



**UNIVERSITI PUTRA MALAYSIA**

***FACTORS RELATED TO INTENTION TO STOP PORNOGRAPHY  
VIEWING AMONG MALAYSIAN YOUTH FACEBOOK USERS***

**MENGZHEN LIM**

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**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI

**FACTORS RELATED TO INTENTION TO STOP PORNOGRAPHY  
VIEWING AMONG MALAYSIAN YOUTH FACEBOOK USERS**

By

**MENGZHEN LIM**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in  
Fulfilment of the Requirements for the Degree of Master of Science.**

**February 2017**

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the Degree of Master of Science.

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By

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**February 2017**

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**Faculty: Human Ecology**

This is a case study using Ajzen's Theory of Planned Behaviour (TPB) to understand the intention of Malaysian youths aged between 18 to 30 years old to stop pornography viewing. There were 160 participants who participated in this study via an online survey using purposive sampling method. The minimum age was 18 while the maximum age was 30 with the mean age of 23 years old. In terms of gender distribution, there were 110 males (69%) and 50 females (31%). Majority (61.3%) of the participants was undergraduate students. Attitude toward pornography questionnaire, subjective norms questionnaire, perceived behavioural control questionnaire, religiosity questionnaire were used to assess youth were used to measure independent variables and intention to stop pornography questionnaire was used to measure dependent variable. The reliability of all questionnaires Cronbach's coefficients was administered for all instrument, the result were between 0.72 and 0.94. The results of the study showed that all of the main variables, attitude towards pornography, subjective norms and perceived behavioural control had significant relationship with the intention to stop pornography viewing. Among the three variables, attitude towards pornography was found to be the strongest predictors of intention. Individuals who are committed to religion, who did not masturbate in relation to pornography viewing had higher intention to stop pornography viewing. Theoretically, the present findings underlined the role of attitude toward pornography in influencing the intention to stop pornography among youths in Malaysia. Practically, the finding implies that proper attitude towards pornography play a huge role in stopping pornography viewing.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Sarjana Sains

**FAKTOR-FAKTOR BERKAITAN DENGAN NIAT UNTUK BERHENTI  
MENONTON PORNOGRAFI DALAM KALANGAN BELIA MALAYSIA  
YANG MENGGUNAKAN FACEBOOK**

Oleh

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**Februari 2017**

**Pengerusi: Profesor Madya Haslinda binti Abdullah, PhD**  
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Kajian kes ini menggunakan teori tingkah laku dirancang (TTD) untuk memahami niat belia Malaysia berumur antara 18 hingga 30 untuk berhenti menonton pornografi. Seramai 160 belia mengambil bahagian dalam kajian ini melalui kaji selidik dalam talian dengan menggunakan kaedah persampelan bertujuan. Umur minimum peserta ialah 18 manakala umur maksimum ialah 30 dengan purata umur 23 tahun. Dari segi taburan jantina, terdapat 110 lelaki (69%) dan 50 perempuan (31%). Majoriti (61.3%) daripada peserta adalah pelajar sarjana muda. Instrumen sikap terhadap pornografi, norma subjektif, kawalan tingkahlaku yang dapat dilihat, keagamaan telah digunakan untuk menilai pembolehubah bebas dan instrumen niat untuk berhenti pornografi telah digunakan untuk mengukur pemboleh ubah bersandar. Kebolehppercayaan semua soalan selidik adalah tinggi. Keputusan kajian menunjukkan bahawa semua pembolehubah utama, sikap terhadap pornografi, norma subjektif dan kawalan tingkahlaku yang dapat dilihat adalah signifikan secara statistik di pelbagai peringkat dalam meramalkan niat untuk berhenti menonton pornografi. Antara ketiga-tiga pembolehubah, sikap terhadap pornografi merupakan peramal utama untuk niat berhenti menonto pornografi. Individu yang komited kepada agama, yang tidak melancap mempunyai niat yang lebih tinggi untuk berhenti menonton pornografi. Secara teorinya, kajian ini menggariskan peranan sikap terhadap pornografi dalam mempengaruhi niat untuk berhenti pornografi di kalangan belia di Malaysia. Secara praktikalnya, jika seseorang mahu berhenti menonton pornografi, dia perlu berusaha untuk melemahkan sikap positifnya terhadap pornografi.

