



Online Pornography Consumption: Examining its Role in Sexual Motivation, Arousal, Gratification, and Problematic Use

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ABSTRACT

This study examines the relationships between online pornography consumption, sexual motivation, arousal, and gratification, and their potential link to problematic pornography use, which is characterised by difficulties in controlling consumption despite negative consequences. A total of 202 individuals who engage in online pornography use participated in this research, which was conducted via an anonymous online questionnaire distributed across various digital platforms, including email groups and social media (e.g., Twitter, Facebook, WhatsApp). Convenience sampling was used to recruit participants. The findings reveal a strong positive correlation between online pornography consumption and an increased tendency towards problematic pornography use. Sexual arousal during pornography consumption was identified as the most significant predictor of problematic use. Furthermore, the reinforcing nature of pornography consumption, driven by motivation, arousal, and gratification, plays a crucial role in sustaining these behaviours. These findings are consistent with existing theoretical models of behavioural addiction, indicating that reinforcement mechanisms such as cue-reactivity and craving significantly contribute to the persistence of problematic pornography use. This study offers valuable insights into the psychosocial dynamics of online pornography consumption and highlights the importance of addressing its reinforcing effects to better understand and mitigate the potential risks associated with excessive or maladaptive use.

Keywords: online pornography, sexual motivation, arousal, gratification, problematic pornography use, internet pornography

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1 INTRODUCTION

Pornography refers to media designed to visually or textually depict sexual acts, primarily to evoke sexual arousal and fulfil desires (Sniewski et al., 2018). With the advent of the internet, pornography has become more accessible than ever, amplifying the risks of addiction due to its ease of access and engaging nature (Griffiths, 2001; Laier & Brand, 2017). Internet pornography includes a range of sexually motivated online activities, such as viewing explicit content, engaging in online sexual conversations, seeking sexual partners, or acquiring sex-related information (Camilleri et al., 2021). These behaviours can be categorised as stimulus-only (e.g., watching pornography), stimulus-partner (e.g., interactive sexual chats), or non-stimulus activities (e.g., searching for related information) (Shaughnessy et al., 2011).

Over the past decade, advancements in internet technology have significantly transformed how people access pornography. High-speed internet now allows users to instantly access explicit content on multiple platforms (Ashton et al., 2019). This easy availability has raised concerns about its impact on well-being, with studies linking prolonged exposure to issues such as decreased sexual satisfaction, erectile dysfunction, greater acceptance of sexual violence, and an increased likelihood of sexually aggressive behaviours (Park et al., 2016; Twenge et al., 2015). These outcomes highlight the need to explore how frequent pornography consumption influences psychological and social health.

Pornography addiction has emerged as a global issue, driven by the internet's borderless nature and lightning-fast connectivity (Meerkerk et al., 2006). Data from Pornhub, one of the largest pornography platforms, underscores the extent of this phenomenon: in 2019 alone, the platform logged over 42 billion visits, with an average of 115 million visits daily marking a significant rise from previous years (Lemma, 2021). These staggering numbers illustrate the widespread prevalence of internet pornography consumption.

Internet pornography addiction spans all demographics, affecting adolescents (Hust et al., 2008; Laier & Brand, 2017), students (Shaughnessy et al., 2011), and adults (Daneback et al., 2005). While men remain more likely to consume internet pornography (Short et al., 2012), recent research reveals nuanced patterns among women, who tend to use it for interactive purposes, such as sexual chats, with their consumption influenced by personal attitudes towards pornography (Baranowski et al., 2019; Shaughnessy et al., 2011).

Davis' cognitive-behavioural model (2001) suggests that pornography addiction often stems from broader internet addiction. Frequent exposure to explicit content reinforces behaviours, creating psychological dependence on pornography. Young (2004) further argues that the gratification achieved through pornography, particularly sexual satisfaction, plays a key role in driving addiction. Brand et al. (2016) support this by showing a strong link between sexual satisfaction from pornography and compulsive usage tendencies. These findings align with theories suggesting that the rewards of sexual stimulation led to cue-reactivity, where individuals feel a craving to re-engage with pornography, thus reinforcing addictive behaviours.

Over time, habitual pornography consumption poses risks not just to mental and physical health but also to societal norms. Prolonged use can normalise unconventional sexual behaviours, potentially causing dissatisfaction in intimate relationships or even encouraging extramarital affairs (Laier et al, 2015; Weaver & Byers, 2013). Zillmann (2000) observed that addiction to explicit content often leads to desensitisation, prompting individuals to seek more extreme forms of sexual gratification. This escalation can distort perceptions of sexual relationships and erode societal expectations around intimacy.

