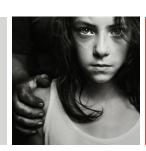




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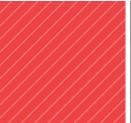


STOP THE DEMAND:

THE ROLE OF PORN IN SEX TRAFFICKING











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[E]nding this crime so monstrous [human trafficking] is not a political issue; it is an American imperative, and a human responsibility. This is why there are still modern-day abolitionists. And this is why the rest of us should join them.

- Ambassador Richard Holbrooke¹

Human trafficking is the second largest form of organized crime in the world (behind the sale of drugs). Globally speaking, most of human slavery is debt slavery. But in the United States, the trafficking of US women and children is almost entirely for the purposes of sex.

Sex trafficking is defined by the 2013 Trafficking in Persons Report as a "severe form" of trafficking in which "a commercial sex act is induced by force, fraud, or coercion."²

Ernie Allen, president of the National Center for Missing and Exploited Children, conservatively estimates there are at least 100,000 US children per year used for the purpose of commercial sexual exploitation.³ Steve Wagner, former director of the Human Trafficking Program at the US Department of Health and Human Services, estimates this number is closer to a quarter of a million kids per year.⁴ The problem is ubiquitous. Allen comments, "The only way not to find this problem in any city is simply not to look for it."

THE BUSINESS OF SEX SLAVERY

Like any commercial enterprise, sex-for-hire is a matter of *supply* (the girls), *distribution* (the pimps and brothels), and *demand* (the johns). The 2013 TIP Report rightly comments, "If there were no demand for commercial sex, sex trafficking would not exist in the form it does today."

Professor Dan Allender says pimps today have "an infinite market." Johns can be anyone. Everywhere are average men—doctors, lawyers, business professionals, and upstanding community members—who are "seeking the services of an abused woman" who has now been caught in prostitution. The essence of prostitution, he says, is the misuse of another person's helplessness for sexual pleasure.⁵

There are many cultural factors fueling the demand for commercial sex. Highly sexualized mass media is a major player, and, as this paper aims to show, pornography is the ugly tip of this mass media iceberg fueling demand.

A SIDE NOTE:

IS PORNOGRAPHY A FORM OF SEX TRAFFICKING?

Much can be said (and has been said) about pornography as a form of trafficking itself. Many former porn actresses have shared their horrific stories of how they were victims of "force, fraud, or coercion" in the production of the photos and films in which they participated.

Pornography, it is argued, is *not* prostitution because those being filmed are not paid for a "sex act," but rather they are being paid as an actor or actress. Any sexual pleasure experienced in the midst of the filming or derived by the consumer is not a consideration for lawmakers. For some, this legal distinction denies the obvious: that when you make pornography of a woman, you make a prostitute of her.

Regardless of the legally protected status of pornography as media, employers who physically, emotionally, and sexually abuse their employees are breaking the law—no matter how cleverly edited the final product is.

Legal distinctions aside, even if one deems pornography a potentially legitimate business

enterprise, the actual recruitment, procurement, or employing of pornographic actors and actresses routinely involves false promises, threats, verbal abuse, and heavy drug use. Off the set, these same producers often act as pimps who sell their girls as escorts. Because of this, activists who loathe sex trafficking are right to loathe the porn industry on the same grounds. Regardless of the legally protected status of pornography as media, employers who physically, emotionally, and sexually abuse their employees are breaking the law—no matter how cleverly edited the final product is.

Many pornographic actresses echo the sentiment of famous *Deep Throat* star Linda "Lovelace" Boreman, when she stated, "every time someone watches that film, they are watching me being raped."⁶

Harvard Law professor Catherine A. MacKinnon insightfully states,

As with all prostitution, the women and children in pornography are, in the main, not there by choice but because of a lack of choices. They usually "consent" only in a degraded and demented sense of the word (common also to the law of rape) in which a person who despairs at stopping what is happening, sees no escape, has no real alternative, was often sexually abused before as a child, may be addicted to drugs, is homeless, hopeless, is often trying to avoid being beaten or killed, is almost always economically desperate, acquiesces in being sexually abused for payment, even if, in most instances, the payment is made to someone else.⁷

While this topic deserves further exploration by lawmakers, it is not the most critical link between pornography and sex trafficking.

