

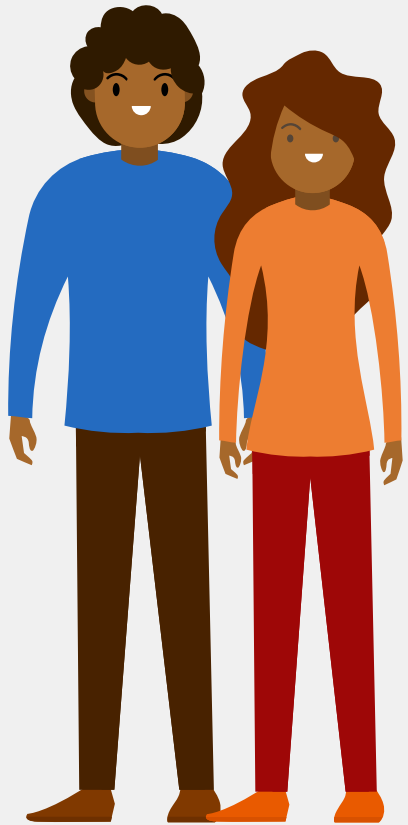


Knowing Rafiki in Ethiopia

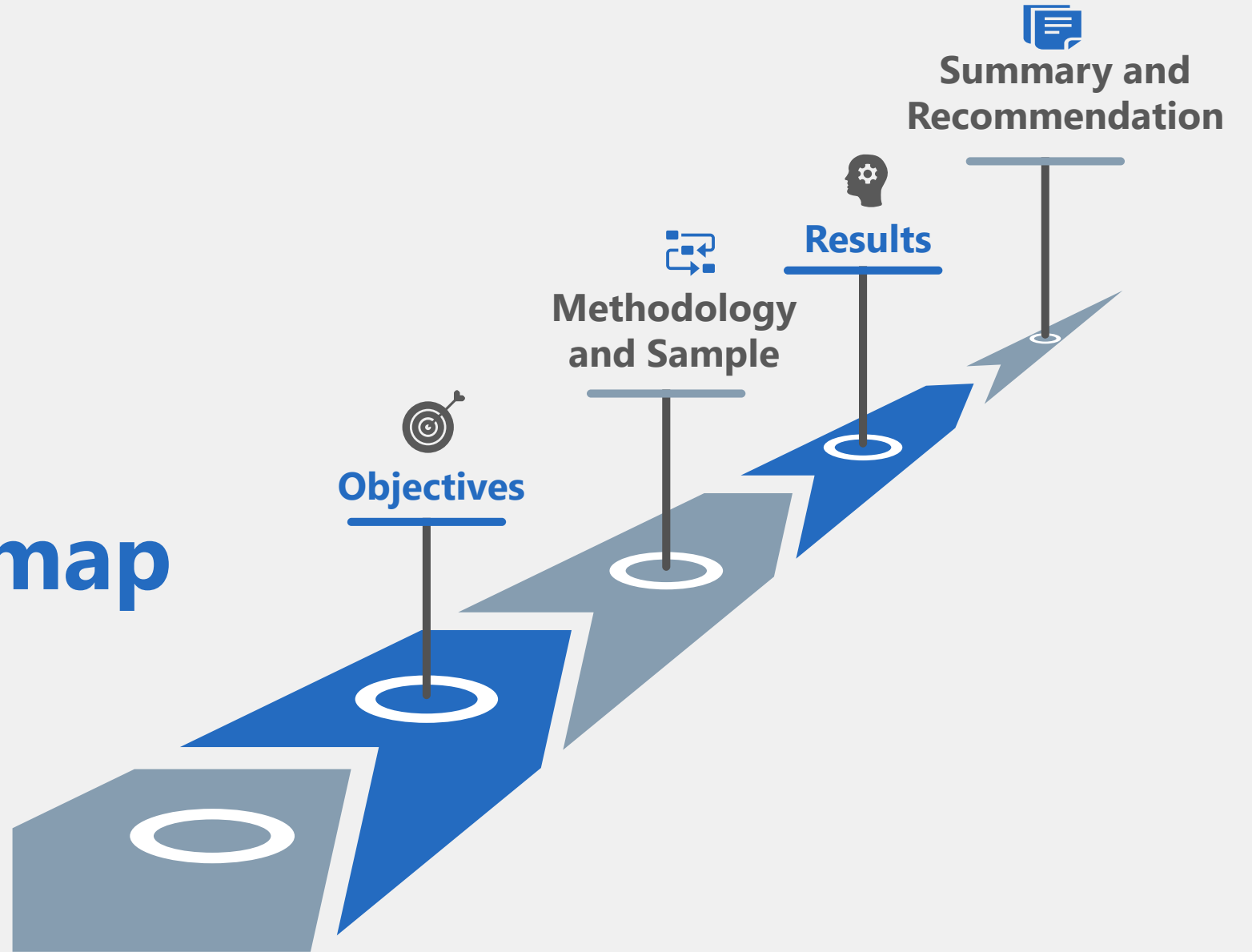
Sexual Learning – An Adolescent’s Journey

