



OFFICE OF FILM  
& LITERATURE  
CLASSIFICATION

*Te Tari Whakarōpū Tukuata, Tuhituhinga*

# Office of Film and Literature Classification

**PUBLIC OPINION RESEARCH ON SEXUALLY EXPLICIT VIDEO MATERIAL**

June 2002

Helena Barwick

RESEARCHER

ISBN 0-477-01972-2

Copyright

# Contents

	<b>FOREWORD</b> .....	<b>3</b>
	<b>SUMMARY</b> .....	<b>4</b>
<b>1.0</b>	<b>INTRODUCTION</b> .....	<b>6</b>
1.1	METHOD .....	6
1.2	ETHICAL ISSUES .....	8
1.3	LIMITATIONS OF THE CONSULTATION .....	9
1.4	THIS REPORT .....	9
<b>2.0</b>	<b>THE AUDIENCE AND WHAT THEY WATCHED</b> .....	<b>10</b>
2.1	INTRODUCTION .....	10
2.2	AUDIENCE CHARACTERISTICS .....	10
2.3	THE VIDEO CLIPS .....	11
<b>3.0</b>	<b>TONE AND ATMOSPHERE OF THE CLIPS</b> .....	<b>12</b>
3.1	INTRODUCTION .....	12
3.2	TONE AND ATMOSPHERE .....	12
3.3	INFLUENCES ON TONE AND ATMOSPHERE .....	15
<b>4.0</b>	<b>SEXUAL ACTIVITIES THE AUDIENCE FOUND DEGRADING</b> .....	<b>17</b>
4.1	INTRODUCTION .....	17
4.2	THE PROPORTION OF THE AUDIENCE WHO FOUND ONE OR MORE ACTIVITY DEGRADING .....	17
4.3	MOST DEGRADING ACTIVITIES .....	17
4.4	THE ACTIVITIES DIFFERENT GROUPS FOUND DEGRADING .....	18
4.5	DEGRADING ACTIVITIES WITHIN EACH CLIP .....	19
<b>5.0</b>	<b>CHARACTERS PRESENTED AS INFERIOR</b> .....	<b>22</b>
5.1	INTRODUCTION .....	22
5.2	CHARACTERS PRESENTED AS INFERIOR .....	22
<b>6.0</b>	<b>INJURY TO THE PUBLIC GOOD</b> .....	<b>25</b>
6.1	INTRODUCTION .....	25
6.2	INJURY TO THE PUBLIC GOOD .....	25
6.3	THE HARMS .....	25
<b>7.0</b>	<b>RECOMMENDED CLASSIFICATIONS</b> .....	<b>27</b>
7.1	INTRODUCTION .....	27
7.2	ISSUES TAKEN INTO ACCOUNT IN CLASSIFICATION .....	27
7.3	RECOMMENDED CLASSIFICATIONS .....	27
<b>8.0</b>	<b>CONCLUSION</b> .....	<b>35</b>
Appendix 1	ORIGIN OF THE CLIPS .....	37
Appendix 2	DESCRIPTION OF THE CLIPS .....	38
Appendix 3	QUESTIONNAIRE .....	41

## Foreword

I am pleased to present this report on research into public opinion on sexually explicit video material. This research helps the Classification Office to stay in touch with what New Zealanders consider to be the boundary between what is acceptable for adults to watch, and what is not. It is important that the Classification Office does not censor in a vacuum. The purpose of this research was to obtain views on the acceptability or otherwise of making available some types of sexually explicit material to adults. In particular, we wanted to know

- how people interpreted the words “degrading, dehumanising and demeaning” found in the Films, Videos, and Publications Classification Act 1993 (the Act) and how they applied those words to sexually explicit depictions;
- if people thought the material treated men or women as “inherently inferior”, which is another statutory criterion that censors must consider; and
- whether people thought it was the manner in which the video clips presented sexual activity, or whether it was specific acts themselves, that caused any particular clip to be considered degrading or to represent men or women as inherently inferior.

This is the second year we have conducted this type of research. This year’s research builds on last year’s by focusing on particular segments of the New Zealand public, and by exploring attitudes in some areas more deeply. Two of this year’s focus groups were of young people aged between 18 and 23, and two were entirely Maori. The remaining two were a cross-section of New Zealand society. The differences and similarities in the views expressed by men and women of all ages, young men and women, and Maori, make interesting reading.

This year, the same five clips were shown to all six focus groups. Although people found that some of the material was “degrading” and presented women (and sometimes men) as “inherently inferior”, the majority of participants proposed that these clips should receive an R18 classification.

The two most common concerns expressed by participants were that the absence of safer sex practices in most of these clips could undermine personal and public health initiatives, and that these clips promote an inaccurate picture of women’s sexuality which could be harmful, particularly in the hands of young and more inexperienced people.

As was the case last year, the sample size of 141 people is of limited statistical significance, but this does not mean that the views expressed are not of value. As most of the opinions expressed were articulate and reasoned, there is no reason to doubt that the views of these participants are probably shared by a great many other New Zealanders. We have included our questionnaire and specifically identified the videos from which the clips were taken, to enable other researchers to replicate or build on what we have done this year, and to permit other New Zealanders to compare their opinions of the clips with those of the participants in our focus groups.

Finally, I am grateful to the 141 individuals who gave up a Monday evening to participate in this research. I am also grateful to Helena Barwick who conducted, analysed and wrote up the research, to ACNielsen for finding 141 willing participants, and to the staff of the Classification Office for preparing and facilitating the sessions in such a friendly and efficient manner.



W K Hastings

Chief Censor

7 October 2002

## Summary

As a development from a similar project in 2001/2002, the Office of Film and Literature Classification has again initiated research into public attitudes to R18 sexually explicit material.

The purpose of the research was to provide a way for the views of the public to inform the classification process. In particular the Office was interested in public feedback on material that is close to the boundary of what is acceptable within an R18 classification.

This was done by inviting six groups of members of the public to separate evenings, which involved hearing about the process of classification, watching five clips from sexually explicit videos, giving written feedback and participating in a discussion. All participants were over 18 and groups were gender segregated. Two groups contained people of a range of ages and ethnicities, two groups were of young people aged 18-23, and two groups were exclusively Maori.

The process explored respondents' views about the tone and atmosphere of the clips they watched, their assessments of whether specific activities in the video clips were degrading, their opinions on whether making the videos available would be likely to be injurious to the public good, and their recommended classification for each clip.

The sessions took place at the Classification Office and careful attention was paid to ethical issues and to ensuring participants were comfortable with the process.

One hundred and forty-one people took part in this research, 70 were women and 71 were men. Participants ranged in age from 18 to over 65 and came from a wide range of ethnic groups. Over a third of the total audience was Maori. The audience included people who had never watched a sexually explicit video before as well as those who did so frequently.

All the audiences were shown the same five video clips. The clips were chosen by the Office to be typical of a range of material submitted for classification. As the focus of the research was on views about the appropriate classification of 'harder' sexually explicit videos, clearly it was important that the clips contained some examples of this material, as well as some comparative 'softer' clips. Another consideration in the selection of the clips was to include variety, both in the number and ratio of male to female participants, in the settings and in the tone.

Participants distinguished between the tone and atmosphere of the five clips they were shown. Many people described one clip in particular as *mutually satisfying* and by other words such as *casual*, *warm* and *fun*. Three clips were most frequently described by words such as *mechanical* and *unemotional*, and one clip was most often described as *controlling* and *unpleasant*.

The audiences showed a high degree of commonality in the sexual activities they identified as degrading from the clips they saw. Anal sex immediately followed by oral sex was the activity most often identified as degrading despite the fact that it appeared in only three of the five video clips. The use of saliva and spitting, particularly in the anus or vagina, also ranked highly amongst the activities these viewers found degrading despite, once again appearing on only three of the five clips. Anal sex, splaying and display of a woman's anus and ejaculation on a woman's face were the other activities most likely to be described as degrading by the audience as a whole.

All the women in the Maori audience found some sexual activities they saw degrading, and nominated a much broader range of activities as degrading than any other audience. Almost all the women in the general audience found some activities degrading, but not such a wide range of activities as the Maori women. Most of the young men and young women found some activities degrading, but fewer activities were nominated. The Maori men were least likely, by a reasonable margin, to say that they found any activities they saw as degrading, and those who did nominated few activities. Frequent viewers, who came predominantly from the audiences of young men and Maori men, were also less likely to nominate activities as degrading.

One of the issues that has to be taken into account in making classification decisions is whether members of any group are represented as inferior. Accordingly, these audiences were asked whether they thought that any person or group of people they saw in the clips was represented this way. Between quarter and half of the total audience thought that women were represented as inferior in three of the clips, and just less than a quarter had the same opinion about another clip. Women in the general audience were most likely to hold this view.

---

Fewer than one in ten thought that harm to society would result from making the clip that many regarded as *mutually satisfying* available to adults. About one person in six thought that the three clips they described as *mechanical* and *unemotional* would result in injury to the public good, and more than one in four held the same view about the clip that was described as *controlling* and *unpleasant*.

A higher proportion of women and men in the general audiences indicated that harm would result from making the clips available, and more Maori women also believed the clips would injure the public good than did members of other audiences. Young women and young men were less likely to think that making the clips available would lead to harm for society, and Maori men identified virtually no harms other than a distinct concern for public health. Both Maori groups acknowledged that their attitudes towards the harms from making the video available would be different if the clips used Maori actors and the action took place in Maori settings. Frequent viewers were less likely than other viewers to consider that making the videos available would result in harm to society.

Once viewers had considered the tone and atmosphere of the five clips, decided whether any sexual activities they contained were degrading, and thought about whether making the videos available would cause any injury to the public good, they were asked to recommend a classification for each clip.

For each of the five clips the most frequently recommended classification was R18. The proportion of the audience making this recommendation ranged from 63% of the audience for the clip described as *controlling* and *unpleasant*, to 77% of the audience for the clip described as *mutually satisfying*. The proportion of the audience who recommended a classification of Objectionable ranged from 23% for the former of these two clips, to 5% for the latter.

The general women's and men's audiences had higher proportions of people who thought the clips should be banned than the other audiences. These audiences along with Maori women were also more likely to recommend a classification of R20 than people in other audiences. Young men, Maori men and frequent viewers were those audiences that favoured the less restrictive classifications.

This research suggests that the specific sexual activities shown and the portrayal of power and control in the sexual interaction are strong influences on viewers' perceptions of the acceptability of sexually explicit material, and are

key elements taken into account when deciding the appropriate classification. The research shows however, that most of these viewers were in agreement with the restricted classification given to the clips chosen for this consultation.

## 1.0 Introduction

For the second year in succession the Office of Film and Literature Classification (Classification Office) has initiated research into public attitudes to R18 sexually explicit material.

The purpose of these consultations is to provide a way for the views of the public to inform the classification process. In particular the Office is interested in public feedback on material that is close to the boundary of what is acceptable within an R18 classification.

This consultation process was designed to introduce viewers to the *Films, Videos, and Publications Classification Act 1993*, and in particular to draw their attention to the provisions of section 3, which require judgements to be made about the extent and degree to which, and the manner in which, some things are represented. Participants were asked to pay particular attention to these criteria:

3. Meaning of ‘objectionable’ – (1) For the purposes of this Act, a publication is objectionable if it describes, depicts, expresses or otherwise deals with matters such as sex... in such a manner that the availability of the publication is likely to be injurious to the public good . . .
- (3) In determining for the purposes of this Act whether or not any publication . . . is objectionable, or should be given a classification other than objectionable, particular weight shall be given to the extent and degree to which, and the manner in which, the publication’ —
- (a) Describes, depicts or otherwise deals with –  
(iii) other sexual or physical conduct of a degrading, dehumanising or demeaning nature: . . .
- (c) Degrades or dehumanises or demeans any person: . . .
- (e) Represents (whether directly or by implication) that members of any particular class of the public are inherently inferior to other members of the public by reason of any characteristic of members of that class, being a characteristic that is a prohibited ground of discrimination specified in section 21(1) of the Human Rights Act 1993.<sup>2</sup>

<sup>1</sup> In this case a video clip.

<sup>2</sup> *Films, Videos, and Publications Classification Act 1993*.

Following the screening of each clip there was an opportunity for respondents to give written feedback on the material they had seen, and a discussion was held at the end of the viewing.

Of particular interest to the Classification Office were respondents’ views about the tone and atmosphere of the clips they watched, their assessments of whether specific activities in the video clips were degrading, their opinions on whether making the videos available would be likely to be injurious to the public good, and their recommended classifications.

## 1.1 Method

### *RECRUITMENT OF RESPONDENTS*

Participants were recruited for the consultation by ACNielsen Wellington on the basis of a specification supplied by the Office of Film and Literature Classification. A recruitment company was used so that it was clear that the Office had no influence over the selection of the audiences viewing the material.

The specification provided to the recruitment company was for six groups with at least 25 people in each group. The groups were to be gender segregated. Two were designed to include, as far as possible a cross-section of age, ethnicity, household size and household income, which broadly matched that of the New Zealand population. Two groups were to be of younger adults aged 18–23, and two groups were to be exclusively Maori viewers. Potential viewers were required to be 18 years of age or over, and were to be informed about the sexually explicit nature of the material to be viewed.

For the two groups which required a cross-section of the population the recruitment company approached people whose demographic profile fitted those required for the specification from a panel made up of over 6000 people. The panel is comprised of people in Wellington who have previously been contacted for a telephone survey through random number dialling, or have already participated in qualitative market research, and have indicated their willingness to contribute to further research. People who agree to be on the database are invited to participate in qualitative research no more than three times. Where time permits, people who are not available at the time of first being called are telephoned twice more before another person with a similar demographic profile is approached. For the young adult groups people were recruited through a combination of the process outlined above, and on-street

---

recruitment. Those who were approached on the street and indicated their willingness to participate were contacted subsequently by a recruiter from ACNielsen to ensure that they were fully informed about the nature of this research. Maori participants were recruited through a combination of the panel and networking amongst local Maori communities.

The company recruited more participants than were actually required in case some of those who had agreed failed to attend the screening.