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## APPROVAL

I certify that a Thesis Examination Committee has met on February 24, 2017 to conduct the final examination of Lim Meng Zhen on his thesis entitled (“Factors Related To Intention To Stop Pornography Viewing Among Malaysian Youths.”) in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded the (Master of Science Social Psychology).

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## LIST OF ABBREVIATIONS

ATP	Attitude towards pornography
APA	American Psychological Association
SN	Subjective norms
PBC	Perceived behavioural control
TPB	Theory of Planned Behaviour







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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

In this chapter, the background study, statement of problem, study objectives, the significance of the study, definitions of the term will be discussed and explained.

### 1.2 Background of the study

Malaysia has 31.7 million population and it is the most developed country after Singapore among South East Asia nations (Ho, 2016). It is a multi-religion country with about 61.3% of the population are Muslim (Central intelligence agency, 2016). As religion plays a big role in Malaysians' daily life, issue related to sex is generally assumed to be a sensitive topic.

Pornography could be defined as the intentional viewing of sexually explicit material (e.g., movies, internet sites, and magazines) designed to sexually stimulate oneself (Ford, Durtschi & Franklin, 2012). The earliest form of pornography were carved on cave walls and the currently pornography can be accessed via online sources (as cited in Fall & Howard, 2015). Online method have made accessing pornography become easier and more inexpensive. Pornography and sexual behaviour are interrelated. Youths who view pornography are more likely to have multiple lifetime sexual partner, more than one sexual partner in the last 3 months, to engage in anal sex (Braun-Courville & Rojas, 2009). Morgan (2011) found that viewing pornography lead to lower age of first intercourse.

Addiction is one of the major issue concern in pornography viewing. About 4 millions of pornography viewers in America admitted that they are addicted to pornography (Weber, 2012). Pornography has been conceptualised an aspect of sexual addiction because it includes the component of impulsivity and compulsivity (Wetterneck, Burgess, Short, Smith & Cervantes, 2012). Individual who are addicted to pornography might harm relationship and have neurological impacts (Ford, Durtschi & Franklin, 2012). Study in Indonesia confirmed that pornography viewing is common sexual behaviour in non-marital relationship among males (Hald & Mulya, 2013). However, unlike internet gaming, internet pornography addiction is yet to be recognised as a potential addictive disorder by American Psychiatric Association (Love, Laier, Brand, Hatch, & Hajela, 2015).

Another issue might related to pornography is sexual crime. Foubert, Brosi & Bannon, 2011) in their research found that males who watch pornography are having higher intention to rape and believing in rape myths. Recently, sexual crimes in Malaysia is on

a worrying increase. In May 2014, the world was shocked by the news from Kelantan about a 15 year old secondary school girl who was raped by 38 men (Bernama, 2014).

Males who view pornography are found to be related to high engagement in sexual relationship and risk-taking behaviour (Willoughby, Carroll, Nelson & Padilla-Walker, 2014). In Malaysia, from January to March 2014, 26 babies were dumped with Selangor had the most cases (Astro Awani, 2014). This shows a very serious social problem that on average, about 1 baby was dumped every 4 days.

On the other hand, there are some opposite views of pornography viewing. Easy access to pornography did not have a significant impact on rape rates and crime rate against women in India (Math et al, 2014). Pornography have a modest positive influence on the sexual self-esteem of young male adults (Lundin Kvaalem, Træen, Lewin & Štulhofer, 2014). Pornography was also found to improve female sex life and attitude towards sex (Sinković, Štulhofer & Božić, 2013). However, cross-cultural differences should be examined in order to be applicable in Malaysia context.

