

Sexual Self-Schema and Sexual Aggression of Male Readers of Lad Magazines

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ABSTRACT

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This study was conducted to find out the impact of reading lad magazines on the sexual self-schema and sexual aggression in men. One hundred men of fifty readers and fifty non-readers of lad magazines, from a male dominated institution, 18 to 30 years old served as participants of this study.

A survey was conducted and four (4) instruments were used to measure the readership, sexual self-schema, and sexual aggression of men. The design of this study was correlational. To show relationship between the variables, data were analyzed using the Pearson r correlational statistic. The results of this research show that readership of lad magazines is associated with high sexual self-schema in the study sample and the likelihood of being sexually aggressive in comparison to non-readers. Men learned information regarding sex through lad magazines. These magazines also present women in a sexually arousing manner through their pictures and articles. Men's lifestyle was also affected by their readership of lad magazines.