October 2017





Roadmap



Objectives, Methodology and Sampling



Objectives

Project Objective

To establish the current learning trajectory of sexual behaviour among young boys and girls in Ethiopia.

Research Objectives




- Elicit attitudes towards relationships (intimacy, love and sex)
- Understand general consumption of porn
- Elicit (if any) emotional engagement with and consequences of porn
- Build a trajectory of sexual learning from initiation to present



Methodology and Sample

A qualitative methodology is always recommended to unpack deep insights. For this project, paired groups vs larger focus groups was recommended given the sensitive subject matter.

These included 2 friends by gender (boys vs girls) as well as couples. The sample is as per the table below:

Users* of Porn											TOTAL SAMPLE N=25
 Girls			 Boys			 Couples					
8 Addis			11 Addis			6 Addis					
18-20			18-20			18-20					
WEDNESDAY 27 th September			THURSDAY 28 th September			FRIDAY 29 th September					
11.00am - 12.30pm	1.00pm - 3.30pm	4.00pm - 5.30pm	9.00am - 10.30am	11.00am - 12.30pm	1.00pm - 3.30pm	4.00pm - 5.30pm	9.00am - 10.30am	11.00am - 12.30pm	1.00pm - 3.30pm	4.00pm - 5.30pm	

Users: Used at least once in the past 6 months

Results



Demographics

Working Status

Almost all University Students
(in various stages of study)

Home Living

Living with parents, staying in a dorm,
sharing a place

Downtime

Reading and watching movies
Being with friends

Relationship status

Dating and Single (none married)
None with children





Is it All About Relationships?



Relationships are a big deal; this hasn't changed. However, both boys and girls (surprisingly mostly boys) acknowledge the survivalist nature of being in a relationship – that's it's a need rather than a want and are quite emotional about this connection. Also interesting to see how "selective" youth are, there are clear specs when it comes to committing:

- there has to be a connection,
- there should be no drama (both boys and girls)

The meaning Positive

- Fidelity
- Being together
- Intimacy
- Can be with anyone (boys and girls) but for most it was "with one person" (couples and girls)
- Love
- Hanging out

The meaning Negative

- A trap
- Drama

Are relationships important?

- Almost all respondents said relationships are important
- Can be long-term or short-term "depending on behaviour"
- We need someone to share things with; talk, ideas, emotions and pain
- Time dependent



The meaning of Love...

What has love got to do with it?

A more universal, happy emotion relating to family and friends as well as a partner.

The order of priority in love is; family first, then friends then partners.

Positive Attributes

- Happiness
- Unconditional
- Obsession
- Intimacy
- Affection
- Eternal (for some)
- Adored (girls)

Negative Attributes

- Mysterious
- Hard work and sacrifice (boys and girls)
- Loving someone more than you love yourself (girls)
- Disappointment (girls)

The Language of Love

Physical

- Affection
- ### Quality Time
- Attention
 - Being there for the person

Acts of Service

- Dual Sacrifices (girls)
- Not disappointing
- Making the other person happy (boys)

Gifts

- Roses
- Gifts (boys)

Words

- Communication (couples)
- Being true

Emotional Expression

Red – symbol of love and romance/Valentines Day (most responses)

Blue – bright, relaxed and peaceful

Orange – warm sunset (couples)

White – perfect, love is a reward (of marriage)

Colourless – like water it takes on different forms in different situations (boys)

Grey – undefined and depends on perspective (girls)

“It has been programmed in my head ever since I was born. Like Valentine’s Day roses”

“Red, it’s the colour of being brainwashed”

“Love is a mystery because there is no proof”

Grey: “There is a gap between expectations and real world love”

“Falling in love is not a choice but staying in love is”



Love is one of those universal emotions that doesn't change its meaning, attributes or desires too much. The interesting insight, albeit it conceptually not a surprise, is how clear the boys are on the complexity of love and relationships and how they grapple with its elusiveness...is this a need??