Based on the correlational arguments above, it is clear that pornography has its impacts to the society. This study is an attempt to understand Malaysian youths' intention to stop the viewing of pornography. Intentions represent a person's motivation, conscious plan or decision to exert effort to perform the behaviour (Conner et. al., 2008). This study focuses primarily on the factors related to stopping pornography viewing.

### **1.3 Statements of problems**

Early adulthood is defined as the developmental period that starts in the early 20s and lasts through the 30s (Santrock, 2011). The population for Malaysian Youths age 18 to 30 is about 4.5 million (The world factbook, 2016). Youths age 18 to 30 will be the subjects of this study. The detailed reasons why this age group was chosen will be explained in Chapter 2.3. In general, this is the time when an individual goes for college or university education or enters the working force. Longitudinal study has suggest that attitudes acquired during college time stay with us through our lives (Bain, Colyer, DesRivieres & Dolan, 2002). This means, college time is the best time to shape a proper attitudes.

Besides that, according to Erikson, this is the time where the youth forming intimacy which sexuality might be part of it and Freud has suggests that they are at the genital stage (Santrock, 2011). In Malaysia, at the end of the early adulthood period some may choose to build their own family and become young parents. The average age of Malaysian having sex for the first time have been reported at the age of 23 (as cited in Sukumaran, 2013).

### 1.3.1 Theoretical gap

The focus of this study is to understand factors related to intention to stop pornography viewing. The Theory of Planned Behaviour (TPB) proposed by Ajzen (1991) argued that the main variables which are a person's attitude, perceived social norms or subjective norms, and feelings of control or perceived behavioural control (PBC) together regulate the person's intentions, which guide their behaviour (Myers, 2010). Measuring the intention of the youths in stopping pornography viewing is another way of measuring their behaviour. Levav and Fitzsimons (2006) suggested that simply asking people about their intention to perform a certain behaviour increased the likelihood of the behaviour. This means, by asking if the person intend to stop pornography viewing, they will become more likely to do so.

Utilizing the Ajzen's TPB as a framework, it was expected that youths who have positive attitude towards pornography viewing would be less likely to state intentions of stopping the pornography viewing. Moreover, the positive and negative outcomes youths associate with pornography viewing were expected to influence their decision of whether or not to stop the pornography viewing. In order to understand the intention of our youth in stopping pornography viewing, the factors or variables related to the intention should be studied.

TPB is broadly applicable to various behaviours in different frameworks, such as health communications, mass transit use, and technology adoption (Ajzen, 2005). Previous studies such as Albarracin, Johnson, Fishbein and Muellerleile (2001); Zhang, Attane, Li and Yang (2011); Griffin, Loe & Hesketh, 2012 had successfully predicted the intention based on Ajzen's main variables.

In the area of sexual behaviour, some of the study that employed TPB model are intention to use condom among college students (Asare, 2015), risky sexual behavior in homosexual men (Martín, Martínez, & Rojas, 2011), predictors of safer sex intentions and protected sex among heterosexual HIV-negative methamphetamine users (Mausbach, Semple, Strathdee & Patterson, 2009). The theoretical gap filled by this study was to examine the relationship between TPB and Intention to stop pornography.

### 1.3.2 Knowledge gap

There is no clear official statistics regarding the first age of pornography viewing in Malaysia. However, as early as in 2005, The Sun Daily (2005) reported that children in Malaysia were exposed to about 1.5 million pornographic websites daily and the government has installed soft-wares to block porn sites in schools. It takes only about 30 seconds for a secondary school student to download an obscene e-book (Shagar, Raman & Lai, 2013). PornMD an online adult video company reported that on average, in Malaysia, 22000 pornography search was performed daily (as cited in Badron, 2015). Pornhub, another online adult video company's statistics reported internet user in Kuala Terengganu spending 12 minutes and 58 seconds on averagely looking at or searching visual pornography (as cited in Lee, 2014). The average time spending browsing or surfing porn in Kuala Terengganu, Kuala Lumpur, Kota Bharu and Miri were higher than the country average time of looking at or searching visual pornography, 12 minutes and 5 seconds. MacInnis and Hodson (2015) argued that in America, the states with high religiosity are more likely to have higher internet search on sex related materials. The researchers also argued that, in heavily religious states, little effort is paid to sexual education because having no sex is always being promoted as the only way towards safe sex. Please see figure 1.1 for the summary.