The sampling strategy resulted in a non-probability sample, that is, there is a strong chance the sample is not representative of the wider population. However, given the nature of the material, the fact that the consultation drew on people who had already demonstrated their willingness to share their opinions may well have increased the richness of the resulting data. Given the very sexually explicit nature of the material participants were required to watch, it was thought that those who had taken part in a research exercise before would be more able than others to give meaningful informed consent to their participation.

At the end of the consultation sessions the Office gave each participant vouchers to the value of \$30 as a gratuity for participation. This was in recognition of the length of the consultation (about four hours), the material people were asked to watch, and the effort required to complete the questionnaires. The amount was thought to be small enough that it would not alone be an inducement to attend, but yet provide some recompense for the time and effort expended.

### *THE SCREENINGS*

The screenings were held in a meeting room at the Classification Office and several Classification Office staff were present. The Office selected five clips as examples of videos currently classified R18 but some of which are close to the boundary of what is acceptable within that classification. The clips ranged from 11-18 minutes in length. The Office made excisions to two clips in order to keep them to a manageable length. The same five clips were screened in the same order to each audience. The order was random in the sense that there was no progression from 'softer' to 'harder' material.

Prior to the set of video clips being shown, the Chief Censor talked to the audience about the *Films, Videos, and Publications Classification Act 1993*, and in particular about the challenges posed by the provisions of section 3(3).

In the introduction to the screening the sexually explicit nature of the videos was made clear to participants, and they were asked to sign an informed consent indicating that the nature of the material they were about to watch had been explained to them.

Participants were advised that they were welcome to leave at any time during the screening of the videos for a break, and could return should they wish to. An adjacent room, made comfortable with music, magazines and refreshments, was available for those who chose to leave the screening room. As it was deemed to be very important to have access to the views of those who chose not to watch the full video, considerable efforts were made to keep these people comfortable and occupied until they chose to return or the screening had finished, whereupon they were invited to rejoin the group to give their feedback through the questionnaire.

Following the screening all respondents were offered supper before being asked to participate in a discussion.

### *THE QUESTIONNAIRE*

Respondents completed the same written questionnaire following each video clip. A written questionnaire was chosen as the primary research tool as it offered respondents the opportunity to give their own views confidentially without being influenced by the views of others in the audience. The researcher introduced the questionnaire. The questionnaire was designed by the researcher in conjunction with staff of the Classification Office. The same questionnaire was used for each of the six consultation meetings. The questionnaire sought:

- viewers' assessments of the tone and atmosphere of the clip
- an indication of which elements most influenced the tone and atmosphere
- views on whether any characters were controlling the sexual activity and whether any characters were represented as inferior
- viewers' assessments of whether specific sexual activities seen in the video were degrading
- views about whether harm would result from the material being available, and if so, what harm or harms
- a recommended classification for each clip
- demographic information.

The questionnaire included both tick box answers and



opportunities for comment. The sexually explicit and hence sensitive nature of the material being viewed was taken into account in the construction of questions, and care was taken to ensure that questions were not intrusive.

The questionnaire asked respondents for some demographic details including their age, ethnicity, sexual orientation, whether or not they had a religious affiliation and whether or not they had the care of children. Participants were expressly asked not to put their names on the questionnaire.

The questionnaire was piloted with a group of classification office staff not involved in the classification of publications. Analysis of responses led to changes to the survey instrument.

### *THE DISCUSSION*

Following the viewing and completion of the questionnaire, the Chief Censor facilitated a semi-structured discussion to give participants a chance to talk about the video they had just seen, the consultation process as a whole, or any other issues they wanted to raise.

The primary purpose of the discussion was to offer participants the opportunity to debrief following what would have been, for some at least, quite a challenging experience. Some participants made use of the opportunity for discussion, and asked many questions as well as offering opinions.

The researcher took notes during the discussions, which yielded some additional research material.

### *THE ANALYSIS*

An independent social science researcher contracted for this task only to the Classification Office has undertaken this research component of this consultation. The researcher, who also undertook all data entry and analysis and wrote this report, designed the research instrument.

Quantitative data (tick boxes) was entered in Microsoft Excel and analysed in Excel and SPSS. Qualitative data (comments) was coded by the researcher then entered and analysed in Excel. This was so that the comments made most frequently could be identified and reported. The report draws heavily on direct quotes to illustrate the points people made. The quotes, which are verbatim – that is, the participant's words have not been altered in any way – have

usually been selected for inclusion because they are typical, and illustrate the points made most frequently by respondents. However some quotes have been included to illustrate the range of views on a particular issue. The audience from which the quote was drawn is identified in brackets after the quote itself.

Responses from each of the six consultations were analysed and individual reports on each consultation were prepared for the Classification Office.

## 1.2 Ethical issues

The material to be screened during this consultation was classified R18 in recognition of its potential to injure the public good if seen by people under that age. In addition, it had the potential to offend some viewers.

To minimise potential harm or offence the Office directed the recruitment company to inform participants that their involvement would mean they would be watching sexually explicit material. This warning was repeated in the introduction to each session.

The Office sought to make the session and the venue as pleasant as possible for participants, and took steps to minimise any discomfort. These steps included:

- holding gender segregated viewing sessions to reduce any potential awkwardness in the session or any inhibitions about sharing views in the discussion
- as far as possible, Classification Office staff attending the sessions were of the same gender as the audience. Exceptions were the male Chief Censor who addressed all the viewings and facilitated the discussion, and the female researcher who was present at all the viewings
- making it easy and comfortable for participants to leave the screening should they want to, and providing refreshments, magazines and newspapers, staff support and music for those who chose to do so
- supper was provided for all participants at the conclusion of the video; this was both to offer necessary refreshments, and to give an opportunity for a break between the viewing and the discussion
- each consultation meeting ended with a discussion designed primarily to give an opportunity for participants to share their thoughts or any



---

questions that had arisen for them during the evening. The Chief Censor facilitated the discussion.

### 1.3 Limitations of the consultation

This process gathered the views of 141 people. Even if participants had been drawn completely randomly from the population, this is too small a number from which to attempt to draw conclusions about the views of the population at large. At best, the views of this group of people can give an indication of some of the views held by the wider population.

As discussed, the sample of participants was not drawn randomly from the population. Indeed such a sample is very difficult to achieve. However, considerable efforts were made to include a cross-section of people in the consultation, and the demographic details gathered from participants indicate that the sample did indeed contain a cross-section of age, ethnicity and household composition. An obvious potential bias lies in the willingness of these participants to participate in research, as evidenced by their inclusion in the ACNielsen database.

### 1.4 This report

This report is in six sections:

- a description of the audiences and what they watched
- views about the tone and atmosphere of the clips
- sexual activities viewers deemed degrading
- opinions on whether harm would result from making the videos available
- viewers' recommended classifications
- a conclusion.

## 2.0 The audience and what they watched

### 2.1 Introduction

One hundred and forty-one participants took part in this research, 70 were women and 71 were men. The large majority, 136, watched all five clips and completed a questionnaire on each. The other five watched some of the clips and commented only on those they had seen.

### 2.2 Audience characteristics

#### AGE

Table 2.1 shows the age profile of the audience as a whole. The high proportion of people 24 or under is the result of a deliberate strategy to ensure that younger people were well represented in the consultation. There were young people in the general audiences and the Maori audiences as well as comprising the entire audience of the other two sessions, however when the views of young people are reported it is the views of the young people's audiences that are being discussed.

TABLE 2.1  
AGE OF THE AUDIENCE

Age	Number
18-19	24
20-24	37
25-29	10
30-34	12
35-39	13
40-44	6
45-49	9
50-54	8
55-59	4
60-64	8
Over 65	8
No response	2
Total	141

The age profile of the constituent audiences varied somewhat. The general audiences were fairly similar in age profile with a median age of about 35-39 in the women's audience and 40-44 in the men's audience. The audiences of young people were very similar, with about half of each audience indicating that they were 18 or 19, and half giving their age as between 20 and 24. The Maori audiences also were very similar in age with both having a median age of 35-39 years.

#### ETHNICITY

The total audience included people from a variety of ethnic groups as can be seen from Table 2.2. The high proportion of Maori is explained by a deliberate attempt to seek the views of Maori in this consultation. Maori were represented in the general audiences and the young people's audiences as well as the sessions for Maori alone, however when the views of Maori are reported, it is the views of the Maori audience that are being discussed.

TABLE 2.2  
ETHNICITY OF THE AUDIENCE

Ethnicity	Number
Pakeha New Zealander	75
Maori	50
Pacific	8
Asian	5
Other	14
No response	3
Total	155*

\*Totals to more than 141 as 8 people gave more than one ethnicity

The ethnic profile of the young men's audience was the most diverse, with 12 participants indicating an ethnic group other than, or in addition to, Pakeha New Zealander. The women's audience also included eight of 24 participants who indicated an ethnicity other than or in addition to Pakeha New Zealander.

#### SEXUAL ORIENTATION

One hundred and twenty-seven participants said that they were heterosexual; three indicated they were bisexual and two that they were gay or lesbian. Nine people declined to answer this question.

#### RELIGIOUS AFFILIATION

A little more than a third of participants in this consultation had a religious affiliation.

#### CARE OF CHILDREN

Just under half the audience had had children, and about 60% of those still had children in their care.

#### PREVIOUS VIEWING OF SEXUALLY EXPLICIT MATERIAL

All but three of the men who attended the consultation had watched sexually explicit videos before. Sixteen of the 70 women who attended had not.

TABLE 2.3  
FREQUENCY OF VIEWING SEXUALLY EXPLICIT VIDEOS –  
LAST THREE YEARS

How often watched in last 3 years	Number
More than 20 times	26
10-20 times	16
5-10 times	14
2-5 times	38
Once	13
Never	11
No response	1
Total	119

Of those who had watched before, about a fifth had watched more than 20 times in the last three years. In this report comparisons are sometimes made between the views of different groups in the audience including ‘frequent viewers’. For the purposes of this research, frequent viewers are the group of people who indicated that they had watched sexually explicit videos more than 20 times in the past three years.

Twelve of the 26 frequent viewers were in the young men’s consultation, and 6 were participants in the Maori men’s session. Three of the frequent viewers were young women, three were men and one came from each of the women’s session and the Maori women’s session.

### 2.3 The video clips

Each audience watched the same five clips. The clips varied in length from 11 to 18 minutes.

The clips were chosen by the Office to be typical of a range of material submitted for classification. As the focus of the research was on views about the appropriate classification of ‘harder’ sexually explicit videos, clearly it was important that the clips contained some examples of this material, as well as some comparative ‘softer’ clips. Another consideration in the selection of the clips was to include variety, both in the number and ratio of male to female participants, in the settings and in the tone.

Included here is a brief description of each clip. A fuller description of each clip, including its proper name and production details can be found in Appendix 1. The names for each clip that appear in italics, and which are used throughout this report, were used in the research to enable participants to readily distinguish one clip from another when making a comparative comment.

These descriptions are in the order in which the clips were shown to the audience. The rationale for the order was that it not be such that participants might think it was a progression from ‘softer’ to ‘harder’ material.

*Red latex* shows a range of sexual activities between one man and one woman in an empty warehouse type setting. The man is dressed in a suit, the woman in red latex. Both characters are impassive and there is little verbal communication between them. The man appears to be leading the sexual activity.

*Clay model* is set in an apartment/studio. The woman sculpts a male figure which then comes to life. The characters have some eye contact and smile at one another occasionally. A range of sexual activities takes place on a bed, with neither character obviously leading.

*Blonde woman* shows a range of sexual activities between a woman and two men. The woman is very vocal, both in instructing the men in what she wants them to do, and in expressing her pleasure. The sex, which takes place on a bed, is vigorous.

*Seaside* shows a range of sexual activities between a woman and two men. The sex, which takes place on a rocky foreshore, is preceded by a brief period of kissing and fondling. Once the initial exchange is over there is little verbal communication between the characters.

*Pink couch* involves two women and one man in a range of sexual activities. The three have some conversation and eye contact. At times the man encourages one of the woman to perform sexual activities on the other. The clip shows the widest range of activities and features many close-ups.

### 3.0 Tone and atmosphere of the clips

#### 3.1 Introduction

Videos, which may contain broadly the same range of sexual activities, can vary in tone and atmosphere. One of the purposes of this research was to explore whether members of the audience detected differences in the tone and atmosphere of the five clips they were shown, and which elements of the videos they considered most influenced the tone and atmosphere.

#### 3.2 Tone and atmosphere

For each of the five clips, viewers were asked to choose three words from the list below that best described the tone and atmosphere of the clip.

exploitative	casual	menacing	tedious	unpleasant
mechanical	friendly	selfish	sexy	mutually satisfying
warm	unemotional	fun	relaxing	
clinical	contrived	caring	controlling	

These words were selected from words used by participants in the 2000/2001 consultations<sup>3</sup> to describe the sexually explicit video they watched. The rationale behind this selection was that it offered a range of options from negative descriptors (*exploitative, unpleasant, menacing, controlling, selfish, tedious*); some terms that are arguably more neutral (*clinical, unemotional, casual, contrived, mechanical*); and some positive terms (*warm, friendly, sexy, mutually satisfying, caring, relaxing, fun*).

Respondents were also offered the option of suggesting other words to replace, or in addition to, those provided.

#### RED LATEX

Table 3.1 ranks the 10 words most frequently chosen by members of the audience to describe *Red latex*. It also shows the five words most frequently chosen to describe the clip by each of the constituent audiences. For example, *controlling* was the word selected third most frequently by the audience as a whole to describe *Red latex*, but it was the word chosen most often by the young men and by the Maori women. *Casual* was the 10<sup>th</sup> choice of the audience as a whole, but ranks as the fifth most popular word chosen by the young women to describe this clip.

TABLE 3.1  
WORDS MOST FREQUENTLY CHOSEN TO DESCRIBE *RED LATEX*  
– RANKINGS

<i>Red latex</i>	All	Women	Men	Young women	Young men	Maori women	Maori men
unemotional	1	3	3	1	2	2	3
mechanical	2	1	1	3	3	3	1
controlling	3	2	4	4	1	1	5
tedious	4		4	2			1
contrived	5		2				4
exploitative	6	5				4	
unpleasant	7	3				4	
selfish	8				3		
mutually satisfying	9				5		
casual	10			5			

Few people selected positive words to describe *Red latex*. The most frequently chosen words were *unemotional* and *mechanical*, although in two of the audiences *controlling* was the most common descriptor selected for the clip.