PORNOGRAPHY: SHAPING SEXUAL EXPECTATIONS

According to Shared Hope International's report on the demand for sex trafficking, pornography on the Internet is a gateway to the purchase of humans for commercial sex.⁸ This becomes clear when we think critically about what pornography is and how it affects its consumers.

"Pornography" comes from the Greek words *porne*, meaning "prostituted woman" or "prostitution," and the word *graphos*, meaning "writings." Under this definition, pornography is not the graphic portrayal of sex or sexuality broadly, but *commercial* sex specifically. Knowing this we can begin to rightly appreciate the negative and corrosive effects of this content.

Laura Lederer, former Senior Advisor on Trafficking in Persons for the U.S. State Department, says, "Pornography is a brilliant social marketing campaign for commercial sexual exploitation." Porn is marketing for sex trafficking both directly and indirectly: directly because online and offline hubs for trafficking use pornographic images to draw the buyers, indirectly because of porn's influence on the culture. A key ingredient to the success of commercial sex is the belief that people (women especially) are sexual commodities, and Internet pornography is the ideal vehicle to teach and train this belief.

Catherine MacKinnon of Harvard Law says, "consuming pornography is an experience of bought sex" and thus it creates a hunger to continue to purchase and objectify, and act out what is seen. 10 For some, this means objectifying their wife, girlfriend, or acquaintances. For others, this means turning to the world of commercial sex.

Research bears this out. In a meta-analysis of 46 studies published from 1962 to 1995, comprising a total sample of 12,323 people, researchers concluded viewing pornographic material puts one at increased risk of developing sexually deviant tendencies (31% increase in risk), committing sexual offenses (22% increase in risk), and accepting rape myths (31% increase in risk). In a meta-analysis of 24 studies conducted between 1980 and 1993, with a total of 4,268 participants, researchers positively correlated rape myth acceptance to exposure to nonviolent or violent pornography. Among perpetrators of sex crimes, adolescent exposure to pornography is a significant predictor of elevated violence and victim humiliation.

Using pornography, especially over long periods of time, does not just distort the individual's view on sexuality, but actually reshapes how the human brain functions. According to neuroscientist Dr. William Struthers, continued use of pornography literally erodes the prefrontal region of the brain, responsible for our willpower. When our prefrontal lobes are working properly, then we have "executive control" of the processes going on in our brains: it is where we do our abstract thinking, make goals, solve problems, regulate behavior, and where we suppress emotions, impulses, and urges. But the more one masturbates to porn, the more dopamine is released in the

...continued use of pornography literally erodes the prefrontal region of the brain, responsible for our willpower.

brain. Eventually dopamine receptors and signals in the brain fatigue, leaving the viewer wanting more but unable to reach a level of satisfaction. The viewer becomes numb to things once considered pleasurable. To escape this desensitization, people, and men especially, expand their pornographic tastes to more intense or novel pornography. This downward spiral of desensitization impacts the prefrontal cortex. Then, when impulses and desires (such as sexual desires) come from the midbrain, instead of being moderated, the brain feels these

desires as compelling *needs*. While the prefrontal region is supposed to be able to weigh consequences and situations and judiciously shut down cravings, the porn user's ability to do this is severely impaired. When the craving for sexual stimulation surfaces, their whole body gears up for action, and the craving consumes them. The heart begins to race, blood pressure rises, and the person is consumed by the thought of looking at

pornography or acting out sexually. This phenomenon of lost willpower is known as *hypofrontality*.