What Intimacy is About

What is Intimacy?

Physical

- Sex (boys)
- Chemistry (girls)
- Erection (boys)
- Holding hands (couples)

Emotion Superficial

- Emotions – feels good
- Sharing / Opening up
- Happiness – doing things that make you happy together
- Satisfying
- Friendship
- Spending time together
- Not physical (girls)

Emotion Substantial

- Attachment
- Cant have it without love (couples)
- Devotion
- Isolation (boys)
- Closeness / Connection / Bond
- Important – leads to more love (boys)
- Trust (boys)
- Passion

“First thing that comes to my mind is sex”

“Sex is more like a physical intercourse. Intimacy is a connection”

Intimacy is quite different for boys vs girls; while there is an emotional element for boys, it is definitely physical too. For girls, it is more about the inherent emotional connection, which is not a surprise. What is slightly surprising is that boys are quite serious about their relationships - slightly more so than we ordinarily see in other countries.

Emotional Expression

- Blue – stability / beautiful but risky
- Colourless – hard to explain
- Brown – not interesting (boys)
- Red – hot, love
- Grey – not bold, easily accessible (couples)

“Its cream, which is broken white because its safe but not always safe”

“You only miss it once you have had it”

“The next step after love”

“Its better than love”



Is...

- Love / Connection / Intimacy
- Heterosexual
- Porn (boys)
- Healthy – if in a relationship (girls)
- Addiction / fetish (boys)
- Basic animalistic instinct (couples) / normal / since the beginning of time / natural urge
- Fun / one night stand / irresponsible
- Consensual
- Exciting
- Power / emotional dependency (girls)
- Big deal (boys)

Is not...

- Until marriage
- For anything other than Reproduction / family lines / make babies (girls)

“Success”

Emotional Expression

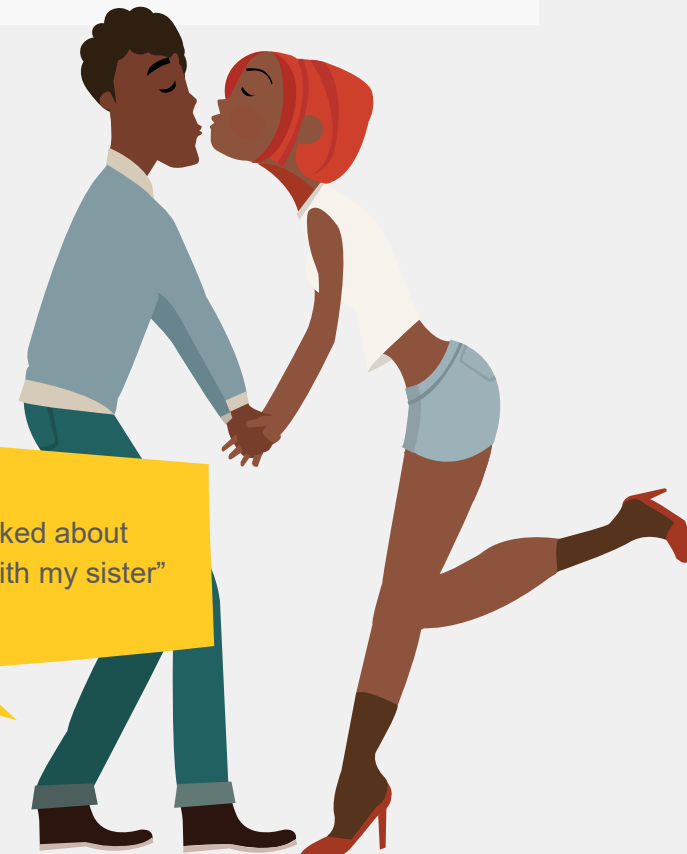
- Black – strong – not bad or good, just strong, bold, done in the dark, can be negative, trouble
- White – happiness, done on white sheets, with one person it’s a good thing
- Grey – uncertainty, can make you happy
- Red – romantic, passionate, blood, bold, messy, confident, powerful