People made a range of comments about the clip. One common view was that it was fairly standard sexually explicit material:

*The clip was quite standard in comparison to what's already on the market, the tone of the clip wasn't violent but had connotations of being controlling. Beside that not really out of the ordinary. (Young man)*

*Thought it was very average. It has no class and no feeling to it. In a way very tedious and boring. Man controlling woman. (Young man)*

*Pretty much what you see when hiring a porno movie from the video store. (Maori man)*

Others gave their personal response to it:

*I found it cold. It disturbed me. I disliked it. (Man)*

*Well, to be honest, it made me horny. (Woman)*

*I find it very difficult to assess as I find it so unpleasant to watch and my gut feeling is that no one should watch something so impersonally ugly. (Woman)*

Some commented on the issue of control:

*It was quite a turn on, but the male dominance was quite concerning. Overall pretty hard out. (Young man)*

*I find the controlling of females degrading as it is assumed, or implied, that they are just animals or objects of being rather than humans with emotions too. (Young woman)*

*The woman is treated as though she is a personal exercise machine and handled in such a way. (Maori woman)*

A few people did describe the clip as degrading:

*Very unemotional. Man degrading woman in a slightly offensive way yet she seems so submissive. Male fantasy? (Young woman)*

*In my view it is very degrading and disgusting to the human race and society. (Maori woman)*

*Disgusting show of the use of the human organs in a degrading and open manner. Destructive to one's mind. (Maori woman)*

### CLAY MODEL

The audience viewed *Clay model* much more positively. As can be seen from Table 3.2 it attracted several positive descriptors amongst the top 10 words chosen, and the phrase *mutually satisfying* was by far the most common description, chosen by almost two-thirds of participants.

TABLE 3.2  
WORDS MOST FREQUENTLY CHOSEN TO DESCRIBE *CLAY MODEL* – RANKINGS

<i>Clay model</i>	All	Women	Men	Young women	Young men	Maori women	Maori men
mutually satisfying	1	1	1	1	1	1	1
casual	2	3		2	5	3	
contrived	3	2	3				2
mechanical	3	5	2			2	3
fun	5			3	4		3
warm	5			4	2		
friendly	7						3
unemotional	7		5			2	
tedious	9		4				
relaxing	9				3	3	
sexy	11			5			
exploitative	12	4				3	

Table 3.2 also shows that *sexy* and *exploitative* whilst not among the 10 words or phrases most frequently chosen by the audience as a whole, did rank amongst the top five choices for three of the constituent audiences. These are some typical comments members of the audience

made about *Clay model*:

*This one actually had a semi-story and there were a few moments of warmth between the man and the woman. (Woman)*

*Characters interacted with each other somewhat instead of just acting on each other. (Man)*

*To me, typifies pornography that doesn't set out to degrade, is simply a straightforward sexual act manual without any emotion. Again, one-dimensional sex. (Man)*

*I took no offence at all to this clip. Both participants were treated as equal, neither were exploited or controlled in any manner. (Young woman)*

*Very good. Both seemed to be enjoying themselves, and quite sensual. (Young man)*

*A nice arousing clip. A work of art. (Young man)*

*Bit better than the last one. More of a two-way thing going on. (Maori woman)*

*Could generally be watched as fantasy for either sex. (Maori man)*

### BLONDE WOMAN

The words most commonly selected to describe the *Blonde woman* clip were neutral or negative descriptors. Two positive descriptors made the top 10, both were selected more frequently by young men than by other viewers.

TABLE 3.3  
WORDS MOST FREQUENTLY CHOSEN TO DESCRIBE *BLONDE WOMAN* – RANKINGS

<i>Blonde woman</i>	All	Women	Men	Young women	Young men	Maori women	Maori men
mechanical	1	1	2			1	1
unemotional	2	2	1	1	2	5	4
tedious	3	2	2	2		2	1
controlling	4			4	1		1
unpleasant	5	4		4		2	
exploitative	6	5	5			5	
contrived	7		4			2	
mutually satisfying	8				2	5	4
selfish	9			2	5		
fun	10				2		

The overriding impression that the *Blonde woman* clip left, judging by people's comments, was the very vocal performance of the female character:

*That film was appalling. The language and dialogue was obscene. Ban this video. (Young man)*

*Cool setting. Good soundtrack. Everyone will like it. (Young man)*

*I don't like the language used in that clip (Maori woman)*

*The stupid noises the woman made made me feel better about the stupid noises I make. (Young woman)*

*I've known some screamers but I just wanted that woman to shut up. (Maori man)*

As can be seen from these examples, some people took it as an indication that the woman was in control of the sexual activity; others were not so sure:

*Very loud woman. Totally dominant female. (Maori man)*

*The woman appeared to be in control issuing orders, being satisfied. I couldn't decide if this mediated the dehumanising element of her being portrayed as a sexual predator. (Man)*

*Her growls and shouts seemed to exist for the potential audience only – didn't really look that enjoyable. .! (Young woman)*

*I believe the woman degraded other women. She controlled the whole scene, but she portrayed she had that control but in reality she didn't – the men fucked her for their pleasure. (Maori woman)*

Some other comments reflected on the purely physical nature of the sexual interaction presented in the clip:

*All characters dehumanised as no feelings involved. Purely physical reactions. (Woman)*

*This clip doesn't really injure anyone or present direct degrading behaviour – it just contributes to the already established concept of sex as purely physical gratification. (Young woman)*

## SEASIDE

The clip *Seaside* was the one about which the audiences were most divided. This can be seen from the words most frequently chosen to describe the clip.

While there was little disagreement about the top three or four words, some of the other words most frequently selected suggested that members of the audience either found this clip to have exploitative and unpleasant overtones, or, they saw it as having a tone and atmosphere that was friendly and fun with mutually satisfying sex.

TABLE 3.4  
WORDS MOST FREQUENTLY CHOSEN TO DESCRIBE *SEASIDE* – RANKINGS

<i>Seaside</i>	All	Women	Men	Young women	Young men	Maori women	Maori men
mechanical	1	3	2	5	1	1	1
unemotional	2	1		1	1	1	4
tedious	3	1	1	1	3	5	3
contrived	4	4	3			3	2
casual	5		3	1			5
exploitative	6	4				3	
mutually satisfying	7			4			
fun	7				3		5
unpleasant	9						
controlling	10					5	
sexy	11				3		
friendly	12		5				

People who thought the clip portrayed three people having mutually satisfying sex made these comments:

*I think this was really a movie that a couple could watch and enjoy together. Not really explicit but fully enjoyable. (Maori man)*

*Brilliant. The girl was terrific and handled the situation well. It was a turn on to see such a lovely, sexy, innocent looking girl go hard! (Young man)*

*This seemed a fairly average sexually explicit, not because of the acts performed, but because there was not control inflicted on any parties and everything was mutually wanted by all parties. (Young woman)*



Others commented that the woman in the clip did not appear to enjoy the sex, and this affected their response to the clip:

*It looked pretty sore to that girl. She was tired. (Maori woman)*

*At some points the girl did not seem to be enjoying it – not usually spotted in pornos – including the fact that she gagged on more than one occasion. (Maori woman)*

*I think I heard the woman cry in pain at one stage, which is a bit rough. (Young man)*

*During the double penetration the woman had a pained look on her face. I don't think it's degrading, but I don't agree with it. (Young woman)*

*I felt the woman in this clip was portrayed as being almost coerced into the sexual activity. I got a bad feeling about it which I did not get from say clip 2 (Clay model). (Woman)*

### PINK COUCH

The tone and atmosphere of the last clip the audience watched attracted the most negative descriptive words. *Controlling*, *unpleasant* and *exploitative* were three of the four words most frequently selected by the audience as a whole.

TABLE 3.5  
WORDS MOST FREQUENTLY CHOSEN TO DESCRIBE PINK  
COUCH – RANKINGS

<i>Pink couch</i>	All	Women	Men	Young		Maori	
				women	men	women	men
controlling	1	2	1	4	4	2	2
unpleasant	1	1		1	2	3	
unemotional	3			2	1	4	1
exploitative	4	4	4	4	3	1	
mechanical	5	3	4			4	4
tedious	6	4	3			4	
contrived	7		1				3
casual	8			3			5
mutually satisfying	8						
selfish	10						
menacing	10				5		

Some people reflected on the control shown in the clip as these comments show:

*This clip was really good if you're into dominating*

*and that stuff. (Maori man)*

*Very disturbing and disgusting. One man controls two women. Degrades women. (Maori woman)*

*Was not too bad, I'm just not into holds that restrict a person. (Maori man)*

*He was a bit of dodgy guy the way he treated them, but they were up for it because they stayed. (Young man)*

*I think the girls were definitely made into objects for him to act out his sexual desire on. I hated how he spanked them and showed them to the camera. I think this was degrading. (Young woman)*

*I found the menacing thing about this video to be the changing collusion between the man and each of the women. Almost as if he had to have one 'on his side' versus the other. (Woman)*

Other comments were about how explicit this clip is:

*I found that because all the characters wanted it, it wasn't that offensive. But the content is so hard it should definitely carry a warning. (Young man)*

*This is gross and sick. If this isn't banned you guys aren't doing your job. (Young man)*

*I felt desensitised with all these clips but this would be the most graphic, although I didn't think it was too explicit. (Maori woman)*

*This clip very different from the other four. More graphic and more aggressive. (Man)*

### 3.3 Influences on tone and atmosphere

Participants were asked to indicate which elements of the video contributed most to the tone and atmosphere of the clips. They could select from the following, or suggest another influence:

- camera work
- sound track
- interaction between the characters, and
- setting or scenario.

Most members of the audience thought that camera work

and interaction between the characters had more influence on the tone and atmosphere of the clips than the other elements. Soundtrack was considered to be influential on the tone and atmosphere of the *Blonde woman* clip, and setting played a part in tone and atmosphere of the *Seaside* clip.

The different audiences varied slightly in the emphasis they placed on different elements, with Maori men and women indicating that camera work played the major part, and young men being of the view that the interaction between the characters was more influential. The other groups considered the two elements to have a similar influence on the tone and atmosphere of the clips.

## 4.0 Sexual activities the audience found degrading

### 4.1 Introduction

After members of the audience had described the tone and atmosphere of the clips they were asked to think about the specific sexual activities each clip had contained, and to indicate whether they found any of them degrading. No prompts were given, and people were asked to use whatever words they liked, but to describe as clearly as possible the activity they were referring to.

### 4.2 The proportion of the audience who found one or more activity degrading

While overall almost 85% of those who watched the video clips found one or more sexual activities presented to be degrading, there was variation in how many people in each of these audiences identified activities as degrading. Table 4.1 below shows that all the Maori women who viewed the clips found at least one activity presented degrading, but only slightly more than half of the Maori men who watched the same clips agreed. Amongst the general audiences all but one of the women found some of the activities degrading but five of the men found nothing degrading. Similar proportions of young men and young women found activities degrading.

TABLE 4.1  
THOSE WHO FOUND ONE OR MORE  
ACTIVITIES DEGRADING

	Number who identified one or more activity as degrading	Size of audience	% of audience
General audience - women	25	26	96%
General audience - men	18	23	78%
Young women	22	25	88%
Young men	21	24	88%
Maori women	19	19	100%
Maori men	14	24	58%
<b>Total</b>	<b>119</b>	<b>141</b>	<b>84%</b>

Not all the clips contained exactly the same sexual activities. While some activities did appear in all the clips, other activities appeared in one or more but not all five clips (see Table 4.2).

## 4.3 Most degrading activities

Table 4.2 lists the activities that were identified most often as degrading by the audience as a whole. The number in the second column shows how often it was mentioned, not the number of people identifying the activity as degrading. For example, if a viewer found the same activity degrading in three clips that would be recorded as three 'mentions'. The number in the third column shows the number of clips in which the activity appeared.

In reading this table and those that follow, it must be remembered that many activities were featured repeatedly and some appeared only occasionally. Table 4.3 and those that follow are presented to show any differences between the audiences in the extent to which they found activities degrading and in the sorts of activities that were deemed to be degrading.

TABLE 4.2  
DEGRADING ACTIVITIES – TOTAL AUDIENCE

Activities	Number of mentions	Number of clips in which it appears
Penis from anus to mouth	74	3
Saliva and spitting (general)	66	2
Anal sex	66	4
Ejaculation on a woman's face	59	5
Splaying and display of anus	48	3
Spitting in anus or vagina	47	3
Pushing or positioning woman	33	3
Simultaneous penetration of anus and vagina	32	2
Oral sex	30	5
Finger from anus to mouth	30	2
Slapping	29	1
Sex with two men at once	17	2
Finger in anus or vagina	16	5
Verbal commands	14	2
Woman appears in pain	10	1
Woman's vocals	10	1
Sex with two women at once	5	1
Close ups of anal sex	4	4
Licking anus	4	1

Table 4.2 shows that the activity most often identified as degrading by the audience as a whole was alternating anal and oral penetration (penis from anus to mouth). And this is particularly notable as the activity appeared in only three of the five clips shown to the audience.

Saliva and spitting in general, as well as spitting into the anus or vagina appear high on the list of degrading activities despite being seen in only the second and third of the five clips respectively. The distinction between these activities is somewhat arbitrary in this analysis as it likely that some people will have written ‘saliva and spitting’ as a degrading activity when referring to saliva or spitting in the anus or vagina. However, responses were only coded as ‘spitting in anus or vagina’ if that was specifically mentioned by the respondent.

Anal sex, and ejaculation on a woman’s face were other activities frequently cited as degrading. These activities appeared in the fourth and fifth of the clips respectively.

Splaying and display of the anus, pushing or positioning a woman, simultaneous penetration of anus and vagina, and finger from anus to mouth were also frequently mentioned as degrading despite being seen in only two or three of the clips.

Slapping was mentioned as a degrading activity 29 times despite appearing in only one of the five clips.

#### 4.4 The activities different groups found degrading

Tables 4.3 to 4.9 show the activities identified as degrading by members of each of the six audiences and by frequent viewers.

