

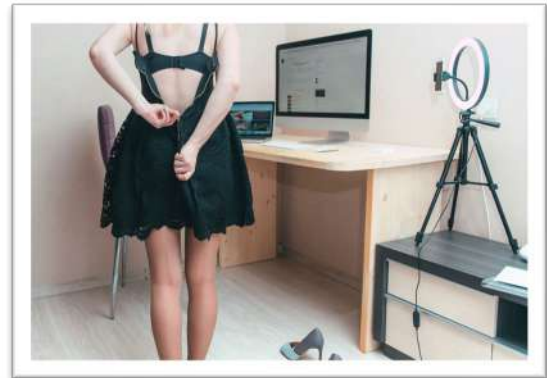
Urban Futures Symposium

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School: Media and Communication

Presentation Type: Confirmation of Candidature,
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Presentation: The Effects of Social Media and
Visibility on the Adult Entertainment and Sexual
Wellbeing Industries



Thanks to social media, human sexuality has never before been so visible or accessible within the mainstream. This research project will investigate the effects of social media and the visibility of, and on, the adult entertainment and sexual wellbeing industries. A key part of this will be to investigate how the popularity of certain digital social networking platforms has influenced the way that those within the said industries conduct business in an age that is more accepting of visible sexuality than ever.

Much of the existing research into social media's relationship with sexuality to date has focused on the effects on certain demographics and into its relationship with gender, mental health and censorship. Yet there is little research that focuses specifically on the impacts of the visibility of adult content on popular social networking sites on those businesses and individuals who specifically identify as part of the adult-oriented industries. This gap allows for an opportunity to add to academia's understanding of both social media's interaction with the visibility of sexual content and how those within said industries have been affected by it.