As internet pornography becomes increasingly accessible and pervasive, its implications for both individuals and society demand serious consideration. A comprehensive examination of its psychological and behavioural effects is essential to mitigate its harmful impacts and encourage healthier perspectives on sexuality.

1.1 Online Pornography Addiction

In recent years, internet access has become nearly ubiquitous in Malaysia, with 82% of the population online (Siddharta, 2024). This widespread connectivity has significantly contributed to the rising consumption of online pornography. Research on the impact of internet pornography (IP) presents a complex picture, highlighting both controversial benefits and challenges. While some studies associate IP use with negative outcomes—such as financial strain (Short et al., 2012), strained interpersonal relationships (Muusses et al., 2015), emotional disturbances (Laier & Brand, 2017), and sexual dissatisfaction (Park et al., 2016)—others suggest potential benefits, including stress relief (Laier & Brand, 2017), reduced boredom (Wegmann et al., 2018), perceived social support (Snagowski & Brand, 2015), and increased sexual knowledge (Grubbs et al., 2019). However, the risks of excessive IP consumption, particularly addiction, have garnered increasing concern among researchers.

The growing popularity of pornography among internet users is strongly linked to the emergence of problematic internet pornography use (Short et al., 2012). The accessibility of explicit content, coupled with its availability across various platforms, has driven unprecedented levels of online traffic. Recent data reveals that 67% of internet traffic stems from users accessing Pornhub—a leading platform for explicit material—via smartphones. Notably, the largest demographic of visitors comprises individuals aged 18 to 34, who represent 61% of the platform's user base (Lemma, 2021; Ropelato, 2014). In addition, over 595,482 hours of new content were uploaded to Pornhub in recent years, underscoring the platform's immense user engagement and the potential risks of addiction (Lemma, 2021)

Problematic internet pornography use can foster dependency, where individuals increasingly rely on such content for emotional or psychological satisfaction. This aligns with findings that repeated exposure to explicit material reinforces habitual behaviours and cue-reactivity, hallmarks of behavioural addiction (Brand et al., 2016). Given these concerns, understanding the effects of problematic pornography use is critical for addressing its adverse impacts on individuals and society.

1.2 Pornography Motivation and Problematic Pornography Use

Recent studies have explored the psychological and neurological effects of online pornography consumption, particularly its potential to foster addictive behaviours. As concerns regarding excessive pornography use continue to grow, researchers are increasingly examining its profound implications for mental health and cognitive functioning. The following key findings highlight the brain's response to pornography:

Brain Activation and Reward Pathways: Problematic pornography use is linked to heightened activity in key brain areas associated with reward and motivation, such as the ventral striatum and amygdala. These patterns mirror those observed in substance addictions, suggesting that habitual pornography consumption can reinforce compulsive behavioural tendencies (Brand et al., 2014; Kühn & Gallinat, 2014).

Dopamine Sensitisation and Desensitisation: The consumption of pornography triggers the release of dopamine, a neurotransmitter associated with pleasure and reward. Over time, repeated stimulation can lead to desensitisation, requiring users to seek increasingly novel or extreme content to achieve the same level of satisfaction. This cycle underpins the development of tolerance, a key feature of addiction-like behaviour (Lim et al., 2016).

Neurological Changes: Habitual pornography use has been linked to structural and functional changes in the brain. For instance, frequent consumption has been associated with reduced grey matter volume in the right caudate of the striatum, a brain region critical for reward and motivation (Kühn & Gallinat, 2014). These findings highlight the significant neurological repercussions of excessive pornography consumption.

Implications for Treatment and Recovery: Emerging research suggests that interventions such as cognitive-behavioural therapy (CBT), mindfulness-based strategies, and sustained abstinence can mitigate the adverse effects of compulsive pornography use. These approaches aim to normalise brain activity, reduce cravings, and support individuals in their recovery journey (Grubbs et al., 2019; Love et al., 2015).

Given the impact of online pornography on mental health, particularly its role in fostering addictive behaviours, it is crucial to deepen our understanding of the underlying mechanisms. Continued research will play a vital role in developing effective interventions and raising awareness about the consequences of excessive pornography consumption.