TABLE 4.3  
DEGRADING ACTIVITIES – WOMEN’S AUDIENCE

Activities	Number of mentions
Ejaculation on a woman’s face	20
Penis from anus to mouth	20
Pushing or positioning the woman	15
Spitting in anus or vagina	15
Saliva and spitting (general)	13
Sex with two men at once	10
Simultaneous penetration of anus and vagina	9
Oral sex	8
Verbal commands	7
Finger from anus to mouth	7
Anal sex	6
Slapping	5
Finger in anus or vagina	3
Sex with two women at once	3

In comparison with their male counterparts, women in the general audience more frequently identified sexual activities they watched as degrading. The activities most commonly cited were ejaculation on a woman’s face, oral sex

immediately after anal sex, spitting and pushing or positioning the woman.

TABLE 4.4  
DEGRADING ACTIVITIES – MEN’S AUDIENCE

Activities	Number of mentions
Ejaculation on a woman’s face	15
Anal sex	13
Saliva and spitting (general)	10
Simultaneous penetration of anus and vagina	8
Oral sex	7
Slapping	6
Spitting in anus or vagina	5
Penis from anus to mouth	4
Pushing or positioning woman	4
Sounds	4
Finger from anus to mouth	3
Splaying and display of anus	3
Verbal commands	3

The men’s audience was slightly smaller than the women’s audience, 23 viewers rather than 26, and the number of degrading sexual activities cited was fewer. The activities they identified as degrading were similar, with fewer mentions of oral sex immediately after anal sex and somewhat more frequent mentions of anal sex alone.

TABLE 4.5  
DEGRADING ACTIVITIES – YOUNG WOMEN’S AUDIENCE

Activities	Number of mentions
Splaying and display of anus	16
Penis from anus to mouth	11
Anal sex	9
Ejaculation on a woman’s face	7
Saliva and spitting (general)	6
Slapping	6
Pushing or positioning woman	5
Spitting in anus or vagina	5
Simultaneous penetration of anus and vagina	4

The audience of young women identified fewer activities as degrading than either the women’s or men’s audiences. The activities they did identify were similar with the exception that the activity most frequently cited was the splaying and display of the woman’s anus.

TABLE 4.6 DEGRADING ACTIVITIES – YOUNG MEN’S AUDIENCE

Activities	Number of mentions
Saliva and spitting (general)	11
Spitting in anus or vagina	9
Anal sex	8
Penis from anus to mouth	7
Slapping	6
Splaying and display of anus	5
Pushing or positioning woman	5
Finger from anus to mouth	5
Ejaculation on a woman’s face	4
Licking anus	3

The young men identified a similar range of degrading activities as the young women, and the number of times they were mentioned was also comparable.

TABLE 4.7 DEGRADING ACTIVITIES – MAORI WOMEN

Activities	Number of mentions
Penis from anus to mouth	26
Anal sex	24
Saliva and spitting (general)	19
Splaying and display of anus	13
Ejaculation on a woman’s face	12
Oral sex	11
Spitting into anus or vagina	10
Finger from anus to mouth	9
Simultaneous penetration of anus and vagina	8
Finger from anus to vagina	6
Pushing or positioning woman	3
Sex with two men at once	3

Despite being the smallest audience – 19 women – these Maori women identified activities as degrading far more frequently than members of other audiences. Of particular concern to them were anal sex immediately followed by oral sex, anal sex alone, and the use of saliva and spitting.

TABLE 4.8 DEGRADING ACTIVITIES – MAORI MEN

Activities	Number of mentions
Anal sex	6
Saliva and spitting (general)	6
Penis from anus to mouth	5
Finger from anus to mouth	5
Oral sex	3
Spitting in anus or vagina	3

In comparison to the other audiences and in particularly marked comparison to the Maori women, the Maori men’s audience identified few activities as degrading. The mentions that were made were of the same sorts of sexual activities cited by members of the other audiences, the top three activities being the same as for the Maori women’s group. The men’s comments on the questionnaire and in the discussion indicated that they saw the clips as fairly standard R18 material which they recognised as fantasy and which they did not perceive as degrading.

TABLE 4.9 DEGRADING ACTIVITIES – FREQUENT VIEWERS

Activities	Number of mentions
Penis from anus to mouth	13
Spitting in anus or vagina	9
Saliva and spitting (general)	8
Finger from anus to mouth	8
Pushing or positioning woman	6
Slapping	5
Splaying and display of anus	5
Anal sex	3
Verbal commands	3

Twenty-six people indicated that they had watched sexually explicit videos of this kind more than 20 times over the last 3 years. Almost half of them were young men, and only five were women. Not surprisingly, the activities the frequent viewers found degrading, and the number who did so, was very similar to the results for young men.

## 4.5 Degrading activities within each clip

One of the main objectives of the research was to get viewers to compare sexually explicit video clips. This section shows how each audience reacted to the presentation of sexual activities within each clip.

TABLE 4.10 RED LATEX

	Number of people who identified the activity as degrading						Total
	Women	Men	Young women	Young men	Maori women	Maori men	
	(26)	(23)	(25)	(24)	(19)	(24)	(141)
Saliva and spitting	10	5	6	9	11	6	47
Penis from anus to mouth	12	3	2	5	9	2	33
Spitting in anus or vagina	7	4	5	6	6	0	28
Anal sex	3	3	4	3	10	2	25
Ejaculation on a woman’s face	9	4	3	0	0	0	16
Pushing or positioning woman	6	2	2	0	0	0	10
Oral sex	3	2	0	0	4	0	9

In *Red latex* the saliva and spitting, anal sex immediately followed by oral sex, and anal sex alone were cited as degrading by some members of all audiences. Spitting in the anus or vagina was also specifically mentioned by some members of all audiences except the Maori men.

TABLE 4.11  
*CLAY MODEL*

	Number of people who identified the activity as degrading						Total (141)
	Women	Men	Young women	Young men	Maori women	Maori men	
	(26)	(23)	(25)	(24)	(19)	(24)	
Ejaculation on a woman's face	3	2	0	0	3	0	8
Oral sex	2	2	0	0	3	0	7
Anal sex	2	2	0	0	3	0	5
Penis from anus to mouth	0	0	0	0	2	0	2

Few people found any sexual activities in *Clay model* degrading. No young women, young men or Maori men identified any activities in this clip as degrading.

TABLE 4.12  
*BLONDE WOMAN*

	Number of people who identified the activity as degrading						Total (141)
	Women	Men	Young women	Young men	Maori women	Maori men	
	(26)	(23)	(25)	(24)	(19)	(24)	
Simultaneous penetration of anus and vagina	5	5	2	0	4	0	16
Ejaculation on a woman's face	4	5	2	0	4	0	15
Women's vocals	8	0	0	0	4	0	12
Saliva and spitting	2	5	0	0	4	0	11
Penis from anus to mouth	2	0	2	0	6	0	10
Spitting in anus or vagina	0	6	0	0	3	0	9
Anal sex	0	0	2	0	4	2	8
Sex with two men at once	5	0	0	0	2	0	7

More women, and Maori women in particular identified activities they found degrading in the *Blonde woman* clip. No young men and only two Maori men described activities they considered degrading in this clip. Some men in the general audience were concerned about activities which used saliva and spitting, simultaneous penetration of anus and vagina, and ejaculation on a woman's face.

TABLE 4.13  
*SEASIDE*

	Number of people who identified the activity as degrading						Total (141)
	Women	Men	Young women	Young men	Maori women	Maori men	
	(26)	(23)	(25)	(24)	(19)	(24)	
Simultaneous penetration of anus and vagina	4	3	2	2	4	0	15
Women in pain	5	2	0	0	0	0	7
Anal sex	0	2	2	0	3	0	7
Ejaculation on a woman's face	3	3	0	0	0	0	6
Sex with two men at once	5	0	0	0	0	0	5
Pushing or positioning	4	0	0	0	0	0	4
Oral sex	0	0	0	0	2	0	2
Penis from anus to mouth	0	0	0	0	2	0	2
Verbal commands	0	2	0	0	0	0	2

There was a range of activities described as degrading in *Seaside*, but none of them were identified that way by more than a few people in any one audience. The younger audiences in particular found few activities degrading in *Seaside*, although, as the next section of this report shows, about a quarter of each of these audiences considered that the woman in this clip was presented as inferior.



TABLE 4.14  
PINK COUCH

	Number of people who identified the activity as degrading						
	Women	Men	Young	Young	Maori	Maori	Total
	(26)	(23)	women (25)	men (24)	women (19)	men (24)	(141)
Splaying and display of anus	6	2	13	5	6	2	34
Finger from anus to mouth	7	3	0	5	9	5	29
Penis from anus to mouth	5	0	7	2	7	3	24
Slapping	5	0	6	6	5	0	22
Pushing or positioning	4	2	3	3	2	0	14
Anal sex	0	6	0	4	4	0	14
Spitting in anus or vagina	2	6	0	3	0	0	11
Fingers in anus or vagina	4	0	0	2	5	0	11
Oral sex	0	2	0	0	2	0	4
Saliva and spitting	0	0	0	0	4	0	4
Sex with two women at once	3	0	0	0	0	0	3
Ejaculation on a woman's face	0	0	0	0	2	0	2
Woman's vocals	0	2	0	0	0	0	2
Licking anus	0	0	0	2	0	0	2

*Pink couch* and *Red latex* were the clips in which the most people identified activities as degrading. As well as alternating between anal and oral sex, the splaying and display of a woman's anus, and slapping were the activities most often identified as degrading.

## 5.0 Characters presented as inferior

### 5.1 Introduction

One of the things that must be taken into consideration in classification is whether the publication represents any group of people as inherently inferior to others. The question was asked of the participants to this consultation whether any person or group in the clips they saw was presented as inferior to any other.

### 5.2 Characters presented as inferior

The views of participants varied both according to which clip it was, and which audience group they belonged to. Presented in the tables below are the responses to the question about whether any group was presented as inferior.

#### *Red latex*

Just over half of the total audience thought that one character was presented as inferior in *Red latex*. In all cases participants thought that it was the woman who was presented as inferior.

In the group of young men however, three-quarters considered this was the case, and two-thirds of the Maori women's group thought it was the case. With the contrary view, less than a third of the men's group thought a character was presented as inferior, as did less than half of the Maori men's group.

TABLE 5.1  
CHARACTERS PRESENTED AS INFERIOR – *RED LATEX*

<i>Red latex</i>	All (Number)	All (%)	Women	Men	Number			
					Young women	Young men	Maori women	Maori men
Yes	75	53%	14	7	13	18	13	10
No	61	43%	9	15	12	6	5	14
No response	5	4%	3	1	0	0	1	0
<b>Total</b>	<b>141</b>	<b>100%</b>	<b>26</b>	<b>23</b>	<b>25</b>	<b>24</b>	<b>19</b>	<b>24</b>

In some cases the perception of inferiority related to control:

*The female was made out to be inferior because she had no control over what was happening and wasn't completely satisfied. Her satisfaction seemed of little importance. (Young man)*

*The woman. It seems she had no say in the activity and was forced to do things that are socially unacceptable. (Young man)*

*The girl, but only because she was so submissive to*

*him, which is fine only if it was her choice to be submissive. (Young woman)*

*The woman seemed inferior in the frames where he almost seems to force her into position to enter her from behind, then he seems to just grab a handful of breast and tug. Looked uncomfortable. Maybe all the groaning was not from pleasure. (Young woman)*

*The way the woman was kneeling and the man was standing. Also, the man was moving the woman around. (Man)*

*The use of his hands on her head and neck, directing, forcing her head. The woman was most often on her knees serving him rather than positioning herself for any pleasure. (Man)*

For some, inferiority was conveyed by what the characters were wearing:

*The woman because of the way she was dressed. He was in a suit, she was in a latex suit. (Maori man)*

*The woman – she appeared to be dressed and performing in a way in which to appeal to the man (acting on command). The man was in a suit which indicated he was in authority. (Maori woman)*

For others, it was to do with the activities themselves:

*The lady, having him spit in her mouth and arse. (Maori woman)*

*The guy spitting all over the woman could be seen as inferior. (Young man)*

#### *Clay model*

Only 14 people in the audience thought that a character in this clip was presented as inferior. All of them thought it was the woman, but few comments were made which threw any light on what had given that impression.

#### *Blonde woman*

About a quarter of the total audience thought that one or more characters were presented as inferior in the *Blonde woman* clip. About a third of those who held this view (8 men and 4 women) thought that it was one or both of the men in the clip who were presented that way.

There were quite marked differences in the opinions of the various audiences. A higher proportion of women in the general audience thought that a character was presented as inferior whereas only two people in each of the young men's and Maori women's audience had the same opinion.

TABLE 5.2  
CHARACTERS PRESENTED AS INFERIOR – BLONDE WOMAN

Blonde woman (Number)	All (%)	All (%)	Women	Men	Young		Maori	
					women	men	women	men
Number								
Yes	34	24%	10	7	6	2	2	7
No	95	67%	11	15	16	22	14	17
No response	12	9%	5	1	3	0	3	0
<b>Total</b>	<b>141</b>	<b>100%</b>	<b>26</b>	<b>23</b>	<b>25</b>	<b>24</b>	<b>19</b>	<b>24</b>

Those who thought the woman was the one presented as inferior made these comments:

*The woman was just there to get fucked. (Maori man)*

*She made herself inferior by the way she was acting, pretending to enjoy the sex. (Maori woman)*

And someone who thought the men were presented that way, said this:

*She called the shots and the men performed. (Woman)*

### Seaside

A quarter of the audience thought that the woman in *Seaside* was presented as inferior. The proportion of the individual audiences who held that opinion was very consistent apart from the fact that only three of 24 Maori men considered that the character had been presented as inferior.