According to a 2013 Cambridge University study, when the brain activity of compulsive pornography users was compared to a control group, their ventral striatum (reward center of their brains) reacted to seeing explicit content the same way an alcoholic's brain reacts to seeing advertisements for alcohol.¹⁴

In summary, what this means is pornography is actually damaging the brains of its consumers, destroying willpower, and creating a deeply ingrained compulsion. Viewers are selling themselves into a voluntary slavery to their impulses.

Unquestionably, these physiological affects of porn on the brain and one's sexual beliefs play a major role in the life of johns. After 854 prostituted women from nine countries were interviewed, 47% of respondents

86% of prostitutes say johns show them pornography in order to illustrate specific acts they want them to perform.

said they were upset by johns' attempts to make them do what the johns had previously seen in pornography. The WHISPER Oral History Project found that 86% of prostitutes say johns show them pornography in order to illustrate specific acts they want them to perform.

As Victor Malarek comments in his book, *The Johns*: "The message is clear: if prostitution is the main act, porn is the dress rehearsal." Pornography becomes a training ground for johns. When pornography is the source of sex education for our generation, the natural outcome is a culture of commercial sex and sex trafficking. 18

PORNOGRAPHY: EROTICIZING VIOLENCE

Porn promotes the cultural trend of connecting sex to both violence and youth—both of which are trends seen in the growing problem of sex trafficking.

In the early 1980s, Dr. Dolf Zillmann of Indiana University and Dr. Jennings Bryant of The University of Alabama studied the influence of video pornography on people's sexual beliefs and attitudes towards women. For their experiment, 80 male and 80 female college-age participants were divided into three subgroups, and each group was shown 4 hours and 48 minutes of media.

- The first group, the "Massive Exposure Group," was shown 36 non-violent pornographic films over a six-week period.
- The second group, the "Intermediate Exposure Group," was exposed to 18 pornographic films and 18 regular films over a six-week period.
- The third (control) group, the "No Exposure Group," was shown 36 regular movies over a six-week period.

After the data was compiled, Zillman and Bryant concluded that the Massive Exposure Group was far more likely to believe women in society really fit the stereotype of the women they saw in pornographic films. They were more likely to believe all women are really "as hysterically euphoric in response to just about any sexual or pseudosexual stimulation, and as eager to accommodate seemingly any and every sexual request" as the porn girls.

About 90% of scenes in top-selling pornography contains at least one act of physical aggression.

The more porn that was viewed, the more likely the viewer was to believe that fringe sexual activities were common in society—activities like anal sex, group sex, sadomasochism, and bestiality. Percentages given by the Massive Exposure Group were two to tree times higher than the No Exposure Group.

Watching pornography also conditioned participants to trivialize rape. Participants were

asked to read about a legal case where a man raped a female hitchhiker and then recommend a length for the rapist's prison sentence. Males in the No Exposure Group said 94 months; the Massive Exposure Group cut this by nearly half, recommending only 50 months.

Pornography desensitizes viewers to sexual violence and cruelty, even when the pornography is considered "non-violent" in nature. Unfortunately, aggression is common in pornography today. In a 2007 presentation, Robert Wosnitzer, Ana Bridges, and Michelle Chang released the results of their study of the 50 top selling adult DVDs.²⁰

 After analyzing 304 distinct scenes in these films, they found 3,376 acts of verbal or physical aggression — that's an act of aggression every minute and a half.

- About 90% of scenes in top-selling pornography contains at least one act of physical aggression.
- Verbal aggression, such as name-calling, is present in about half of adult video scenes.
- In 73% of instances, men are the aggressors. When women are the aggressors, most of the time they are being aggressive to another woman.
- In 95% of the scenes, the person receiving the aggression reacts neutrally or positively to it.
- Positive or healthy sexual acts, such as kissing or compliments, are found in only 10% of scenes.