1.3 The Role of Sexual Gratification in Problematic Pornography Use

Sexual gratification, a crucial aspect of human sexual experiences, plays a pivotal role in understanding problematic pornography use. Historically, researchers argued that pornography consumption could negatively impact sexual satisfaction by fostering unrealistic expectations of beauty and sexual performance. Early studies by Zillmann and Bryant (1988) and Kenrick et al.

(1989) suggested that the stark contrast between idealised depictions in pornography and real-life experiences could lead to diminished satisfaction in personal relationships.

In recent years, however, research has offered a more nuanced perspective. Mulya and Hald (2014) found that many long-term pornography users reported benefits such as enhanced sexual knowledge, increased confidence, and improved interpersonal relationships. These perceived advantages, however, may stem from psychological biases such as cognitive dissonance or self-justification, as individuals navigate the societal stigma surrounding pornography consumption (Brand et al., 2016; Bushman & Huesmann, 2013).

Contemporary studies have delved deeper into the psychological and behavioural impacts of pornography consumption. Hald et al. (2018) identified sexual arousal during pornography use as a significant factor contributing to problematic behaviours, with heightened gratification often acting as a gateway to internet pornography dependence (IPD). Similarly, Laier and Brand (2017) found that the emotional regulation and mood improvements derived from pornography consumption can reinforce the habit, increasing susceptibility to problematic patterns.

In Malaysia, the increasing accessibility of the internet has contributed to a rise in pornography consumption. Factors such as ease of access, anonymity, and affordability have intensified tendencies towards internet pornography dependence (IPD), particularly among younger demographics who spend significant time engaging with online content (Brown et al., 2022; Short et al., 2012). This study seeks to explore the complex relationship between pornography consumption and its psychological consequences among Malaysian internet users aged 18 and above. The specific objectives are as follows:

1. To investigate gender differences and the time spent consuming online pornography.
2. To examine the correlation between pornography motivation, sexual arousal, and gratification with tendencies towards Problematic Pornography Use (PPU).
3. To identify the psychological drivers behind the development of Problematic Pornography Use (PPU).

Understanding these dynamics is crucial for developing effective interventions and support systems to mitigate the harmful effects of pornography addiction on individual and societal well-being. Recent literature highlights the importance of comprehensive frameworks that address both the psychological and cultural dimensions of PPU (Laier et al., 2013).

By addressing these challenges, this study contributes to the broader discussion on managing behavioural addictions in an increasingly digitalised world. Tackling PPU requires not only academic research but also practical strategies that recognise the complex interplay between technology, psychology, and societal norms.

2 METHODS

2.1 Design

This study used a quantitative cross-sectional survey design, employing a convenience sampling method to collect data from readily accessible participants, while ensuring methodological consistency.

2.2 Participants

The study involved individuals aged 18 years or older who reported consuming internet pornography within the past six months. A convenience sampling technique was employed, with initial respondents referred other individuals or groups who also engaged with online pornography. This approach ensured that the participant pool consisted exclusively of internet pornography users. Respondents were categorised by gender and the amount of time spent consuming online pornography.

2.3 Measures

The study used several established measures to assess participants' behaviours, motivations, and experiences related to internet pornography consumption, which are detailed below.

2.3.1 Sociodemographic Data

Participants provided sociodemographic information, including age, gender, occupation, and weekly online pornography consumption. Recruitment was conducted through email lists, social media platforms, and communication apps, ensuring consistency with established methods.

2.3.2 Pornography Motivation, Sexual Arousal, and Gratification

The Pornography Consumption Inventory (Reid et al., 2011) was employed to assess participants' motivations for consuming online pornography, with a particular focus on sexual arousal and gratification. The inventory contained 15 items, three of which were specifically dedicated to measuring sexual arousal and gratification. The tool demonstrated strong reliability, with a Cronbach's alpha of 0.84.

2.3.3 Problematic Pornography Use

Tendencies towards problematic pornography use were measured using a shortened version of the Internet Addiction Test adapted for sexual content (Laier et al., 2013). This 12-item questionnaire evaluated the severity of problematic pornography consumption using a 5-point Likert scale, ranging from 1 (Never) to 5 (Always). The following are examples of sample questions: a) How often do you try to conceal the amount of time spent on internet sites? and b) How often do you feel depressed, irritable, or anxious when offline, with these feelings disappearing once you returned to internet sex sites?