TABLE 5.3  
CHARACTERS PRESENTED AS INFERIOR – SEASIDE

Seaside (Number)	All (%)	All (%)	Women	Men	Young		Maori	
					women	men	women	men
Number								
Yes	36	25%	8	6	7	7	5	3
No	94	66%	13	16	15	17	12	21
No response	11	9%	5	1	3	0	2	0
<b>Total</b>	<b>141</b>	<b>100%</b>	<b>26</b>	<b>23</b>	<b>25</b>	<b>24</b>	<b>19</b>	<b>24</b>

People who thought the woman had been presented as inferior said these things:

*The woman. Even though she carried through with all the positions she at times seemed to be in pain but still continued. (Maori woman)*

*The woman. Apart from the start she seemed like a sexual mannequin. (Young man)*

*The way they were standing over her and one of them was saying 'suck me, suck me' in a commanding way. (Man)*

### Pink couch

Forty-two percent of the audience thought that a character or characters in *Pink couch* were presented as inferior. All except one person thought that it was one or both of the women who were presented in this way.

TABLE 5.4  
CHARACTERS PRESENTED AS INFERIOR – PINK COUCH

Pink Couch (Number)	All (%)	All (%)	Women	Men	Young		Maori	
					women	men	women	men
Number								
Yes	59	42%	12	8	12	10	8	9
No	65	46%	7	15	9	11	9	14
No response	17	12%	7	0	4	3	2	1
<b>Total</b>	<b>141</b>	<b>100%</b>	<b>26</b>	<b>23</b>	<b>25</b>	<b>24</b>	<b>19</b>	<b>24</b>

Somewhat more women and young women thought that one or other of the female characters had been presented as inferior, and a slightly lower proportion of men and the Maori men's audience agreed with the proposition.

The elements of the video that led most people to their conclusions were the slapping, the restraint of women during oral sex, and the control the man exerted over the activity. These comments illustrate some of those points:

*The women were presented as sex-toy playthings. No power sharing in the sex scenes. (Maori man)*

*Both women (were inferior) by the way he held the back of their necks during oral sex and the way he would slap them, plus spitting on them. (Maori man)*

*The woman giving the man a blow job – when he had his hands around her throat. The women were portrayed as a collection of holes. There wasn't much to suggest that they were sexual beings in themselves. (Maori woman)*

*The spanking thing definitely made the women inferior. (Young man)*

*The women – being used and dominated. (Young woman)*

In general, a higher proportion of the women's audiences than the men's audiences said that the women in these video clips were presented as inferior. One marked exception to this was with the first clip *Red latex* where 18 of the 24 members of the young men's audience indicated that they thought the woman was presented as inferior.

## 6.0 Injury to the public good

### 6.1 Introduction

Under the *Films, Videos, and Publications Classification Act 1993* a publication is objectionable if it deals with a range of matters, including sex, in such a manner that the availability of the publication is likely to ‘be injurious to the public good’.

Members of these audiences were asked to decide whether allowing adults to see any of the five video clips they had watched would result in harm to society. ‘Harm to society’ was chosen as a more comprehensible phrase, and it was made clear to participants that for the purposes of their task it was synonymous with ‘injurious to the public good’.

Those people who were of the view that making the video available would be likely to result in harm to society were asked to elaborate on what they considered the likely harm or harms to be.

### 6.2 Injury to the public good

Fewer than one in ten thought that harm to society would result from making *Clay model* available to adults. Around one person in six thought *Blonde woman* and *Seaside* would result in injury to the public good, and more than one in five held the same view about *Red latex*. More than one in four thought it likely that harm would result from making *Pink couch* available.

TABLE 6.1  
ALLOWING ADULTS TO SEE THE CLIP WILL RESULT IN HARM TO SOCIETY

	<i>Red latex</i>		<i>Clay model</i>		<i>Blonde woman</i>		<i>Seaside</i>		<i>Pink couch</i>	
	No	%	No	%	No	%	No	%	No	%
Yes	31	22%	11	8%	25	18%	24	17%	40	28%
No	105	74%	120	85%	99	70%	107	76%	85	60%
No response	5	4%	10	7%	17	12%	10	7%	16	12%
<b>Total</b>	<b>141</b>	<b>100%</b>	<b>141</b>	<b>100%</b>	<b>141</b>	<b>100%</b>	<b>141</b>	<b>100%</b>	<b>141</b>	<b>100%</b>

A higher proportion of women and men in the general audiences indicated that harm would result from making the clips available, and more Maori women also believed the clips would injure the public good than did members of other audiences. Young women and young men were less likely to think that making the clips available would

lead to harm for society, and Maori men identified virtually no harms other than a distinct concern for public health. Both Maori groups acknowledged that their attitudes towards the harms from making the video available would be different if the clips used Maori actors and the action took place in Maori settings.

*The fact that it was not Maoris in the movie means it doesn't matter. If it was two Maoris it would be different. (Maori man)*

Frequent viewers were less likely than other viewers to consider that making the videos available would result in harm to society. One man said this:

*Porn is part of life that, if kept within boundaries, is perfectly fine. These video clips were within those boundaries. I found them to be very acceptable. (Maori man)*

### 6.3 The harms

About a third of those who indicated that harm would result from making a clip available, did not expand on their opinion. Those who did identified two main types of harm. Most frequently mentioned was the harm to personal and public health that could result from the unsafe sexual practices shown in the clips. Although shared by others, this was a concern expressed in a particularly high number of comments from Maori men, and in fact was the only harm identified by this audience. Here are some examples of what they said:

*Demeaning. While I can see that applying condoms might halt the flow of the action I found the anal then vaginal, and anal/oral changes quite appalling. STD education! NOT! (Maori man)*

*Very similar to most R18 videos on the market at present. Does not show safe sex ie condoms. (Maori man)*

*Use of condoms!! (Maori man)*

*Great views and some very difficult sex scenes. Safe sex?? Condoms. HIV AIDS Hep A and B. (Maori man)*

Members of other audiences expressed similar views. This comment was made about *Clay model*, and contains a reference to the first clip *Red latex*:

*I think in both scenes they should be wearing condoms. Because no matter if you are 13 or 48 condoms should still be promoted to you. (Young man)*

One young woman said this about *Blonde woman*:

*Safe sex was not promoted and it appeared to be more aggressive with the two men involved – could be promoting the wrong kind of message for those who have/engage in sex with multiple partners. (Young woman)*

Other people made these comments:

*Giving some men the idea that women they work and socialise with might want unprotected sex. A wrong impression. (Man)*

*A lot of unsafe sex. Guys didn't use any condoms throughout – especially when they shared the same pussy. (Man)*

*Medically anal to oral has to have immediate risks! (Woman)*

The second most frequently identified harm by five of the six audiences was that these video clips could create the wrong impression for men about what women enjoy sexually, and could encourage men to try sexual activities that women may not want. These are the ways some people described their concerns:

*Men expecting double penetration is awesomely enjoyable and expect other women to enjoy such. (Woman)*

*Because the guys who watch it will get the impression that all women are into anal or will give them a blow job after anal. (Woman)*

*Men might expect women to behave in such a manner during their sexual activities. (Man)*

*Repetitive viewing of such videos will eventually lead people to think such behaviour is the norm. (Man)*

*Find it disturbing the way sex is portrayed. Women completely accepting and enjoying any position/idea. No real concept of sex between real people. Worries me that this becomes an accepted idea of how sex should be. That inexperienced or ignorant people put this up/believe it as the norm. That is potentially dangerous to the public good. (Young woman)*

*People being pressured into threesomes or anal sex when they don't want it or aren't prepared for it. (Young woman)*

*If a guy learned all about women from porn it would be really bad. (Young man)*

*I believe it would encourage men to treat women like shit. (Maori woman)*

*I'd be concerned about teenage males thinking that that was an acceptable way to treat women. (Maori woman)*



---

## 7.0 Recommended classifications

### 7.1 Introduction

Once viewers had considered the tone and atmosphere of the five clips, decided whether any sexual activities they contained were degrading, and thought about whether making the videos available would cause any injury to the public good, they were asked to recommend a classification for each clip.

### 7.2 Issues taken into account in classification

The Chief Censor outlined the process of classification to each audience and explained what the legislation required censors to consider in reaching their decisions. Participants were asked to bear these issues in mind when making their recommended classifications.

Comments indicated that some members of the audience were separating their own response to the material from their recommended classification:

*The clips are boring and degrading but whether they meet the Act's level, I fear not. They reduce the sex act to a mechanical function and leave out what makes us human – emotions. (Man)*

*That was disgusting and way more than necessary, very offensive to me BUT I guess that could be my personal feelings, if you were into that kind of thing then it wouldn't be offensive. (Young woman)*

Some people grappled with the concept of injury to the public good, and the need for freedom of expression. Here are two examples of what people said:

*Difficult to decide what might be deemed Objectionable on the basis of 'injury to the public good'. What is the public good? On this basis, although I found some content personally objectionable I could not justify an Objectionable rating without knowing what 'harm to the public good' might mean. (Man)*

*I believe that a lot of this material is damaging and injurious to society predominantly because it depicts sex as such an unemotional, casual and physical thing. . but I know that lots of people do not see things the way I do and we have to allow freedom of expression. (Young woman)*

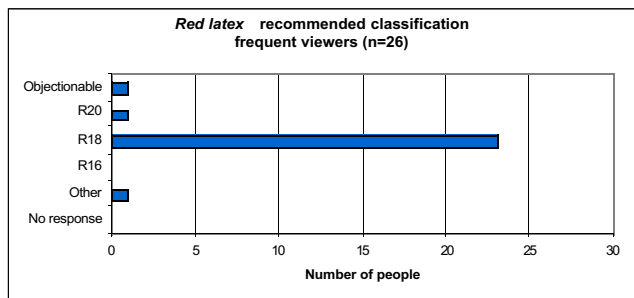
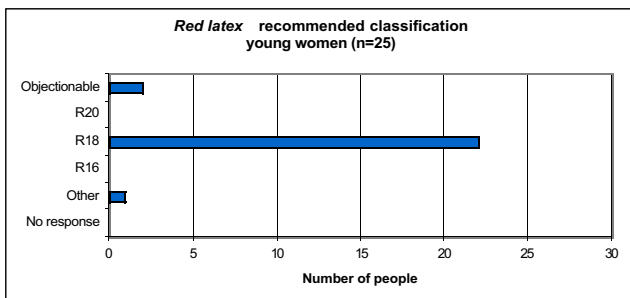
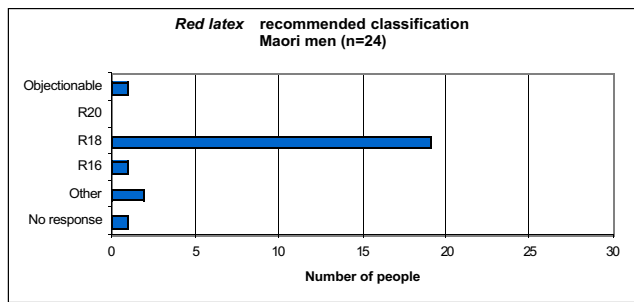
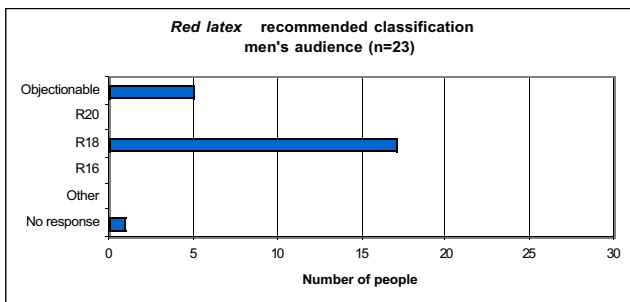
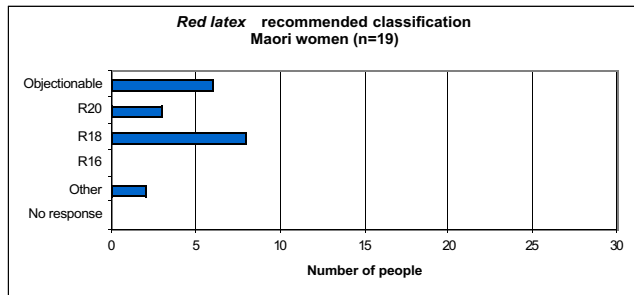
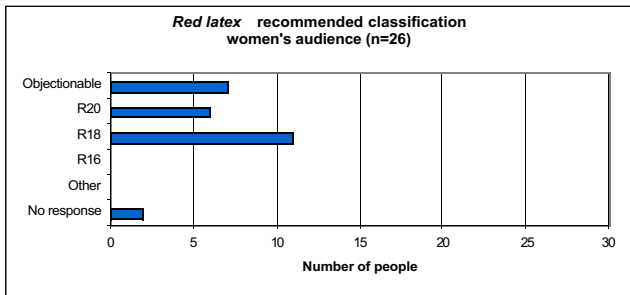
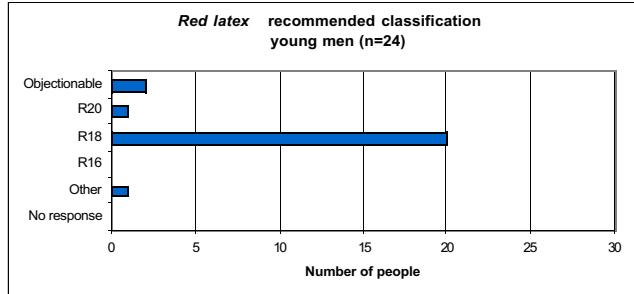
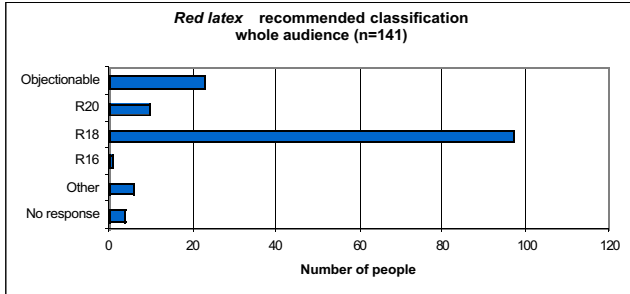
## 7.3 Recommended classifications

For each of the five clips the most frequently recommended classification was R18. The proportion of the audience making this recommendation ranged from 63% of the audience for *Pink couch* to 77% of the audience for *Clay model*. The proportion of the audience who recommended a classification of Objectionable ranged from 5% for *Clay model* to 23% for *Pink couch*.

There were however some notable differences between the classifications recommended by each constituent audience. Presented below are graphics which show for each clip in turn the recommended classifications of the audience as a whole, then the recommendations of each constituent audience and of frequent viewers.

