

## **Pornography viewing disorder (IPD) among internet pornogrpahy users in Malaysia**

### **ABSTRACT**

The present study is to examine the effects of internet pornography consumption on the tendencies towards Internet Pornography-Viewing Disorder (IPD). A total of 202 Malaysian online pornography users were involved in this study through snowball sampling technique based on an online questionnaire that were distributed to online channels such as e-mail lists, social media websites (e.g., Twitter, Facebook and online communication application, WhatsApp) that specifically targeted to online pornography users. Results shows that there are positive significant relationships for internet pornography users on pornography motivation, sexual arousal (while watching internet pornography and the need to masturbate while watching internet pornography) and sexual gratification on tendencies towards Internet-pornography-viewing-disorder (IPD). Meanwhile, having sexual arousal while viewing internet pornography reported as the main indicator that contribute to the tendencies of IPD. Overall, the results showed effects of watching Internet pornography on pornography motivation, sexual arousal and sexual gratification which can be considered having reinforcing effects for the users. Thus, the results are in line with theoretical assumptions on IPD's development, in which reinforcement received by internet pornography use is related to cue-reactivity and craving reactions.

**Keyword:** Internet pornography; Pornography motivation; Sexual arousal; Sexual gratification; Internet pornography-viewing-online disorder (IPD)