Interviews with johns demonstrate the enjoyment derived from a relationship of dominance and subordination. Quotes from johns collected from rural Kentucky, Phoenix, Arizona, and Madrid, Spain establish these sentiments.²¹

- "Prostitution says that women have less value than men."
- "I paid for this. You have no rights. You're with me now."
- "Guys get off on controlling women, they use physical power to control women, really. If you look at it, it's paid rape."
- "Prostitution is an act of force, not love. She gives up the right to say no."
- "You can pick who you like, it's like going to a vending machine."
- "I think about getting even [during prostitution]—it's like a kid's game, you're scoring points."

PORNOGRAPHY: EROTICIZING YOUTH

After an analysis of 400 million web searches from July 2009 to July 2010, neuroscientists Ogi Ogasa and Sai Gaddam concluded that the most popular category of sexual searches online—by a very wide margin—is "youth." Teen porn, "barely legal," "jailbait," "sweeties," "Lolitas." This is one of the major trends of modern pornography and in media in general: accentuating youth, even childlikeness, as sexy.

This is not new to pornography. In 1984, the U.S. Department of Justice funded a study to look at how pornography affects sexual exploitation and family violence by studying the images of children in *Playboy*, *Penthouse*, and *Hustler* magazines, looking at 683 issues printed from 1953 to 1984.²³

- In all, researchers found 6,004 photographs, illustrations, and cartoons of children.
- 51% of the child cartoons and 46% of the child photographs depicted children ages 3 to 11 years old.
- Close to 1,000 sexual scenarios included adults with children, implying incest or molestation.

These themes have continued in the Internet age, especially since the landmark Supreme Court Case Ashcroft vs. Free Speech Coalition (2002). The court said the Child Porn Prevention Act defined child pornography too broadly. Child porn, they said, only involves actual children, not images made to look like children. This opened the door wide for more

websites with "childified" women or cartoon images of children being dominated by older men.²⁴

Space does not permit to venture completely into the dark world of child pornography. Many amateur child porn sites consist exclusively of photos and videos uploaded by its members: parents molesting children, boyfriends having sex with their adolescent girlfriends, and adult men molesting ...the most popular category of sexual searches online—by a very wide margin—is "youth."

unrelated children. According to Robert Jenkins, hardcore child pornography "exists in abundance" online.²⁵ Alicia Kozakiewicz, who was herself abducted by an Internet predator and had images of her molestation shared online, says, "I think the term 'child pornography' waters it down a bit. These are crime scene images of child rape."²⁶

As pornography pushes the limits, portraying women as younger and younger, pop culture "adultifies" children in its TV shows and advertising. Dan Allender comments our culture is showing signs of a "pedophilic drift."

The fact that the average age of entry into prostitution in the US is 13 to 14 years old is not simply because there are pimps who take them in, but because there are buyers who like them young.

FIGHTING DEMAND

One need not believe that viewing pornography inevitably leads all men to become johns. This is not only clearly false, but misses the heart of the problem. Yes, some men will, driven by a pornographic lust, seek out prostituted women, but the vast majority of men will not.

It is right to loathe the corrosive affects of porn on the minority who will seek our purchased sex, but it is equally right to loathe the corrosive affects of porn on society and culture. We should not, on one hand, deplore the commodification of trafficked women and children and yet turn a blind eye to porn's message that women and children should be commodified. Many boys have embraced porn's hyper-masculine view of male sexuality, and a depressing number of girls today have embraced their own degrading objectification.

Many activists fear lumping pornography in with sex trafficking for a variety of reasons. The first is that they don't want to appear anti-sex in a pro-sex culture. Gail Dines offers a worthy response, "If people say to me, 'You're against pornography; are you against sex?' That's like saying to me, if I'm critical of McDonalds, I'm against eating."²⁷

Second, many activists don't want to attack the freedom of expression and First Amendment rights. The debate about whether pornography should be protected speech and media is a worthwhile legal issue to explore. However, standing in personal opposition to the crude and demoralizing messages of porn need not be the same as standing against someone's right to create or consume it. Regardless of one's ideas about the limits of legislation when it comes to free speech, one can work to make the messages of porn taboo in our culture and implore people to recognize it poisons themselves and their communities.