*Red latex*

FIGURE 7.1  
RED LATEX RECOMMENDED CLASSIFICATIONS



A clear majority of the audience as a whole thought that the appropriate classification for *Red latex* was R18. Twenty-one people (15%) thought the clip should be banned.

The Maori women along with the general women's and men's audiences had higher proportions of people who thought the clip should be banned than the other audiences. Maori women and women in the general audience were also more likely to recommend a classification of R20 than people in other audiences.

These were some of the comments about the classification of *Red latex*:

*Although degrading for the female I do not think it would be sufficient to warrant a ban on it. (Man)*

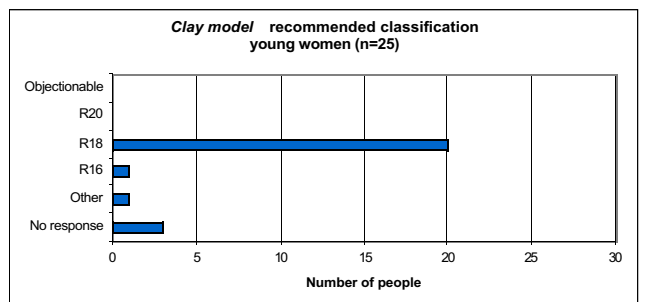
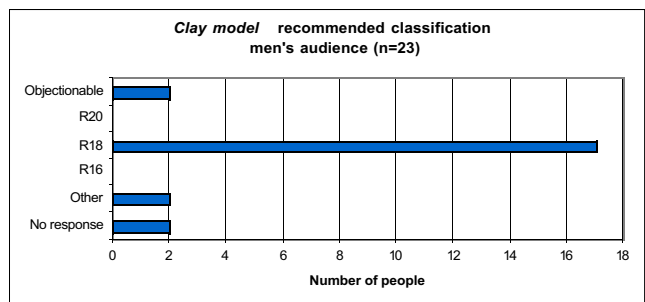
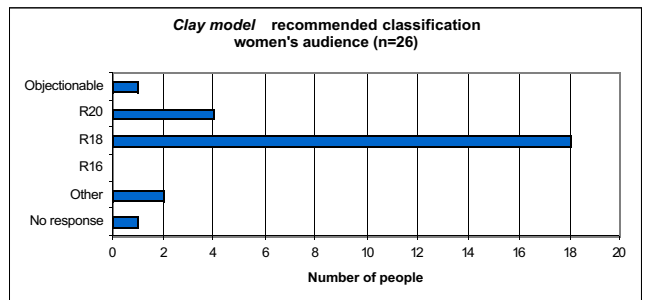
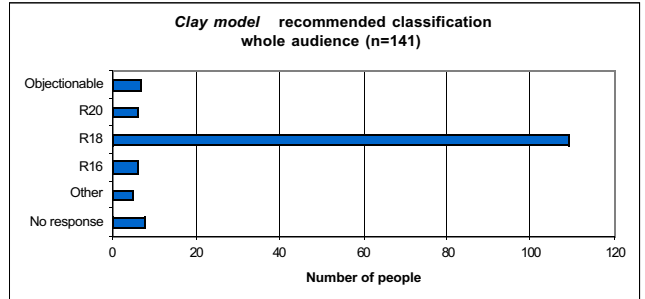
*I don't see why anyone would want to watch it but I think they should be allowed. (Young woman)*

*It's not that degrading because she's quite willing to do whatever he wants her to do. (Young man)*

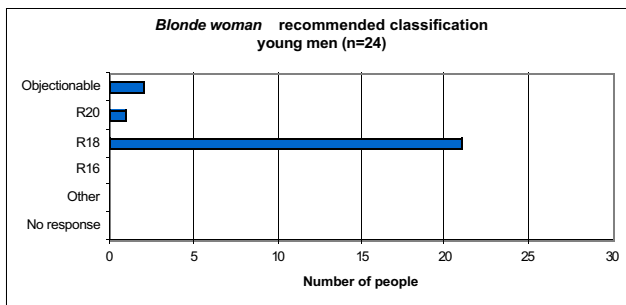
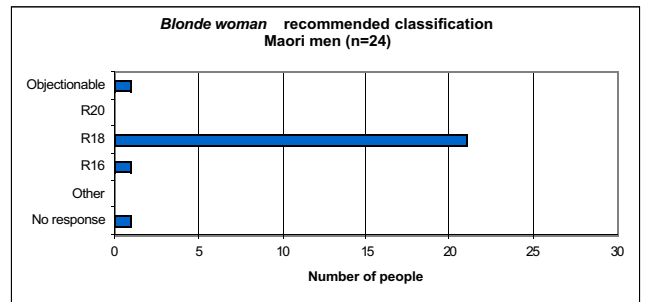
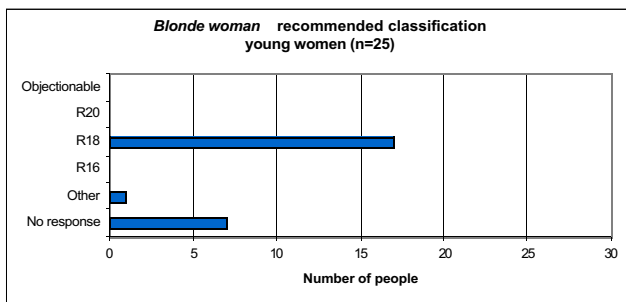
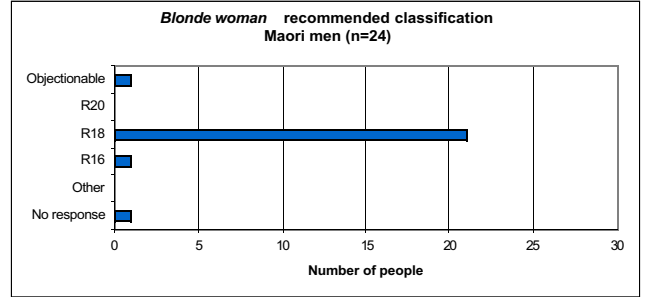
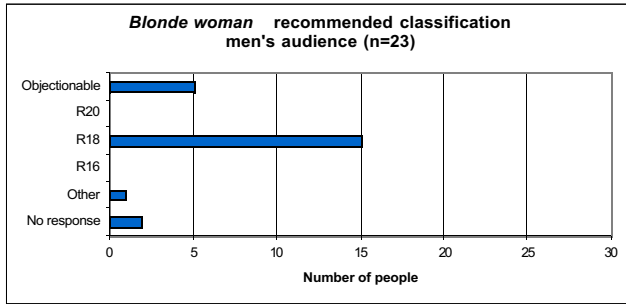
*Basically boring with very clinical responses and setting. However, between consenting adults so whatever turns you on – providing adults only 21+. (Maori woman)*

## Clay model

FIGURE 7.2  
CLAY MODEL RECOMMENDED CLASSIFICATIONS



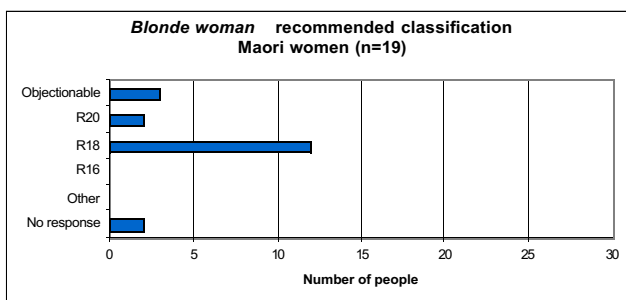




Seventy percent of the whole audience suggested R18 as the appropriate classification for the *Blonde woman* clip. Eleven percent recommended a classification of Objectionable with men and women in the general audiences most likely to make this recommendation.

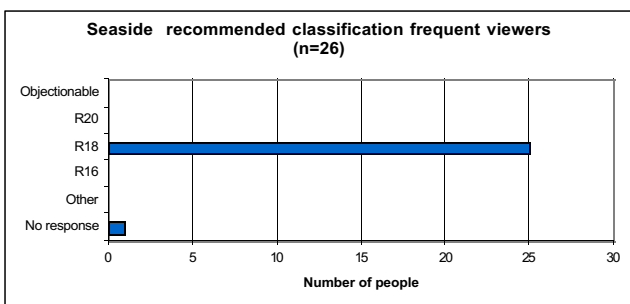
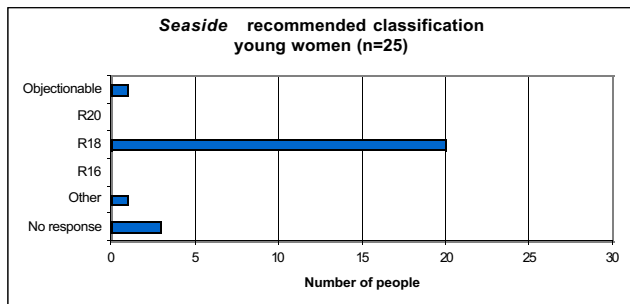
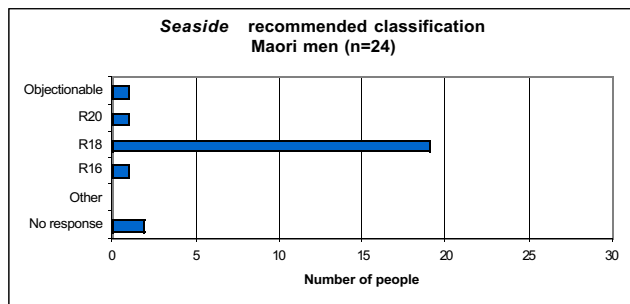
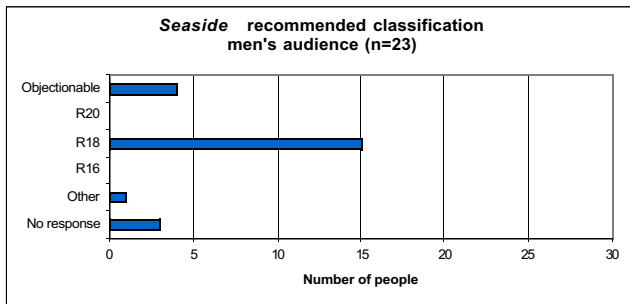
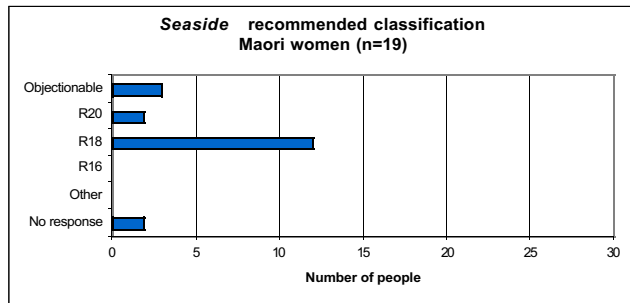
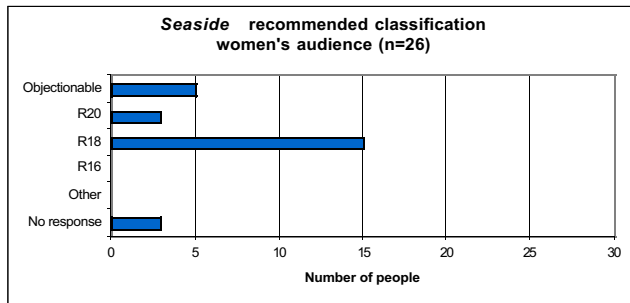
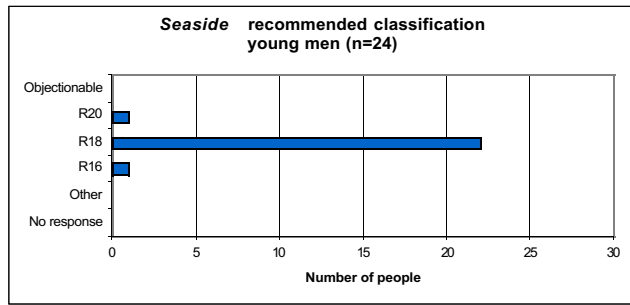
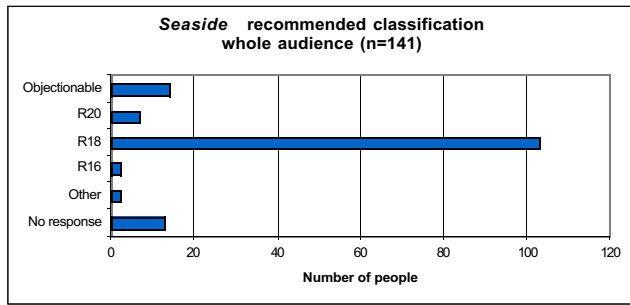
Few people made comments made about the classification of *Blonde woman*. One man said this:

*Again, don't believe it's harmful for most but still does tend to be exploitative in the sense of how women are portrayed sexually (like sexual objects, machines) and that men are rather selfish and emotionally removed. (Man)*



Seaside

FIGURE 7.3  
SEASIDE RECOMMENDED CLASSIFICATIONS



Almost three-quarters of the audience as a whole recommended a classification of R18 for *Seaside*, and about 10% of the whole audience thought that it should be banned. Of the constituent audiences a higher proportion of the women's and men's audiences than of the audience as a whole favoured a ban or an R20 classification.

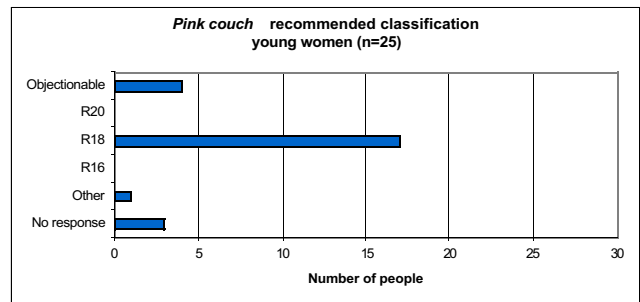
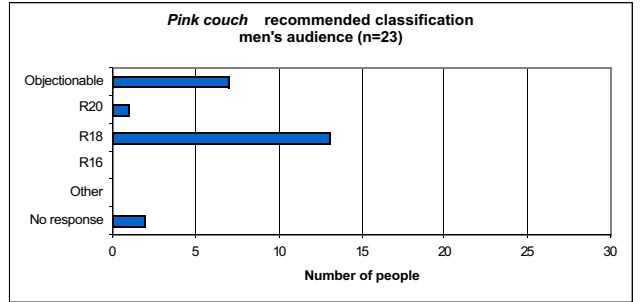
Higher than average proportions of the audiences of young women, young men, Maori men and frequent viewers favoured an R18 classification.