Although it is illegal, the pornography which are hosted overseas could not be controlled (Mokhtar, 2013). Besides the current social issues as highlighted previously which might resulted from pornography, pornography viewing contributed to the development of sexually dysfunctional attitude and behaviours including accepting rape myths e.g. a rape victim deserved to be raped because of how she dressed (Oddone-Paolucci, Genius & Violato, 2000; Hartley-Parkinson, 2014); exhibiting violent attitude against women (Hald, Malamuth & Yuen, 2010; Ferguson & Hartley, 2009); performing antisocial acts of sexual violence (BBC News, 2002); being confused between reality and fantasy (BBC News, 2002); forming distorted perceptions and beliefs about relationship and sexuality, devaluing the importance of marriage, monogamy and child rearing, increasing the risks of negative intimate relationships and decreasing sexual satisfaction (Manning, 2006); displaying low self-esteem, increasing pressure to perform the sexual act and less actual sex for women (Albright, 2008); watching pornography will leads to erectile dysfunction (Oddone-Paolucci, Genius & Violato, 2000); shrinking man's brain so that he will respond slower when it comes to sexual stimulation (Knapton, 2014); affecting the brain function of rewarding processing and motivation; the left putamen which normally respond to sexual images will be less active and weakening connections between the striatum and the prefrontal cortex which affects the decision-making process (Cooper-White, 2014); continuous viewing of pornography could cause long term neuroplasticity changes (Moffit & Brown, 2013). When watching pornography, dopamine is released as a reward of excitement, the dopamine reinforces neural connection in order to drive us to perform the same activity in the future (Moffit & Brown, 2013); Pornography makes individuals think that their mate is less attractive (Moffit & Brown, 2013).

Year	Information	Source
2005	Children in Malaysia were exposed to about 1.5 million pornographic websites daily.	The Sun Daily (2005)
2013	It takes only about 30 seconds for a secondary school student to download an obscene e-book.	Shagar, Raman & Lai (2013)
2014	Pornhub reported internet user in Kuala Terengganu spend 12:58 minutes on averagely looking at or searching visual pornography. Country average time is 12:05 minutes.	as cited in Lee (2014)
2015	According to PornMD, 22000 pornography search was performed daily in Malaysia.	as cited in Badron (2015)
2016	Malaysia ranks third in Asean countries for child porn violations.	Sivanandam (2016)

**Figure 1.1: Summary of Pornography Statistics in Malaysia**

Considering all the harms caused directly or indirectly from pornography, there must be efforts to stop or reduce pornography viewing. If Malaysian youths can first reduce their pornography consumption and then completely stops it, it will really be great to our society. Our society must be informed about the consequences of pornography viewing.

In addition, studies on pornography have mostly been conducted in the West. However most of this studies highlighted negative impacts of pornography and not on ways to reduce pornography viewing. Studies that focused on the negative impacts of pornography viewing includes Manning (2006); Albright (2008); Bernama (2014); Oddone-Paolucci, Genius & Violato (2000); Hald, Malamuth, & Yuen (2010); Hartley-Parkinson (2014); and Ferguson & Hartley (2009). However, there has not been many study that focuses on youths in Malaysia with respect to intention to stop pornography viewing.

### 1.3.3 Practical gap

The current efforts to reduce pornography viewing in Malaysia includes advice from politicians or social activists that pornography is harming the society (Mokhtar, 2013). The Malaysian government has pass law banning pornography websites (Varghese, 2015).