2.4 Procedure

Participants for this study were recruited using a combination of online platforms and social media channels, including email distribution lists, Twitter, Instagram, Facebook, and messaging applications such as WhatsApp. Recruitment specifically targeted individuals known to consume internet pornography. The invitation to participate explicitly stated the study's focus on internet pornography usage, encouraging only those identifying as users to join. Interested participants accessed the study via a Google Form link included in the invitation. Upon indicating their interest, participants were briefed on the research objectives and methodology, and informed consent was obtained before they proceeded with the study.

The survey was structured into three key sections to capture a comprehensive range of data related to participants' pornography consumption: a) Demographic Information, where participants provided details such as their age, gender, occupation, and the amount of time spent consuming online pornography; b) Variables Related to Pornography Use, which addressed participants' motivations for consuming pornography and their experiences of sexual arousal and gratification; and c) Indicators of Problematic Pornography Use (PPU), which assessed compulsive tendencies and behavioural patterns associated with excessive pornography consumption. This structured approach enabled the collection of detailed and relevant data, allowing for a deeper understanding of the relationship between these variables.

3 RESULTS

This section presents the key findings from the study, focusing on the demographics of the respondents, their time spent viewing pornography, and the relationships between various factors and tendencies toward Problematic Pornography Use (PPU).

3.1 Demographics

The majority of respondents (85.7%) were aged between 18 and 25 years, with a smaller proportion (13%) falling within the 25 to 30 age range, indicating that young adults comprised the predominant group of internet pornography users in this study. Regarding gender distribution, the sample consisted of 202 participants, with 55.7% identifying as male and 44.3% as female, demonstrating a relatively balanced gender representation.

3.2 Time Spent Viewing Pornography

In terms of weekly time spent on online pornography, the majority of respondents (54.2%) reported spending less than 30 minutes per week, while 40.8% spent between 1 and 3 hours. A smaller proportion, 1.5%, spent between 4 and 6 hours, and 3.5% reported spending more than 6 hours per week. These findings highlight the varying levels of engagement, with a notable proportion of participants dedicating a significant amount of time to online pornography consumption.

3.3 Correlations between Pornography Consumption and Problematic Use

This section explores the relationships between factors such as pornography-related motivation, sexual arousal, sexual gratification, and tendencies toward Problematic Pornography Use (PPU). The findings in Table 1 reveal a strong correlation between pornography-related motivation and tendencies towards Problematic Pornography Use (PPU), with a significant coefficient ($r = .52$, $p < .05$). Similarly, there is a notable relationship between sexual arousal during online pornography use and the urge to masturbate while viewing, both showing correlations of $r = .35$ ($p < .05$). Additionally, sexual gratification is significantly linked to tendencies towards PPU, with a correlation of $r = .24$ ($p < .05$). These results suggest that while internet pornography can enhance motivation, sexual arousal, and gratification, it is also associated with problematic usage patterns.

The development of PPU appears to be influenced by the characteristics of internet pornography itself, such as its ease of access and the wide variety of content available, which encourage frequent use (Cooper et al., 2004). Individual traits, such as heightened sexual excitability, can increase vulnerability to PPU symptoms, often interacting with cognitive factors like positive expectations about the experience (Laier & Brand, 2017). Furthermore, the reinforcing nature of pornography, particularly its association with sexual pleasure, contributes to conditioning processes. Over time, this leads to cue-reactivity, where specific internal or external triggers elicit compulsive behaviours associated with addiction.

These findings are consistent with earlier studies that emphasise the critical role of sexual arousal and desire in the progression of PPU, especially in relation to internet pornography (Brand et al., 2014; Starcke et al., 2018; Way & Kraus, 2024).

Table 1. The relationship between pornography motivation, sexual arousal and gratification on the tendencies towards PPU.

Variable	Tendencies towards PPU	
	r	p
Pornography Motivation	0.517**	$p < .001$
Sexual Arousal (While watching internet pornography)	0.447**	$p < .001$
Sexual Arousal (Need to masturbate while watching internet pornography)	0.352**	$p < .001$
Sexual Gratification Satisfaction after an orgasm	0.241**	$p < .001$

Note: ** Level of significant is at $p < 0.001$

Table 2 highlights the key factors contributing to Problematic Pornography Use (PPU). The overall model is statistically significant, explaining 31% of the variance in PPU ($R^2 = 0.310$, $F = 2.445$, $p < .001$). All four indicators included in the model were significant predictors of PPU: pornography motivation ($\beta = 0.009$, $p < .001$), sexual arousal associated with the urge to masturbate while viewing online pornography ($\beta = -0.070$, $p < .001$), and sexual gratification ($\beta = -0.137$, $p < .001$). Among these, sexual arousal experienced while viewing online pornography emerged as the strongest predictor, with a beta value of $\beta = 0.544$ ($p < .001$).