These are some of the comments viewers made about the classification of *Seaside*:

*Nice atmosphere, no swearing, nice surroundings, harmony, therefore nothing to worry about – R16. (Young man)*

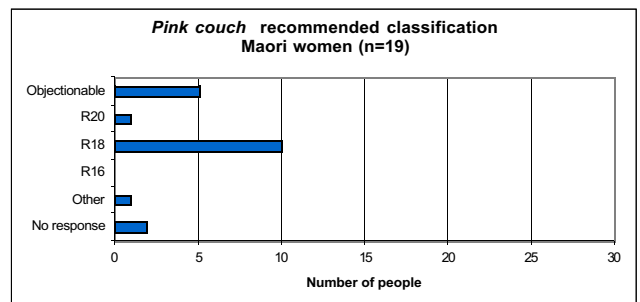
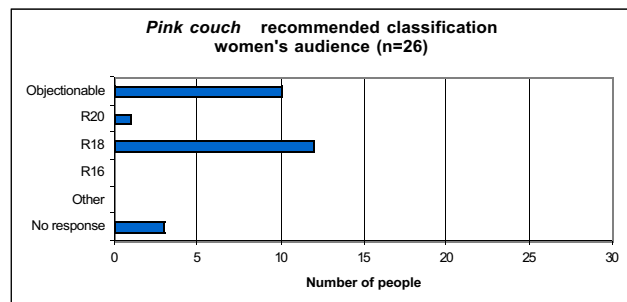
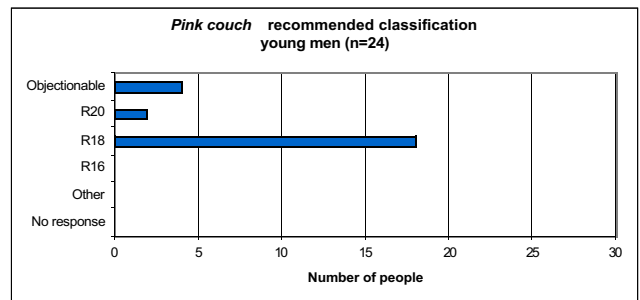
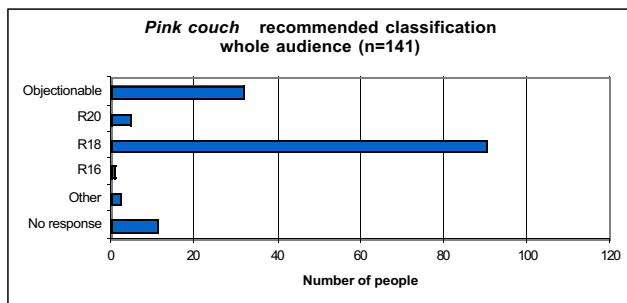
*This is fine to be in the stores. Not downgrading to anyone. (Young man)*

*I came close to recommending Objectionable but decided against it because it was largely boring repetitive sexual activity, although there was double penetration which I feel is a bad thing to portray there seemed to be less impression of exploitation. (Man)*

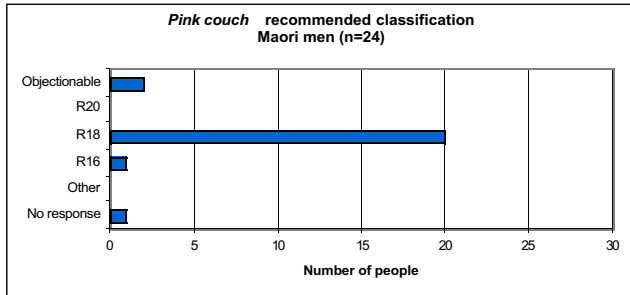


*Pink couch*

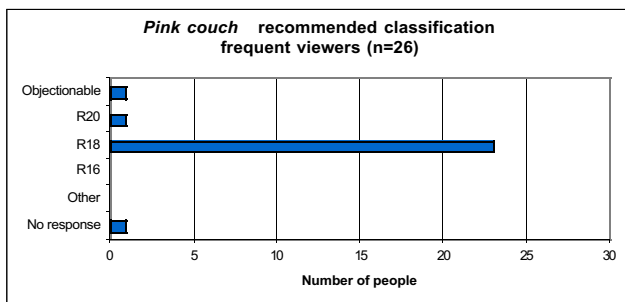
FIGURE 7.4  
PINK COUCH RECOMMENDED CLASSIFICATIONS







*This video should be banned . . . the viewing of this video is likely to lead to public harm. What kind of society are we trying to create. What sort of message would we be sending to the public if we allow viewing of such rubbish? Ultimately we have to draw the line between what's decent and what's not. If we don't influence what the public watches what sort of society will we ultimately create? (Man)*



*This clip was probably more disturbing than the other four. I didn't like the close-up shots of anuses and the slapping on buttocks and thighs. I believe it shouldn't be banned all together as it is my personal choice not to watch it, but if people are wanting to watch these sorts of movies it should be restricted. Perhaps this one should be R20. (Young woman)*

Almost a quarter of the audience as a whole thought *Pink couch* should be banned. The audiences that held this view most strongly were the women's audience from which 10 of 26 members recommended banning this clip, and the men's audience, from which 7 of 23 recommended a classification of Objectionable.

Young men, Maori men and frequent viewers were those audiences that favoured the less restrictive classifications.

Here are some comments viewers made about the classification of *Pink couch*:

*Lots of content I found personally objectionable. I would prefer not to have this kind of material available but I don't think it represents 'harm to society' so I have classified it as R18. I think people should have the choice as to whether they watch this kind of material. (Man)*

---

## 8.0 Conclusion

This research was designed to explore the views of some groups of the public on the appropriate classification of sexually explicit video material, and to determine the issues they considered when recommending a classification. As well as the views of the audience as a whole, of particular interest were the views of young people and of Maori.

The participants for this research viewed five sexually explicit video clips which included both some that the Office considered are well within current R18 classification, and some that go close to the boundary of what is acceptable within an age restricted classification.

While the majority of the audience as a whole was of the view that an R18 classification was appropriate for all the clips, most people distinguished between the clips which were readily classified as R18 and those which raised more questions about appropriate classification.

The audience clearly differentiated between the tone and atmosphere of the clips they watched. To describe the tone and atmosphere of one clip participants chose the words *mutually satisfying* and *casual*, whereas the words most commonly used to describe the clip which attracted the most negative response were *controlling* and *unpleasant*. The elements that had the greatest influence on participants' judgement of tone and atmosphere were the interaction between the characters and the camera work.

It was clear that participants' views of the appropriate classification were affected where the exercise of power or control between the characters was more explicit. Many members of the audience commented on the use of power when a woman was being positioned for sexual activity, restrained during sex, slapped, or appearing uncomfortable during sexual activity. Most members of the audience thought that the extent of the imbalance in power and control portrayed in these clips was such that they were still acceptable within an R18 classification, but several indicated that where there was any question that the sexual activity was not fully consensual they did think harder about whether the video should be made available.

The sexual activities that raised the most comment in relation to appropriate classification were alternating anal and oral penetration, the use of saliva, anal sex, and ejaculating on a woman's face. Many members of the audience found these activities degrading to one or more of the characters in the clip, as well as presenting a health risk to those involved and by example to the audience as

well. In general, members of the audience showed through their comments that they were able to distinguish between activities they found unpleasant or personally unacceptable, and activities that were degrading and therefore needed to be taken into account in any decision about classification.

The *Films, Videos, and Publications Classification Act 1993* requires that censors consider whether making a publication available will be *'injurious to the public good'*. While it was clear that many people had difficulty deciding what constituted injury to the public good, overall, this audience did not consider that making these clips available would result in harm to society. There were however two areas of concern that were identified by a number of those who watched the clips. The first was the lack of safe sex practices shown in any of the five clips, and the implications for personal and public health particularly in light of the alternating anal and oral activities shown in several clips. The second was a concern that these videos promote an inaccurate picture of what women enjoy sexually, and may encourage men to try the things they see in the expectation that their partners will respond in the same way as the characters on screen.

There were some notable difference between the general audiences, the young audiences and the Maori audiences.

The younger audiences made similar assessments of the tone and atmosphere of the clips, and considered a comparable range of activities to be degrading as the audience overall. A similar proportion of the younger audiences thought that the women in some of the video clips were represented as inferior. Many of the young people indicated that the video clips they saw were not to their taste, but they were less likely to see the material as being harmful, and were more inclined to recommend a less restrictive classification. Their comments suggest that not only did many of them not see the video clips as causing any injury to the public good, but also that they had a different attitude to censorship from some of the other participants. These young people were more likely to be of the view that people should be free to decide for themselves what they watch rather than have the decision made for them through the classification process.

The Maori men and Maori women involved in this process held quite different views about the video clips. The Maori women identified more degrading activities in the video clips than any other audience, and the Maori men the least. As well as this, the Maori women were much more likely than the rest of the audience to consider that making the

videos available could injure the public good. By contrast, the Maori men found few activities they saw degrading, and thought that little harm would result from making the videos available, other than the harm which could result from encouraging unsafe sex. The recommended classifications from these audiences were not as different as their diverse views might have suggested. Maori women recommended slightly more restrictive classifications, but the majority of both groups were comfortable with an R18 classification for all clips. Both groups acknowledged that their attitudes towards the videos would be different if they portrayed Maori actors or Maori settings.

This research cannot offer an explanation for the apparent differences in views between Maori men and Maori women. A quarter of the Maori men identified themselves as frequent viewers of sexually explicit videos, whereas only one of the Maori women was in this category. Frequent viewers found fewer activities degrading, identified less potential harm and favoured less restrictive classifications than the audience as a whole. However, half of the young men's audience were also frequent viewers, as compared with only an eighth of the young women, yet the views of these two groups did not differ as markedly as did the views of Maori men and Maori women.

This research suggests that the specific sexual activities shown and the portrayal of power and control in the sexual interaction are strong influences on viewers' perceptions of the acceptability of sexually explicit material, and are key elements taken into account when deciding the appropriate classification. The research shows however, that most of these viewers were in agreement with the restricted classification given to the clips chosen for this consultation.

---

## Appendix 1 Origin of the clips

### *Red latex*

Taken from *2001 Private Odyssey Number 2*

Production: Private / Milcap Media Ltd

Director: Pierre Woodman

OFLC reference No. 101181

Classified as R18, 28 August 2000

The scene starts 52 min 53 sec into the feature, ends 65 min 01 sec into the feature

### *Clay model*

Taken from *Intimate Expressions*

Production: New Sensations

Director: Nic Andrews

OFLC reference No. 100845

Classified as R18, 12 July 2001

The scene starts 2 min 10 sec into the feature, ends 13 min 13 sec into the feature

### *Blonde woman*

Taken from *Backseat Driver 2 Rear Ended*

Production: Ground Zero Entertainment

Director: Buck Adams

OFLC reference No. 9901812

Classified as R18, 12 November 1999

The scene starts 57 min 47 sec into the feature, ends 76 min 44 sec into the feature

### *Seaside*

Taken from *No Sun No Fun*

Production: Private / Milcap Media Ltd

Director: Pierre Woodman

OFLC reference No. 1863

Classified as R18, 25 October 2001

The scene starts 6 min 55 sec into the feature, ends 26 min 11 sec into the feature

### *Pink couch*

Taken from *Whack Attack #8 Straight Up Their Candy Asses!*

Production: Extreme Associates

Director: Tom Byron

OFLC reference No. 100586

Classified as R18 after excisions, 14 June 2001

The scene starts 33 min into the feature, ends 61 min 28 sec into the feature. For the clip used in the consultation this scene was trimmed in several places, to reduce its overall length to 17 <sup>1</sup>/<sub>2</sub> minutes.

## Appendix 2 Description of the clips

### *RED LATEX*

The clip is 12 minutes long. It starts with a man in a suit walking impassively through doorways and across the cobbled floor of a large stone-walled room. He approaches a blond woman in red latex underwear and high red latex boots, sitting on the steps of a doorway with her hand on her genital area. She begins to perform fellatio on him on her knees, with him standing, still in his suit. He taps his penis against her mouth and chin and leans over and drops spit into her mouth, positioning her head with his other hand, and keeping her hair from obscuring the genital activity. She continues performing fellatio on him and masturbating him, while he mutters instructions under his breath.

Her pulls her to her feet by the head and positions her for intercourse in the doorway. Cut to rear-entry intercourse with him leaning down on her hips with one arm. Cut to anal intercourse with her straddling him in the doorway, during which he briefly touches her breasts and clitoral area. He guides her off and positions her to perform fellatio, gently pushing her head onto his penis in a bobbing motion.

He suddenly stands and physically lifts her in another position, on her side on the floor, pushing her and using a hand around her neck at one point. Vigorous anal intercourse continues, shot in varying degrees of close-up. He arranges her limbs periodically, while she makes gestures and sounds of arousal in an exaggerated manner. Cut to rear-entry anal intercourse with her on all fours. Squatting over her, he withdraws three times and spreads her buttocks so that her dilated anus is presented in close up for the camera. On the third he changes position to drop spit directly into her anus while spreading her buttocks, and then rubbing it around as lubricant.

More anal intercourse follows, until he withdraws, moves to stand by her head and she performs fellatio on him. He pulls her head away by the hair and spits down onto his penis. She continues to perform fellatio looking up at him or licking his scrotum when he tells her to, as he masturbates. She squeezes her breasts together for him to thrust between vigorously as she looks up at him. In that position he masturbates to ejaculation, standing over her, holding her with her hair bunched in one fist. She holds her mouth wide open and grimaces as the semen lands on her face. He leans down twice and drops spit over her cheeks and chin, and she performs more fellatio, first looking up at him and then at the viewer. The ejaculation sequence is

shown in close-up and at approximately half speed.