Unlike issues like smoking, there are comprehensive studies which focus on intervention, to cut down or stop smoking (Bradshaw et al., 2014; Glover et al., 2014). However, there is still a lack of understanding on how to stop or reduce pornography viewing. As yet, there is no intensive study tackling the intention to stop pornography viewing. Therefore, to have a better understanding on how to stop pornography viewing, further research is needed.



#### **1.4 Research questions**

Utilizing the Ajzen's TPB as a framework, the researchers would like to answer the following questions:

1. What are the relationship between gender, masturbation behaviour and the intention to stop pornography viewing?
2. What are the relationship between religiosity and the intention to stop pornography viewing?
3. What are the relationship between attitude towards pornography, subjective norms and perceived behavioural control (PBC) and the intention to stop pornography viewing?
4. Do the variables attitude towards pornography; subjective norms; perceived behavioural control (PBC) help predict intentions to stop pornography among Malaysian Youths?

#### **1.5 Objectives of study**

The general objective of the research is to investigate whether the main variables and selected demographic characteristics are the predictors of the intentions to stop pornography viewing using TPB model. The specific objectives of the study are as follows:

1. To determine gender differences, differences between those who masturbate and those who do not masturbate and the intention to stop pornography viewing.
2. To determine the relationship between religiosity and the intention to stop pornography viewing.
3. To examine the relationship between attitude towards pornography, subjective norms, perceived behavioural control (PBC) and the intention to stop pornography viewing.
4. To determine the contributions of attitude towards pornography; subjective norms; perceived behavioural control (PBC) to the prediction of intentions to stop pornography viewing among Malaysian Youths.

## 1.6 Hypothesis

The hypotheses formed are based on literature reviews which will be explained in Chapter 2. Hypotheses for this research are as follow:

### Objective 1

Ha 1a :

Females are more likely to have a higher intention to stop pornography viewing than males.

Ha 1b :

Those who masturbate are more likely to have a lower intention to stop pornography viewing than those who do not masturbate.

### Objective 2

Ha 2 :

Individual who obtain higher score in religiosity are more likely to report higher intention to stop pornography viewing.

### Objective 3

Ha 3a :

Individual who obtain higher score in attitude towards pornography are more likely to report lower intention to stop pornography viewing.

Ha

3b :

Individual who obtain higher score subjective norms are more likely to report lower intention to stop pornography viewing.

Ha 3c :

Individual who obtain higher score in perceived behavioural control (PBC), are more likely to report higher intention to stop pornography viewing.

### Objective 4

H0 4 :

Attitude pornography, subjective norms, and perceived behavioural control (PBC) do not predict the intentions to stop pornography viewing among Malaysian Youths.



## 1.7 Significance of study

The research results will provide our community with scientific data and information hence contribute to the general knowledge regarding Malaysian Youths Pornography Viewing. For example, the finding could be integrated into the syllabus of civics education.

An understanding of the main factors that determine intention to stop pornography viewing will help the authorities such as the Ministry of Education to identify strategies in order to facilitate this behaviours. The appropriate stop pornography campaign could be designed and effectively deal with the issues on hand.

This research could also be used to determine if TPB could be generalized in the area of stopping pornography. Previously, TPB has often been used to study issues in the area of health care (Knabe, 2009). This could advance the prospects of future empirical studies in the area of pornography using Ajzen's TPB. The finding could also be added to pool of literature for future comparative study.

Including the religiosity as one of the demographic makes it more relevant to the Malaysian society. The results of the research could tell us the roles of religions in the area of pornography in general. This could be used as a reference to school teachers, parents and religious institutions.

The demographic statistics such as average times of watching pornography in a month, medium of watching, the first age of watching, etc. collected could be used for future research in the area of pornography. Reducing or stopping viewing pornography might be one of the factor to reduce sex crime. Understanding the factors contributing towards stopping pornography could help clinical psychologist to design a rehabilitation or psychotherapy model in helping pornography viewers.

