

## ATTITUDE AND BEHAVIOR TOWARD PORNOGRAPHIC MEDIAS OF THAI PEOPLE IN BANGKOK AND VICINITY

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In Thailand, the pornographic media could be accessed through internets, books/ magazines or videos/ VCDs. The people trended to imitate the pornographic media that they had seen. Some of them had the sexuality problems and called a hotline service on sexuality problems at the Call Centre for Life Quality Enhancement, Institute of Health Research (IHR), Chulalongkorn University. Therefore, the IHR decided to study the attitudes and behaviors towards pornographic media of Thai people in Bangkok. The objective of this descriptive research was to study the attitudes and behaviors toward pornographic media of Thai people living in Bangkok and its metropolitan areas. Four hundred and fifty subjects were studied using the self-report questionnaires during July–August 2003. The study's scope focused on the pornographic media that could be accessed through internet and printing media. The average age of 450 subjects was  $25.0 \pm 11.3$  years old. Fifty three percent of the subjects were male. Most of the subjects (90 %) have been acquainted with the pornographic media. Some points of advantages were reported due to sex education, relaxation/ reducing stress and helping for self -

masturbation. The points of disadvantages were due to concentrating to sex, poor educating/ working performance and poor health. Three percent of 450 subjects were firstly acquainted with the pornographic media by the age under 9 years. The minimum age was 6 years. They agreed that pornographic media aroused their sexual desires. Some were curious to imitate what they have seen. If having sexual problems most of them normally consulted their friends. Otherwise, they looked for other activities in stead and/ or give up using the pornographic media. We concluded that the subjects learned sex education from the pornographic media. It could be unsuitable and caused the sex problems. The government and private authority should be cooperated in disseminating the knowledge about sexual health and sex education. The hotline service on sexuality problems at call center would be valuable for Thai society at the present time.

**Key words:** pornographic media, attitude, behavior

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