Sex for girls is essentially only about procreation...or so they say. Boys, on the other hand, are unashamed about the animalistic nature of sex; they were a lot more aware and honest about their needs (including to have fun) and desires when it came to sex. Sex is functional, but both boys and girls talked about sex being consensual – is non-consensual sex an issue or is there a positive awareness around sex? There is also an underlying element of uncertainty; what does sex really mean for Rafiki?

“Because I grew up in a place where sex is forbidden, you have to get married to have sex, it’s just only to have kids”

“Peach, it is in between, undefined and uncertain”

“I only talked about kissing with my sister”





The Love Triangle

Are love, intimacy and sex related?

It's a circle – there cannot be sex without intimacy.

They all need one another

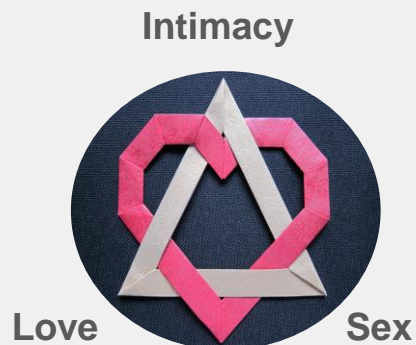
Intimacy can come before love

Sex is just physical on its own

Love = intimacy + sex (complete)

Can stand on their own (boys)

First love then intimacy then sex



"I feel like it goes first love and intimacy then sex"

"Love has nothing to do with sex or even intimacy"

While sex is a stand alone action for some (mostly boys), when you add the two emotions of love and intimacy, you have a desirable equation for almost all participants - a healthy relationship. For many, the order of the three components is circular rather than linear and develops in various ways, depending on the relationship. It seems the fun and excitement is in uncovering this undefined journey. Let's unpack what young people are searching for in their sexual journey.



Attitudes Towards Sex Summary



Relationships are taken quite seriously in Ethiopia (for this age group) – its is seen as a need, rather than the typical want, feeding a deep seated emotional requirement.



Boys seem to grapple with the elusiveness of love but continue to search for it, despite complexities and complaints.



Intimacy for girls is what love is to boys; desired, elusive and risky.



Two groups of girls: those who believe in sex after marriage (for procreation) and those who believe in sex for fun / commitment. Boys, on the other hand, are unapologetic about their animalistic need for sex.



The love triangle components together make up what is considered a healthy relationship.

The Ethiopian young adults that we spoke to, seem to take relationships and the components of relationships quite seriously. Boys are quite clear on the effort required to keep the relationship going but struggle with other aspects, including their imposing sexing needs. A boy's sexual journey is quite different to those of girls. The challenge is that boys are strong influencers over girls, so it is critical to address the needs of boys when addressing when trying to impact the needs of girls and their behaviour.

“It is needed to survive, to combat loneliness”

“Falling in love is not a choice but staying in love is”

“Its cream, which is broken white because its safe but not always safe”

“Because I grew up in a place where sex is forbidden, you have to get married to have sex, it's just only to have kids”

“I feel like it goes first love and intimacy then sex”

General Consumption





All Things Porn

NBD (No Big Deal)

- Horny
- Learning about positions
- Different sex
- Watching videos / looking at pictures
- Masturbation
- Entertainment
- Makes me feel good
- Best positions and how to entertain (girls)

“How to make him/
her happy – for
both of us”

ABD (A Big Deal)

- Not sex (girls)
- Exaggeration (couples)
- Affects your mind in a bad way (girls) / Disturbing / influential
- Addictive
- Powerful in a bad way (boys)
- Expectations (couples)
- Money making
- Filthy/disgusting (girls)
- Catalyst to learn about sex
- Business
- Unrealistic (couples)
- Religious girls - very averse

“When watching porn it
releases neurological
sensors in the brain, which is
why it is hard to let go of it”
(boys)