Part of the war against sex trafficking must include a fight against pornography and a robust strategy to fight the impact of porn culture. A variety of approaches to sex trafficking have been implemented over the years. During the Clinton Administration the 3P framework was used (Prevention, Prosecution, and Protection). During the Bush Administration there were the 4 R's (Rescue, Rehabilitation, Restoration, and Reintegration). But to focus more squarely on demand, Laura Lederer, former senior advisor on Trafficking in Persons and founder of Global Centurion, introduces the 5 S's:

SANCTIONED SOLICITING: Don't criminalize prostitution. Criminalize the purchase of sex. This makes it less attractive for traffickers to sell where there are strong laws against johns and strong enforcement of those laws.

- SECOND CHANCE SCHOOLS: These are also called "Johns Schools."
 In some places first-time offenders can have charges dropped if they pay a fine and attend an 8-hour course taught by sex trafficking-experts, prosecutors, victims of trafficking, police, neighborhood activists, and health educators who discuss the harms of prostitution.
- STING AND REVERSE STING OPERATIONS: In sting operations police pose as prostitutes, which helps to identify johns. In reverse sting operations, police pose as customers to help find the victims. Sting operations are key for locating the men responsible for these crimes and the women they abuse.
- SOCIAL MARKETING CAMPAIGNS: These are education and awareness campaigns for boys and young men. This early education is about focusing on the harms of all forms of sexual exploitation: pornography and prostitution included.
- STANDARDS: Lederer writes, "At the bottom of the problem is an increasing commodification that extends even to human beings, a belief that anything, even a life, can be bought anytime, anywhere, any place for any purpose. This license masquerades as liberty and allows the worst kinds of exploitation to flourish. In addition to legal and educational solutions, we will have to continue to work as a global community to develop human rights, religious, and values-based visions that promote the sacredness, dignity, and worth of all human beings."

"We will never have success in eradicating sex trafficking," says Ms. Lederer, "unless and until we tackle the cultural messages of pornography and related materials that are encouraging this exploitation and abuse."

REBUILDING THE WALLS: OUR PART, YOUR PART

What can we do? What can you do? The problem seems insurmountable. How can we turn culture around so that the very idea of commodifying human beings, not just through sex trafficking but through pornography, is turned into a despicable taboo?

The relationship between sex trafficking and pornography is clear. As we increase demand (which we do every time we click on or pay for pornography), that demand will surely be satisfied by a wretched industry.

It would be trite to say that Rome wasn't built in a day, so we'll use an old Hebrews story as an example instead. The kingdom of Persia was in power, and the city of Jerusalem sat defenseless with no wall. Nehemiah, cup-bearer to the king, was so burdened for the safety of his city, he issued a call to work, "Come, let us rebuild the walls!"

It sounded like a job that might take years. But Nehemiah inspired each family of Jerusalem to take on the task of rebuilding only their small portion of the wall. They took to the task and began the rebuilding. Just their small portion.

They met opposition, setbacks, frustration. Some families became discouraged and even stopped building. But others kept going, and Nehemiah kept encouraging them. As the discouraged families saw the example of success their neighbors were having, they once again took up the challenge. It brought families together, and neighbors became as close as family.

The reward? More than a new wall, the families were justifiably filled with pride. Jerusalem was once again a city of which they could be proud.

It looked like it might take years, but the task was finished in 52 days.

This is the same sentiment expressed in the 2013 TIP Report:

Rejecting long-held notions such as "boys will be boys" and sending the clear message that buying sex is wrong is not just a task for governments, but will require partnerships throughout society, including the faith and business communities. Business leaders can adopt codes of conduct that prohibit purchasing sex. And leaders in civil society—from teachers to parents to ministers—must foster the belief that it is everyone's responsibility to do their part to reduce the demand for commercial sex. It is especially important to reach young men with a strong message of demand reduction to help them understand the exploitation that permeates the commercial sex trade.