The findings suggest that sexual arousal plays a crucial role in pleasurable sexual behaviour, with the mere presence of sexually stimulating material potentially being sufficient to elicit a sexual response. Sexual arousal, as a primary and highly reinforcing stimulus, is consistent with theories of conditioning in addiction. It can function as an unconditioned stimulus, gradually becoming associated with external and conditioned stimuli over time (Berridge et al., 2009; Georgiadis & Kringsbach, 2012).

This supports previous research on the neural mechanisms involved in managing sexual behaviours, which identified a link between activity in reward-related brain regions, subjective experiences of craving, and exposure to sexual cues related to addiction (Brand et al., 2016; Voon et al., 2014). These findings support the idea that problematic use of internet pornography may act as a risk factor for developing PPU. They also validate key assumptions in theoretical models of internet-use conditions and underscore the need for further investigation into the mechanisms underlying the onset and persistence of problematic pornography consumption.

Table 2. Multiple regression analysis of indicators of online pornography consumption and their association with tendencies towards PPU.

Variable	Tendencies towards PPU			
	B	SE.B	Beta, β	<i>p</i>
Pornography Motivation	0.017	0.174	0.045	>.005
Sexual Arousal (While watching internet pornography)	0.255	0.156	0.344	>.005
Sexual Arousal (Need to masturbate while watching internet pornography)	0.051	0.088	0.047	>.005
Sexual Gratification Satisfaction after an orgasm	0.078	0.034	0.238	>.005
Adjusted R ²	0.410			
F	2.455			

4 DISCUSSION

Pornographic material is widely accessible due to its affordability, anonymity, and ease of access. As a form of (mis)representation of sexuality, pornography shapes individuals' perceptions of sexual relationships, influencing both attitudes and behaviours related to sex. The findings suggest that problematic pornography use is driven by a constant need for novelty. From a psychological perspective, the brain continually seeks rewards. When familiar genres of pornography no longer provide the same level of stimulation, individuals may seek more extreme or hardcore content to sustain the brain's reward system (Wilson, 2016). As a result, regular consumption of online pornography can lead to compulsive patterns, posing risks not only to individuals but also to society, due to harmful changes in brain function and attitudes.

It is important to recognise that a strong inclination towards pornography, whether driven by motivation, sexual arousal, or gratification, can signal the early stages of problematic use, which may eventually lead to Problematic Pornography Use (PPU). The significant links between these factors and tendencies towards PPU highlight this risk. Moreover, the fact that sexual arousal is the strongest predictor of internet pornography use indicates that individuals often engage with such material compulsively to achieve arousal. The urge to experience sexual stimulation can drive users to prioritise consuming online pornography over important daily responsibilities, further contributing to the potential for addiction and its associated consequences.

4.1 The Effect of Hours Viewing Internet Pornography on Individual Psychology

Understanding the psychological and emotional effects of pornography is essential, as it has profound implications for both mental and physical health. Over 90 studies have documented the varying mental health impacts of pornography use, including symptoms such as confusion, anxiety, depression, and intrusive memories of explicit scenes. Research indicates that even moderate consumption—approximately three hours per week—can significantly impair cognitive function. The brain's reaction to pornography influences emotions and behaviour, often leading to difficulties in emotional regulation. Furthermore, the frequent discussion of pornography in media and on social platforms can reinforce addictive tendencies, making it more challenging for individuals to overcome its grip and potentially disrupting their daily lives (Kohut, 2014; Kuss & Griffiths, 2012).

According to Kuss and Griffiths (2012), individuals addicted to pornography may spend up to 16 hours a day viewing it, severely impacting their ability to meet personal and professional responsibilities. This level of dependence is comparable to substance addiction, with far-reaching consequences for all areas of life. Schenk (2009) noted that many individuals turn to pornography as a means of escapism, and longer viewing times increase the likelihood of developing problematic use patterns. Consuming pornography for more than six hours daily has been linked to emotional instability, including symptoms such as depression, confusion, and exhaustion.