Emotional Expression

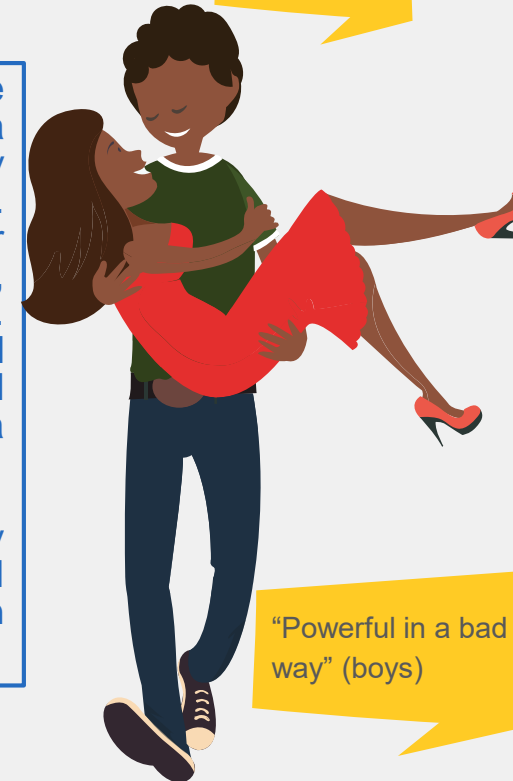
- Yellow – happy, bright, overwhelming
- White – clean business (couples), people are white on the videos (girls)
- Black – when unknown, cant get the girls you want, dirty
- Brown – confusion, does not deserve a colour (girls), good, natural (boys)
- Orange – odd, not real (boys)
- Grey – black (bad, graphic), white (learn) (girls)
- Red – even though everyone dislikes they still watch it (boys)

Expressing opinions about porn was quite polarising for boys vs girls. Many girls have a distinct view that porn is disgusting and they wont look at it (which is not surprising). However, boys are unapologetic about their knowledge, usage and enjoyment of porn, even when in the presence of their girlfriends. They are also clear about the negative and lasting effects porn has on their psyche and their relationships; they almost see it as a “necessary evil.”

The colour expression shows the dichotomy that porn represents; the duality of the feel good and the feel bad when engaging in porn.

“TMI”

“Powerful in a bad
way” (boys)



First Access

- In class with friends on a phone (boys)
- In class at an all girls school (girls)
- Biology class

Device

- Laptop is best! Why? Easier to carry, access – bigger screen
- Friends brothers phone
- Phone (feature phone first and then download on smartphones from 15/16)
- PC

Access starts early, usually at school with someone introducing a video or picture. The equipment used to watch porn improves over time – from a phone to a higher resolution screen. Google is the most frequently “asked” source, and there are no rules about what to look for – just explore options and see what comes up.

App and Sites

- Google
- YouTube
- Brazzers
- uPorn.com
- Vidmate
- Telegram
- Torrent
- “links” from other sites

“You just click on the first site”

“if you don’t have a phone, you can borrow from your brother.”

“We just Google”

What did you Google?

- “porn” / heterosexual porn
- “what is sex”
- “porn pics” / “nude pics”
- “porn movies”
- “adult videos”
- “sex videos”
- “how people have sex”

“I wanted to understand what it was.”



Couples

- Softcore – romantic porn – experience
- Extra sensual – more than sex
- Hardcore – without intimacy, graphic, over limit, not much learning
- Bad porn “extreme” Good porn “not too much”
- Heterosexual and homosexual
- Gay porn

“Sex does not look pretty”

Categories

- Depends on mood
- Adult Videos
- Music Videos
- Interracial, bondage, Italian girls, Asian girls, hardcore, rough sex

Usage increases with age and the role porn plays for the user; and depending on age, porn fills various roles - from education to girlfriend substitute to entertainment. Exploring to elicit personal preferences also drives usage.