## 1.8 Definitions

The following are the conceptual definitions of variables and operational definitions used in this study. The operational definition are formed based on how each variable is measured.

### **Attitude towards pornography**

#### *Conceptual definition*

Attitude refers to positive or negative evaluations of the behaviour and it is determined from the individual's beliefs about the advantages/disadvantages of performing the behaviour (White et al., 2015). The behavioural belief of an individual lead to favourable or unfavourable attitude toward the behaviour.

#### *Operational definition*

The degree of one's favourable or unfavourable evaluation of the pornography watching could be either positive or negative.

### **Intention to stop pornography viewing**

#### *Conceptual definition*

Intention represents a person's motivation, conscious plan or decision to exert effort to perform the behaviour while it is determined by attitude and subjective norms (Conner et. al., 2008).

#### *Operational definition*

The desire or motivation to stop pornography viewing.

### **Main Variables**

#### *Operational definition*

Refer to Ajzen's (1991) Attitude towards pornography, subjective norms, perceived behavioural control (PBC).

### **Masturbation behaviour**

#### *Conceptual definition*

Masturbation is the most basic sexual behaviour, self-stimulate that causes sexual pleasure or orgasm (Coon & Mitterer, 2010, p.371). Female masturbation most often involves rubbing the clitoris or the area near it; male masturbation usually takes the form of rubbing or stroking the penis.

#### *Operational definition*

Masturbation is self-stimulate associated with pornography viewing that causes sexual pleasure or orgasm. For female masturbation most often involves rubbing the clitoris or the area near it; male masturbation usually takes the form of rubbing or stroking the penis.

### **Perceived behavioural control**

#### *Conceptual definition*

It is one's perception of the ease or difficulty of performing the behaviour (Miller, 2010; White et al., 2015). It is also based on the individual's beliefs about whether internal and external factors may prevent/assist in the performance of the behaviour (White et al., 2015). It is one's perception of the ease or difficulty of performing the behaviour (Miller, 2010). Control beliefs, the facilitator of or obstacles to performing the behaviour will then influence the PBC.

#### *Operational definition*

It is one's perception of the ease or difficulty in the effort of stopping pornography viewing.

### **Pornography**

#### *Conceptual definition*

Pornography is erotic depictions intended to excite sexual arousal (Myers, 2010).

#### *Operational definition*

It is visual material containing the explicit description or display of sexual organs or activity which could or is intended to stimulate sexual excitement.

### **Religiosity**

#### *Conceptual definition & Operational definition*

It is the degree to which individuals are committed to a particular religious group (Choi, 2010).

### **Subjective norms**

#### *Conceptual definition*

Refers to perceptions of pressure from others to perform the behaviour (White et al., 2015). It is determined by a person's belief about whether important referents approve/disapprove of them performing the behaviour. It is one's perception of social pressure to perform or not perform the behaviour (Miller, 2010). Subjective norms reflect the perceived social pressure to perform or not perform the behaviour (Cammock, Carragher, & Prentice, 2009). Subjective norm also refers to "an individual's perception that most people who are significant to him or her think he or she should or should not perform the behaviour in question" (Jain, Khan & Mishra, 2015).