The interplay between sexual arousal and gratification is central to the development of problematic pornography use. Uncontrolled consumption can lead to significant emotional instability, where individuals experience intense sexual arousal paired with dissatisfaction. This pattern creates a cycle of emotional dysregulation that contributes to Problematic Pornography Use (PPU), a condition with similarities to gaming addiction. Brand et al. (2016) found that individuals struggling with problematic pornography use often report feelings of discomfort, restlessness, and exhaustion before and after consumption. Over time, the emotional toll intensifies, and sexual arousal may diminish, underscoring pornography's direct impact on mental and emotional well-being.

The constant innovation in online pornography, introducing novel and stimulating content, acts as a powerful driver for continued consumption. Wilson (2016) observed that new styles or activities presented in pornography can heighten viewers' curiosity and desire, perpetuating compulsive engagement. This escalation can lead to excessive consumption, increasing the risk of harmful behaviours, including sexual aggression or violence.

Sexual stimulation and satisfaction are strongly associated with pornography use. Ziaee et al. (2014) describe sexual satisfaction as the personal sense of pleasure derived from sexual experiences, including those involving pornography. Kohut (2014) reported that 55.17% of respondents used pornography primarily to enhance their sexual experiences and achieve fulfilment. This repeated gratification reinforces the desire to consume more, creating a pathway to compulsive pornography use. Moreover, while pornography can heighten sexual desires, it may also drive individuals to pursue excessive or inappropriate sexual activity, potentially leading to risky or harmful behaviours towards others.

4.2 Interventions for Problematic Pornography Use

Given the growing concerns surrounding Problematic Pornography Use (PPU), effective interventions are crucial to mitigate its negative impact on mental health and overall well-being. Cognitive Behavioural Therapy (CBT) has been identified as a leading intervention for addressing compulsive pornography consumption, as it helps individuals recognise and restructure maladaptive thought patterns associated with their behaviour. A systematic review by Lotfi et al. (2021) highlights the effectiveness of CBT in reducing problematic pornography use by addressing underlying psychological distress, including depression, anxiety, and perceived stress.

Mindfulness-based interventions (MBIs) have also been explored as potential treatments for problematic pornography use. A study by Larraz et al. (2024) found that, following a mindfulness-based intervention, participants significantly reduced the time spent engaging in problematic pornography use. The intervention also led to reductions in symptoms of problematic pornography use, emotional distress, depressive symptoms, and obsessive-compulsive symptoms, further supporting the potential benefits of MBIs in addressing compulsive sexual behaviours.

Additionally, Rodda et al. (2017) emphasised self-regulation, external support, and avoidance techniques as key behavioural change strategies for reducing problematic pornography use. Their findings suggest that seeking alternatives to pornography, avoiding triggers, and maintaining readiness to change are among the most effective self-help strategies. This highlights the importance of structured interventions that integrate both psychological treatments and practical self-regulation techniques for long-term behaviour modification (Rodda et al., 2017). By implementing these evidence-based interventions, individuals struggling with problematic pornography use can develop healthier behavioural patterns, improve emotional regulation, and reduce the long-term psychological consequences associated with excessive pornography consumption.

Effective interventions for Problematic Pornography Use (PPU) combine psychological therapies and behaviour change strategies to promote healthier behaviours. Cognitive Behavioural Therapy (CBT) and Mindfulness-Based Interventions (MBIs) have been shown to reduce compulsive pornography consumption, emotional distress, and obsessive-compulsive symptoms (Larraz et al., 2024; Lotfi et al., 2021). Additionally, self-regulation techniques, such as avoiding triggers and seeking alternatives, play a crucial role in long-term behaviour modification (Rodda et al., 2017). Integrating these evidence-based approaches can enhance recovery outcomes and reduce the negative psychological impacts of excessive pornography consumption.

In conclusion, the issue of pornography consumption and its connection to problems such as paedophilia and sexual crimes has reached a critical point. The widespread availability of internet pornography significantly contributes to these issues, and addressing this problem requires strong regulation and policy. Pornography is constantly evolving, offering new forms of stimulation that cater to diverse preferences, further fuelling addiction. As Love et al (2015) explains, the human brain's reward system is activated by the release of dopamine, a "happy" hormone produced in response to pleasurable stimuli such as sex or food. However, when exposed to extreme rewards like pornography, the brain produces an excess of dopamine, creating cravings and reinforcing addiction. Therefore, Problematic Pornography Use (PPU) should not be underestimated, as excessive or compulsive consumption can lead to significant mental health consequences. Addressing problematic pornography use should be a priority for mental health professionals, as its effects extend beyond the individual, impacting families and society at large (Vieira & Griffiths, 2024).

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