Boys

- Normal
- Threesome
- Four way
- Lesbian
- Gangbang
- Orgy – interesting, entertaining, satisfaction
- Milf
- Hardcore
- Younger age
- Intimate – drama
- Amateur – home made/no experience
- BBW
- Titties
- FemDom – Female Dominators

MILF “Mothers I’d like to F%&@”

Girls

- BJ
- Threesome
- Group sex – hardcore and intense
- Anal
- Kamasutra – everything in a proper way about sex
- List on google

“Sex does not look pretty”

Frequency

- Once a week or once a month – depending on free time (couples)
- If girlfriend then do not watch, single: daily/2 x per month/ 4x per day if addicted (boys)
- Once a week (girls)

“ I don’t access porn anymore, I go on dates”

“If there is a girl I don’t watch porn. If there isn’t a girl it depends actually, I mean if you are busy with work you won’t have time to”



Learning

Couples

Positive

- Sex positions
- Tutorial : how to tie knots etc

Negative

- Not good information – acting
- Mostly physical – shaking her
- Dehumanises women

Overall

Watching porn as a couple is not comforting. It will change the relationship with regards to preferences as the girl “sees” the boy differently after watching porn. Most couples would not recommend to other couples

Boys

Positive

- Hints/pointers / positions
- Get what you want / stress relief / instant satisfaction
- Fun
- Know more about girls
- How to have a threesome
- How to satisfy the girl
- Get good information

Negatives

- Expectations on girls
- Too much consumes you
- Don't get what you want in real life
- Addicted to porn and masturbation

Overall

Porn definitely has a role to play in the lives of boys, but it sets up expectations that are not realistic for either themselves or girls.

Girls

Positive

- Get insight on what I want to do and what I do not want to do
- Positions
- What to do, what to wear, how to be sexy

Negatives

- Addictive
- Demeaning to women
- Too graphic
- Don't want to see ejaculations or reproductive organs

Overall

Girls accept that guys watch porn and need the physical release – a few of the girls mentioned that the way boys see girls is dependent on the girl, but not all girls are strong enough to set boundaries or say no.

Are there any code words for porn?
“No, porn is porn”

“Girls are scared to say no to get rejected”

“no-one would look down on girls if there was no porn”

“After watching porn for so long I have made peace that sex with a girlfriend will never ever be what I expect or want”

The experience of porn varies dramatically for the various groups as the role it plays differs in functionality. The most common learning for the groups is that porn provides an educational component that they can't get anywhere else. All groups acknowledge that porn demeans of women. For boys however, it also provides physical satisfaction and access to entertainment that is (almost) freely available. For all respondents, engaging in porn sets expectations that cannot be met in the real world.

In search of...

What did you want to learn

- Sex positions
- Insight on what to do / How to do certain things:
 - Threesome
 - Satisfying a girl
 - Get good info
 - Be an expert at sex

“sex does not equal porn – but it builds expectations – do it or lose him”

Effects of Porn (Rational)

- Dehumanises women
- Creates expectations on girls (boys and girls)
- Don't get what you want in real life (boys)
- Can become an addiction
- Too graphic (girls)
- Exposed (girls)

Why Porn

- Curiosity
- Use watching porn to be an expert (boys)
- Satisfaction (boys)
- Starting to date so looking for information (couples)
- Privacy / convenient

Then vs Now

- Curiosity then – experience now (couples)
- Access less – have actual sex now (boys)
- Wouldn't change the way I access from then to now (girls)
- I would like my parents to teach me

Access to porn is access to a portal of worldly information on sex and sexual experience. There is nothing more important to an adolescent! Since we spoke to those in post adolescent years, they can see the negative effects of porn as too explicit and addictive and would in retrospect change the way they learnt about sex from an early age.

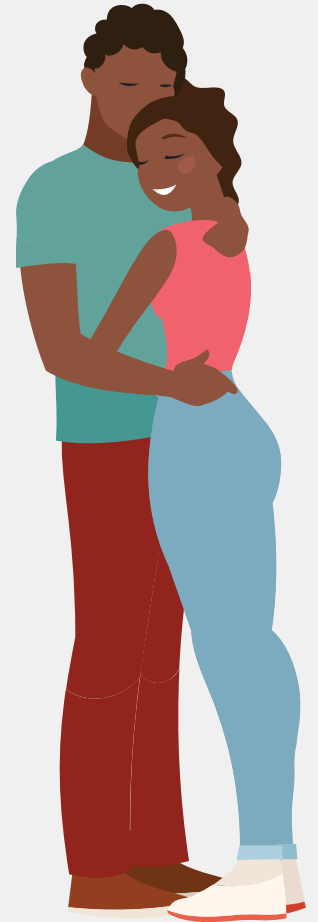
“there is no other way to learn about sex other than porn”

“ Porn is a catalyst to learn about sex”

“After watching porn for so long I have made peace that sex with a girlfriend will never ever be what I expect or want”

“Harnessing what you need, when you need it”

Porn replaced experience



General Consumption Summary



The Polarisation of Porn

Porn is quite polarising for boys vs girls; this makes sense given the chasm in attitudes towards sex between the genders. Boys are quite unapologetic in their knowledge, use and preference towards porn but are very clear about the negative affect this has on their psyche as well as their relationships.