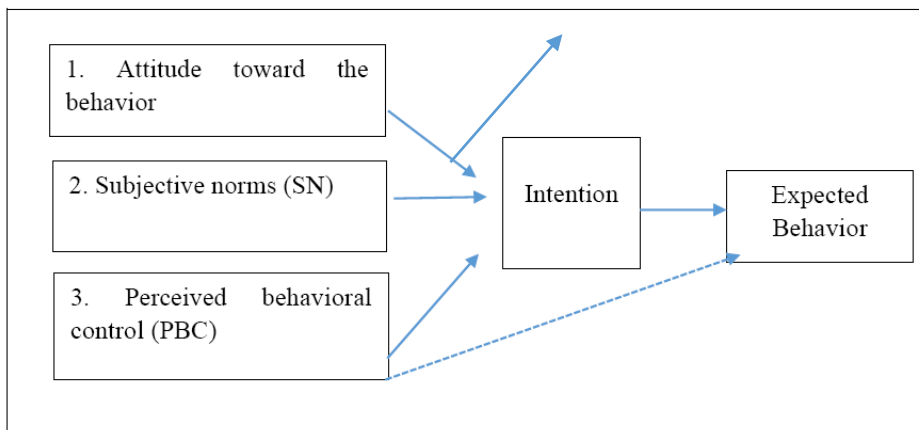
#### *Operational definition*

It is one's perception and belief of social pressure from either parents, or friends in the viewing of pornography.

## 1.9 Theoretical framework

The aim of this study is to investigate whether the main variables and selected demographic characteristics are the predictors of the intentions to stop pornography viewing using TPB model. The theoretical framework gives an overall portrayal of relationship that explains problems. The main theory used is the TPB by Ajzen (1991).

The TPB by Ajzen is one of the most influential models for exploring the attitude and behaviour relationship (Cammock, Carragher, & Prentice, 2009). It explains how individual reach the decision to perform certain behaviours. The theory proposes that the decision to perform certain behaviours is the result of a rational process that is goal-oriented and also following a logic sequence (Ajzen, 1991). Figure 1.2 illustrated this theory.



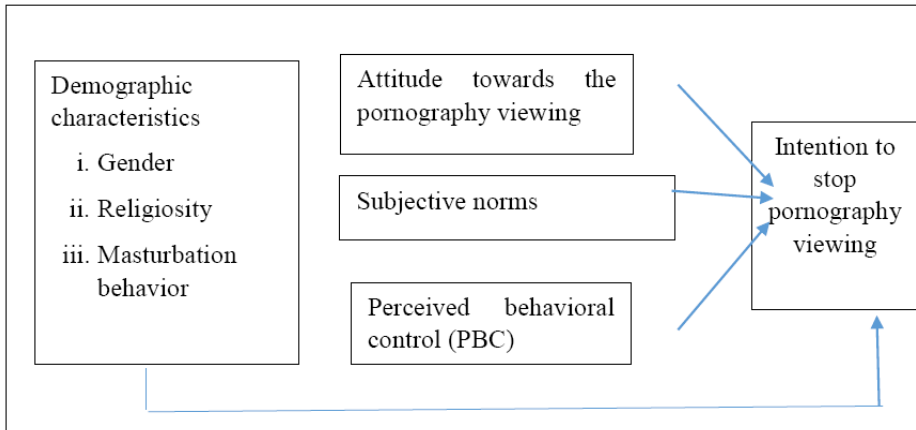
**Figure 1.2: TPB Adopted from Ajzen (1991)**

According to Ajzen (1991), attitude towards the behaviour, subjective norms and perceived behavioural control (PBC) are the causes of behaviour. If we were to change the behaviour, we should consider the three main variables of TPB. In another word, the combination of the three main variables direct determinate, lead to the formation of the intention of behaviour.

The strengths of TPB includes the fact that it is a model that can be used to investigate a variety of behaviours such as health communications, environmental issues, online teaching, etc. This theory has been applied in hundreds of different studies in the past 20 years and provides a strong basis in applying a new study area (Knabe, 2009).

## 1.10 Conceptual framework

The following chart illustrating the conceptual framework of the current study.



**Figure 1.3: The Conceptual Framework**

The conceptual framework of this study outlined the relationship between the independent variables and dependent variable. The independent variables for this research include three main variables which are attitude towards pornography, subjective norms, perceived behavioural control (PBC) and demographic variables. The dependent variable is intention to stop pornography viewing.

## 1.11 Chapter summary

This chapter described the problem that will be investigated in this research. It began with introduction, followed by background of pornography problem, statement of problems, research questions, and objective of the study, hypothesis, and significance of study, definitions, theoretical framework and conceptual framework.

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