.
- B. I was being used, not loved.

A B

38. Sex relations before marriage.....

- A. are not good for anyone.
- B. with the person I hope to marry is o.k.

A B

39. "Dirty" jokes in mixed company.....

- A. should be avoided.
- B. are acceptable up to a point.

A B

Mosher F-C Inventory - Part 2

This time, read the stem and the pair of completions and decide which you would like to most agree with or, in other words, which you wish was most characteristic of you. This time complete the form in terms of how you would like to believe, feel or react. Again this is not a test. There are no right or wrong answers. Merely answer as you would ideally like to see yourself answering them. Please be sure not to omit any items.

J₁ - Mean Sexual Stimulation Ratings for the Control Story

	HSG			LSG			Mean
	HSE	LSE	Mean	HSE	LSE	Mean	
S-extra	2.44	1.89	2.17	3.17	3.00	3.08	2.63
S-inter	2.39	3.00	2.69	4.00	3.56	3.78	3.24
S-intra	3.83	2.11	2.97	1.11	2.44	1.78	2.38
S-	2.11	2.06	2.08	3.39	2.72	3.06	2.57

Mean
Explicit 2.69 2.26 2.92 2.93

Mean
Guilt 2.48 2.92

J_2 - Mean Physiological-sexual Response Scores for the Control Story

	HSG			LSG			Mean
	HSE	LSE	Mean	HSE	LSE	Mean	
S-extra	.06	.11	.02	.22	.06	.14	.11
S-inter	.17	.06	.11	.17	.22	.19	.15
S-intra	.06	.17	.11	.00	.17	.08	.08
S-	.11	.28	.19	.39	.33	.36	.28

Mean
Explicit .08 .19 .15 .19

Mean
Guilt .13 .19

J₃ - Mean Pleasantness Ratings for the Control Story

	HSG			LSG			Mean
	HSE	LSE	Mean	HSE	LSE	Mean	
S-extra	6.50	6.28	6.39	7.89	7.56	7.72	7.06
S-inter	7.50	7.61	7.56	8.28	7.83	8.06	7.81
S-intra	6.28	7.83	7.06	6.50	7.44	6.97	7.01
S-	7.89	6.56	7.22	7.89	7.61	7.75	7.49

Mean
Explicit 7.04 7.07 7.64 7.61

Mean
Guilt 7.06 7.63

J₄ - Mean Pornography Ratings for the Control Story

	HSG			LSG			Mean
	HSE	LSE	Mean	HSE	LSE	Mean	
S-extra	0.39	0.67	0.53	0.50	0.72	0.61	0.57
S-inter	0.72	0.67	0.69	0.11	0.22	0.17	0.43
S-intra	0.61	0.44	0.53	0.44	0.17	0.31	0.42
S-	0.61	1.00	0.81	0.22	0.33	0.28	0.54

Mean				
Explicit	0.58	0.69		
			0.32	0.36
Mean				
Guilt	0.64		0.34	



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