The background soundtrack throughout the scene is *Peter and the Wolf*. There is little audible communication between the two, other than sexual moans. The woman is composed throughout, but makes no comments or gestures other than expressions of sexual arousal.

### *CLAY MODEL*

The clip is 11 minutes long. It begins with a female sculptor in what looks to be a loft-style studio apartment working on a life-size clay figure, a sitting nude man. This scene is viewed from several angles, with a soundtrack of gentle electronic music. The figure begins to look at her and move. She washes the clay off him, and sexual caresses begin.

They walk to a bed in the background and begin to kiss. New music starts, and as her top is shed he kisses her breasts and caresses her body. He removes her shorts and performs cunnilingus on her as she lies back on the bed. Her moans can now be heard. She plays with her nipples, and he stimulates her with a finger in her vagina as cunnilingus continues. The sexual activity is presented from various angles, with each shot fading into the next. The whole bodies of both parties are mostly in shot, interspersed with wider focus shots and close-ups on genitals or faces.

Cut to a long shot of her performing fellatio on him and masturbating him, both of them kneeling on the bed and her frequently looking up at him. This continues as it is shown from various angles and distances. Cut to a long shot of vaginal intercourse on the bed, with her squatting or lying back on top of him. He is wearing a condom. The woman makes increasing sexual exclamations and periodically rubs her clitoris as he thrusts into her.

Cut to a close up shot of vaginal intercourse in the rear-entry position. This continues with both of them kneeling on the bed. The activity periodically slows and then gathers pace. Both their sexual responses rise in volume. Cut to further shots of vaginal intercourse on the bed, with her on her back. This continues and increases in urgency until he rises up on his knees, holds his penis and ejaculates over her face. She holds her mouth open. Some of the semen lands by her eye and nose, causing her to flinch and blink. She performs more fellatio on him as the scene fades out.

### *BLONDE WOMAN*

The clip is approximately 14 minutes long. It starts on a close-up of a naked blonde woman lying on her back performing fellatio in turns on two naked men. They are

---

on a large bed with a floral bedspread. They all change position so that one man is kneeling over her face and thrusting with his penis straight down into her mouth, the other performs cunnilingus on her, and stimulates her genitals with his fingers and spittle. The woman licks the other man's anus and maintains an almost continual commentary, saying things throughout like 'Oh you like that? Shove that cock in me! Give it to me!' The background soundtrack is light piano music.

Close-ups of vaginal intercourse follow, with the other man positioned by her face for fellatio, or tapping her face and tongue with his penis, and/or rubbing her breasts. The men's faces are only occasionally seen. Vaginal intercourse continues with the woman masturbating the other man, or making ever louder guttural cries and sexual exhortations such as 'fuck me in my arse'.

Cut to close-ups of anal penetration in a rear-entry position, with the woman dictating the pace and making further continual exclamations. She says 'I wanna suck your cock' and turns and performs fellatio on the man who has been penetrating her. He says 'taste good?' before anal intercourse continues. The camera focuses in close-up on her dilated sphincter as the man slowly pulls out of her anus several times. Anal intercourse in another position continues, with the woman rubbing or slapping her clitoris. The other man enters the frame and simultaneously penetrates her vagina (referred to as double penetration in the research). Vigorous thrusting in this position continues for some time, shown in close-up and from other angles, as the woman's cries get louder.

This fades into a close-up shot of the woman's face looking up at the man standing masturbating before her. He ejaculates over her lower face and mouth as she says things like 'oh yeah baby your cum so hot all over me'. The other man says 'open your mouth' and directs his ejaculate into her face and mouth, and she licks both of the two penises while looking at the viewer, saying 'I love hot cum all over me'.

### *SEASIDE*

The clip is 18 minutes long. It starts with two men leading a woman in a bikini over some rocks beside the sea. They are wearing shorts and one a t-shirt, and are courteous in manner. They stop on a patch of flat reef in the sun and sexual activity commences immediately between all three, with the waves in the background.

The men rub the woman's breasts and genitals while she masturbates both of them and kisses one. She kneels in the rock pool and performs fellatio on both men, alternating between the two. This is shown from various angles and in various degrees of close-up but mostly from above looking down at the woman, who is the main focus for the camera throughout.

Cut to the woman having vaginal intercourse by straddling one man lying on his back in the water, and performing fellatio on the other man standing before her. Cut to shots of vaginal intercourse in another position, with the woman again performing simultaneous fellatio and masturbation on the other man, with all three lying in the water.

Cut to shots of anal intercourse and simultaneous fellatio of the second man, with the woman straddling the man but facing in a different direction. The sexual activity is physically similar throughout. For example, the woman holds her lips in a fixed position and bobs her head mechanically to perform fellatio, the men thrust into her with few changes in pace or intensity. There are no exchanges of looks or words between the participants, other than the occasional and muted remark by the men, such as 'suck it, suck me', and the moans of the woman. There is no background music.

Cut to shots of the two men simultaneously penetrating the woman in her vagina and anus while she is in a crouch position. The anal thrusting in particular is vigorous and sustained, with the man underneath more limited in his movements. The top man has his hand on her shoulder and middle back. The woman makes louder cries than before and her face goes through a series of grimaces. Waves break over the rocks around them, and their skin is wet. The scene is prolonged.

Cut to shots of more anal intercourse and simultaneous fellatio. There is one distant shot of the sexual activity as waves break over the three huddled in a sexual position. The camera zooms in on the activity, which is again double penetration but with the woman facing a different way.

Cut to shots of the woman kneeling between the two men in the water and performing vigorous masturbation and fellatio on each in turns. The men are standing either side of her. She continues doing this with her eyes closed until each man in turn ejaculates in her mouth. Most of this shot is in close-up. She continues performing fellatio on each man and letting semen out of her mouth, and the scene ends.



*PINK COUCH*

The clip is approximately 17 <sup>1</sup>/<sub>2</sub> minutes long. It is filmed with a hand-held camera that zooms in and out and moves around continually. There is occasional barely audible background music, a loud tape hiss, and the only other sounds are those of the sexual activity itself and the sexual responses of the participants.

The scene starts with muttered comments and two women approaching a man lying back on a pink couch. He fondles and splays their buttocks in turns as they bend over him, allowing the camera to inspect their genital and anal regions.

The man positions the women so that they are leaning on the couch on their knees and elbows with their buttocks towards the camera. He licks their anuses, squeezes and splays their buttocks, aggressively slaps their buttocks, and spits at their anus. He pushes a finger into one woman's vagina and anus simultaneously, slaps her hard on the buttocks several times, and pushes his two fingers into the same woman's mouth for her to suck. The women make appreciative comments and noises, and occasional shrieks when slapped forcefully.

Cut to a close-up of both women enthusiastically licking and sucking the man's penis and scrotum, using lots of saliva, as he lies back with a hand on their hair. He grabs the brunette woman under the chin with his other hand on top of her head and holds her face still so that he can thrust in and out of her mouth in slow deliberate movements. She holds her mouth open while the other woman guides his penis. Fellatio by both women continues for some time, with him alternating thrusts between the mouths of both of them. This is shot in extreme close-up with the faces of the two women in the foreground on either side of him, and he appears to direct things with his penis or hands. He thrusts into the cheeks of each woman so that the bulge of his penis is clearly visible and the women's mouths are very stretched. He says 'yeah stretch it' quietly. The women encourage each other and make approving sounds.

Cut to a close-up of vaginal intercourse with the brunette, during which the others put fingers in her anus and slap her buttocks with force. On his instruction the blonde woman takes her finger from the brunette's anus and puts it in the brunette's mouth.

Cut to shots of anal intercourse with the brunette, who straddles him on the couch. The blonde woman makes suggestions and encouragements about the sexual conduct.

The man withdraws and they splay her buttocks apart for the camera to zoom into very close focus on her dilated anus, as they make approving comments.

Cut to shots of the man having anal intercourse with the blonde woman, as the other woman says such things as 'get that tight little arsehole, oh that looks so nice'. All three hold her buttocks apart so that her anus is stretched on penetration. Twice he withdraws and transfers his penis to the brunette woman's mouth for a few seconds, and back again, pulling the brunette into position by her head the second time. He also withdraws and transfers his penis to the blond woman's mouth, and she performs fellatio in an enthusiastic manner.

Cut to anal intercourse with the blonde woman lying off the couch with her shoulders on the floor, and the man thrusting directly down into her anus from above. Close-ups on her face show her rolling her eyes in pleasure. The camera pulls in to focus on her dilated sphincter in very close focus. The man continues anal intercourse in this position, with the blond woman masturbating. He again transfers his penis several times directly from the blonde woman's anus to the mouth of the brunette who is positioned for this. He then masturbates and ejaculates over the brunette's chin, holding the back of her head, and over the blonde woman's anus, as she stays in the same position. This is filmed from above looking down and the women look directly at the camera for the first time. The camera pulls in for a close-up of semen pooled in the blonde woman's anus. The man stretches her anus open with two hooked fingers as the scene fades.



## Appendix 3 Questionnaire

### Office of Film and Literature Classification Te Tari Whakarōpū Tukuata, Tuhituhinga Public Opinion Research

Kia Ora Koutou.

The Office of Film and Literature Classification is undertaking research into public attitudes to R18 sexually explicit video material. This follows on from a similar piece of research completed last year.

Your participation involves watching five video clips and answering a set of questions about each one.

We do not ask for your name, and at all times your privacy will be protected. The process does not allow you to be identified. The information collected is being used for the purposes of research, and will not be used in any other way.

At the end however, we do ask for some non-identifying information about you. This is so that we can see whether some groups in the population hold views that are markedly different from other groups.

Your assistance is greatly appreciated. Knowing your views will be very helpful to the Classification Officers as they make their decisions about what is acceptable and unacceptable for inclusion in sexually explicit R18 videos.

#### **An opportunity to give further feedback**

It may be that things occur to you later about this video, or about what is acceptable and what is not. If you want to send some written comments **within the next week**, you are welcome to do so, and they will be included as part of the record of the consultation. Please send them to:

The Information Unit  
Office of Film and Literature Classification  
PO Box 1999  
WELLINGTON

(If you think you might want to do this, tear off this page so you have a record of the address)

#### **Any questions**

If you have any questions about this research please contact Mary Jeffares (471-6770) at the Office of Film and Literature Classification.

#### **The process**

We are going to show you five scenes taken from different sexually explicit videos. The scenes vary in length from 10 mins to 20 mins. The total viewing time is about 1hr and 10 minutes.

After each scene we are going to stop the video and ask you to answer a set of written questions. The questions are the same for each video because we are interested in comparing your views on the different scenes.

It will be very helpful to us if you can be as specific as possible with your answers. For example, if you consider particular activities to be degrading or otherwise unacceptable, please try to describe the activities as clearly as you can so we know what you are referring to.

At the end of the five sets of questions about the scenes there are two pages with some questions about you.

---

***Appendix - Questionnaire***  
***Scene 1: Woman in red latex***

1. Did you watch the whole scene?

Yes

No

If you didn't, please tell us why you left.

---

---

---

---

2. Which character in the scene do you think was controlling the sexual activity?

Man (or men)

Woman (or women)

Both

Neither

What gave you that impression?

---

---

---

---

---

3. Which of these words or phrases best describes the tone and atmosphere of this clip.  
(Choose up to three)

exploitative

caring

mechanical

tedious

warm

menacing

clinical

relaxing

unemotional

selfish

casual

controlling

friendly

fun

contrived

Other words .....

sexy

.....

mutually satisfying

.....

unpleasant

4. Please indicate which of the following makes a contribution to the overall tone and atmosphere you have identified above.

	<b>Major contribution</b>	<b>Minor contribution</b>	<b>Insignificant contribution</b>
Camera work – close-ups, hand-held camera, soft-focus etc			
Dialogue or soundtrack			
Interaction between the characters			
Setting or scenario			
Other things .....			
.....			

5. Do you think that anyone in this scene was presented as inferior?

Yes

No

If yes, who was it, and what gave you that impression?

---

---

---

---

6. In the clip you have just seen were there specific sexual activities, or other things, that you found degrading?

Yes

No

***If Yes, please go to question 7***

***If No, please go to question 8***

---

Please tell us what activities you found degrading, and how degrading you rate them.

---

**Activity**

---

Very degrading

Degrading

Slightly degrading

---

**Activity**

---

Very degrading

Degrading

Slightly degrading

---

**Activity**

---

Very degrading

Degrading

Slightly degrading

---

**Other things**

---

Very degrading

Degrading

Slightly degrading

---

**Other things**

---

Very degrading

Degrading

Slightly degrading

---

Please comment if you wish.

---

---

---

---

7. What classification would you recommend for this clip?

.....

8. Is there anything that could be cut from the scene that would make you change your recommended classification?

Yes

No

If Yes, what could be cut?

---

---

---

---

9. Do you think allowing adults to see this scene is likely to cause harm to society?

Yes

No

If Yes, what is the likely harm?

---

---

---

---

Who is at risk?

---

---

---

10. If you have watched sexually explicit material before coming here this evening, please tell us how this scene compares with the most explicit commercially available video you have seen.

This scene is:

More explicit

Similar

Less explicit

Not applicable

---

Is there anything else you want to tell us about this clip or your response to it?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

***Some questions about you***

1. What is your age?

18 or 19	
20-24	
25-29	
30-34	
35-39	
40-44	
45-49	
50-54	
55-59	
60-64	
over 65	

2. Are you male or female?

Female	
Male	

3. Have you had children?

Yes	
No	

4. Which is your ethnic group?

Pakeha New Zealander	
Maori	
Pacific	
Asian	
Other ethnicity	

5. What is your sexual orientation?

Heterosexual	
Bisexual	
Gay or lesbian	

6. Do you have a religious affiliation?

Yes	
No	

7. Do you have children in your care now?

Yes	
No	

8. Have you watched sexually explicit video material before?

Yes  No

If yes, please estimate how often you have watched this material in the last three years

More than 20 times  10-20 times  5-10 times   
 2-5 times  once  never



---

9. Had you heard of the Office of Film and Literature Classification (Classification Office) before being approached to come here tonight?

Yes

No

Is there anything else you want to say about the video clips you have watched tonight, or about the process of the consultation?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Thank you very much for your contribution to the classification process**