Access + Usage

Access for boys is frequent, girls less so though usage intensifies with age. Exploration of personal preferences and what exists in the “internet of porn” is part of the hook and engagement in the world of porn.



The Role of Porn for boys vs girls

As a learning tool, porn offers various roles for gender and age groups. For boys, this is more than just learning - porn provides access to satisfaction and, later on, access to entertainment in private. Functionally, porn is almost free to access, and in a low-resourced world this is a significant hook. For girls, it is a way to make sure her boyfriend is going to stay or said in her words “a way to avoid rejection”. Despite its claimed positives, both boys and girls acknowledge the negative “power” porn has in multiple facets; psyche, expectations in relationships, sex and the devaluing of women.

For both boys and girls porn offers sexual learning that cannot be gained elsewhere; sex is all consuming during adolescence and is also the most reticent subject to engage in, with anyone other than another adolescent who is in the same whirlpool of hormones. These elements provide a perfect storm for the commoditisation of sex and sex-negative relationships

Early Learning: A Trajectory



Would you recommend the same learning path?

What would you do if a younger sibling asked you about sex?

- Let them discover on their own
- They should know about it by now
- Tell them to be careful but never that sex is negative
- Indirect communication
- Must love the other person first
- If they do not want to talk to me they should talk to friends
- Porn should not be the first thing that they see
- Would let my younger brother watch porn but not my younger sister (boys)
- Find a way to tell younger siblings without scaring them

Almost all the respondents said they would not watch porn or start learning about sex through porn if they had to go back in time. Interestingly, though, they were also not willing to share any learnings with younger siblings, thus perpetuating the cycle. They mentioned they were not comfortable talking about it and some were even okay with their siblings watching porn to learn knowing the effect it had on their own lives. Many said there was no other way to learn about sex

"I would recommend because if you don't know about sex by now you are a loser"

"I would tell my younger self to make sure there is love first and to ask people (biology teacher/sister) who are more experienced and willing to talk"



Early Learning: A Trajectory Summary

Porn has a complexity of layers delivering on both function and emotional needs for young girls and boys. In terms of sexual learning, age and degree of intensity of porn are key components of engagement with 5 key segments of learning. Interestingly there are no non-tech platforms when engaging in porn – mobile phones and other devices provide privacy, affordability and access to a world of “infotainment”.

Degree of Intensity of Porn

1. Curiosity

- Basic understanding, curiosity, biology
- Google, Porn, Hollywood movies
- Mobile Phones

2. Fitting In

- Older siblings or classmates, being cool and in the know
- Google, Porn,
- PC, phone

3. First Time

- Direct access to girls and boys and sex, know vs assume, look good
- Real-life Trial, porn
- PC, phone

4. Variety

- Dating, becoming an expert, trying new things
- Porn
- PC, phone

5. Entertainment

- Satisfaction, personalisation, variety, getting what you don't get from your girlfriend
- Porn
- PC, phone

- Emotional Motivation
- Functional Drivers
- Learning Source
- Platform

12

16

+20

Adolescent Age

Emotional Engagement with Porn



The Emotional worlds of Porn

Most boys and girls chose Hollywood as the world most representative of porn. The main reasons for this choice include:

- Fake
- Anything is possible in Hollywood
- Escape from reality

"If we take the coldness out and give love and intimacy, it could be paradise"



Paradise

"Hollywood has an influence"



Hollywood



Fairy



Prison



ADWA (Warcraft)

Youth are very aware of the "fakeness" and lack of emotion in the world of Hollywood. But since entry into this world is from a young and impressionable age, the journey with porn is one that is a precarious but very much desired one.

Summary and Recommendation

The background of the slide is a light gray color with a repeating pattern of small, white icons. These icons include hearts, gift boxes, people holding hands, a rocket, a bar chart, a clock, and a camera. The icons are scattered across the entire page, creating a festive and celebratory atmosphere.