Our company, Covenant Eyes, is committed to making a difference. Covenant Eyes is a toolmaker: our goal is to equip people with tools that provide protection and encourage accountability and trust in the fight against Internet temptation.

We recognize the importance of family leaders, business leaders, and faith leaders in teaching a new message of sexuality. The human body is a beautiful thing, not to be put on public display, not to be sold as a commodity, but to be respected for its proper purpose.

This is what Covenant Eyes promises to do to help rebuild its section of the wall:

- Covenant Eyes will continue to do the research and development to "keep up" with online technologies.
- Covenant Eyes will continue to provide the best accountability and filtering software possible, at as low a cost as possible, so pornography cannot be so easily or anonymously accessed online.
- Covenant Eyes will continue to provide free educational resources for you and those you love.
- Covenant Eyes will make every effort to be responsive to your needs, suggestions, and requests for help.

As a community leader, faith leader, business leader, or family leader (or future family leader), what can you do? If you're reading this, you likely already hate human trafficking. Armed with knowledge, let that disdain spill over onto the degrading messages sexualized media and pornography promotes.

Young or old, you must be the hands and fingers to rebuild the wall. The families in Jerusalem included even young children, because every stone counted. Become an activist in this fight. Pick up the cause, rally the forces, be an encourager. Don't sit idly by as your generation decays further. Believe that we can change the world in your generation. Speak the truth to others about pornography and sex trafficking. Avoid temptation yourself on the Internet. Get accountability software for yourself and your family—human nature tells us we cannot do it on our own.

TAKE ACTION:

- EDUCATE yourself. Read the other free e-books at covenanteyes.com/ ebooks or use the educational resources mentioned in this document.
- ENCOURAGE Internet accountability into your family/business/faith center.

- **TEACH** and encourage parents to educate and monitor their children online so we can change the world in one generation.
- **BECOME** accountable online yourself—for you own protection, and to set an example.
- **BE** committed, encourage others. Pass this e-book on to others.

Now (really, right now) get started. Speak the message, pick up a stone, and begin working on your section of the wall. Come, let us rebuild the walls.



RESOURCES

FILMS

10 Seconds and Sex on Demand – This short film and documentary are about the complimentary slaveries of sex trafficking and sex addiction.

Go to www.10secondsmovie.com.

Demand – This documentary exposes how all forms of commercial sexual exploitation such as porn, stripping, and prostitution are connected to sex trafficking.

Go to www.sharedhope.org.

Sex + Money: A National Search for Human Worth – This documentary is about domestic sex trafficking in the United States and the abolitionist movement fighting both it and the pervasive message of pornography.

Go to www.sexandmoneyfilm.com.

Rape for Profit – This documentary exposes the dark world of domestic trafficking in Seattle, exploring both the lives of the victims and the lives of the johns.

Go to www.rapeforprofitfilm.com.

The Social Costs of Pornography – These presentations by various experts at the Witherspoon Institute offer a variety of perspectives.

Go to www.socialcostsofpornography.com.

GROUPS

Global Centurion – Developing demand-focused research and programs.

Go to www.globalcenturion.org.

Stop Trafficking Demand – Educating individuals and organizations about how to stop the erosive effects of porn.

Go to www.stoptraffickingdemand.com.

Demand Abolition – Eradicating the demand for purchased sex.

Go to www.demandabolition.org.

Stop Porn Culture – Challenging the porn industry and the culture it creates.

Go to www.stoppornculture.org.

Porn Harms – Morality in Media's research on the affects of pornography.

Go to www.pornharms.com.

BOOKS

Pornography: Driving the Demand in International Sex Trafficking, by Captive Daughters Media

The Johns: Sex for Sale and the Men Who Buy It, by Victor Malarek

The Sexualization of Childhood, edited by Sharna Olfman



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