Summary

Love around the world...

Youth in Ethiopia seem to have relatively the same perspective of relationships, love, sex and intimacy as elsewhere in the world. Girls have one view and boys another. Interestingly, many of the boys spoke of their girlfriends in a very dignified way. It could be that the mature age of the boys contributed to a more cognitive and less hormonal response.

Boys are from Mars, Girls are from Venus...

There was quite a difference in the views of boys vs girls: There is a group of very religious girls who won't engage in thoughts of pre-marital sex but seek relationships and intimacy nonetheless. Although they're loathe to admit it, they will do anything to keep their boyfriends and are unable to say no to things they don't want to do. Girls who do engage in porn are more inclined to talk about sex and their actions but do so only to wilfully please the men they are with. There is also a large group of very submissive girls. Targeting boys specifically (see stage in the desired trajectory) is crucial to gain a more positive sexual experience for young girls.

Learning and The Experience of Sex:

Porn is the most used and referred to method of sexual learning for youth. With no adult willing to talk about sex (other than reproductive parts during Biology class), there appears to be no other way to learn about sex or ask questions. Starting from a young age, the school environment encourages older learners to spread the word - or rather videos and pictures. What starts out as access to information turns into a spiral of expectations and desires and the demeaning of women, who are often unable to say no in fear of losing what they think could be love.

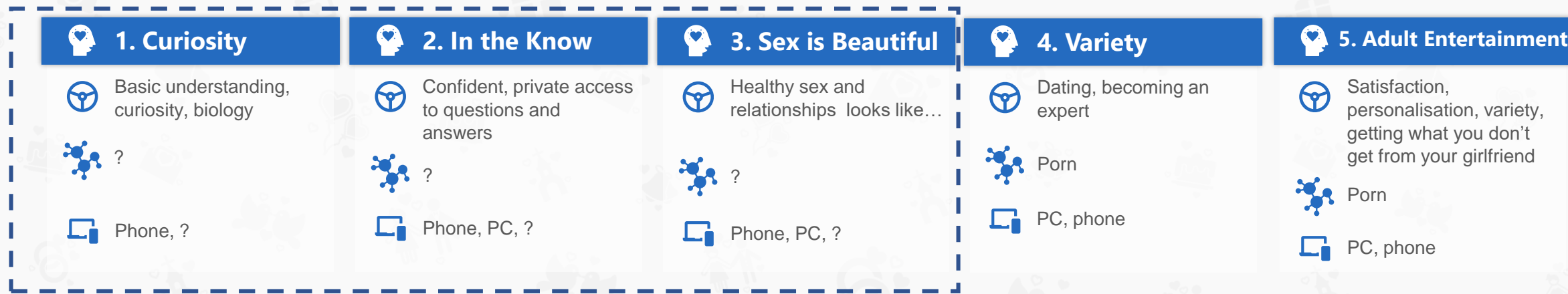
There are some clear drivers for the choice to engage: Easy to access, private, convenience, variety, personalised, keeps me in the know. There are 5 clear, quite functional segments in the trajectory of adolescent sexual learning:

- 1) Curiosity
- 2) Fitting In
- 3) First Time
- 4) Variety
- 5) Entertainment

The early journey of sex, learning and experience is defined in large part by porn. The attraction of an "escape from reality" combined with the promise of sex makes the world of porn a very alluring and compelling proposition – why would youth not engage?

Recommendation

It is clear that we cannot take on the world of porn; it has its role for certain age groups (stage 4 and 5). However, there is a clear gap (and need) to provide improved tools and access to early learning for a healthy sex life for those in stages 1 and 2 (at least) and potentially stage 3 if we would like to build towards a desired sexual learning trajectory that could potentially look like...



12

16
Adolescent Age

+20

What if we helped navigate....

1. Curiosity

Help me to know what to search for...
 Help me know what is correct...
 Help me know that I am normal...

2. In the Know

Help me look cool...
 Help me know that sex is not gross...
 Help me know that sex can be beautiful...

3. Sex is Beautiful

Help me treat her / him well...
 Help me be an expert...
 Help me have fun...
 Help me manage my expectations / know that I can have a healthy, fun sex life



Thank You