



FIGHT THE NEW DRUG

'Talking about Pornography'

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How porn affects the brain like a drug:

To your brain, porn has the same effects as drugs.

- *Porn hijacks the reward pathway in the brain.*
- *Just like drugs, you build up a tolerance so you need more porn for the same effects.*
- *Withdrawal symptoms can occur when you try and walk away.*

How porn can become addictive:

We now know that when it comes to addiction, it's not necessarily what gets inside the body or how it got there, but rather what reactions it triggers in the brain.

- *Consuming porn triggers dopamine release, tricking the brain into thinking it's a healthy activity.*
- *As porn consumers become desensitized from repeated overloads of dopamine, they often find they can't feel normal.*

How porn changes the brain:

Consuming porn lays down new neuronal pathways in the brain.

- *The more porn consumed, the stronger the nerve connections become, and the more difficult it can be stop.*
- *A consumer can rebuild those pathways by avoiding pornography and seeking healthy alternatives.*

How porn affects sexual tastes:

Casual porn consumption has the power to change ideas and attitudes.

- *In many cases, porn consumers find their tastes so changed that they can no longer respond sexually to their actual partners, though they can still respond to porn.*
- *Porn consumers are more likely to express attitudes supporting violence against women.*

Why consuming porn is an escalating behaviour:

Many consumers start on free porn, but it doesn't end there.

- *Researchers have discovered that the reward centre is actually two different brain systems, a "Liking" system and a "Wanting" system, that work in different—sometimes opposite—ways.*
- *As some consumers develop tolerance, the porn that used to excite them starts to seem boring and they often need more extreme versions of pornography and more often to get the same effects.*

Why porn is full of lies:

Porn causes consumers to miss out on the best parts of real relationships.

- *Porn is just a production.*
- *Porn is not a safe or healthy way to learn about sex.*

How porn kills love:

Porn can make real relationships more difficult and less satisfying.

- *In addition to harming romantic relationships, porn can harm any and all relationships in a consumer's life.*
- *Porn can negatively impact self-esteem.*

Why porn leaves consumers lonely:

Porn lessens consumer's ability to connect in real relationships.

- *People are often secretive about their porn use, separating them further from others.*
- *Porn can contribute to or increase other psychological problems in consumers.*

How porn hurts a consumer's partner:

Commonly, when individuals find out about their partner's porn consumption, they feel a range of negative emotions including rejection, humiliation, abandonment, isolation, loneliness, jealousy, anger, and shame.

- *Even if partners are open and honest about their consumption—it can still do real harm.*
- *Porn reshapes expectations about sex and attraction by presenting an unrealistic picture.*

Porn's harm is changing fast:

Pornography has changed with technology.

- *Porn has become more intense, violent, degrading, and humiliating over time.*
- *People are being exposed to porn at younger and younger ages.*

How porn fuels sex trafficking:

Sex trafficking is a form of modern-day slavery.

- *Porn directly informs what goes on in trafficking.*
- *Porn is a risk factor for sex trafficking.*

How consuming porn can lead to violence:

Most mainstream porn contains violent sexual behaviour against women.

- *Consuming violent porn can change attitudes and leads individuals to think violent sex is normal and acceptable.*
- *Studies show that after consuming porn, even non-violent, consumers are more likely to use verbal coercion, drugs, and alcohol to coerce individuals into sex.*

The porn industry's dark secrets:

Consumers have no way of knowing whether or not individuals in pornography gave their consent.

- *Many victims of human sex trafficking are used in the production of pornography.*

How porn warps ideas about sex:

Porn has become a fictional version of sexual education for most young people.

- *Sexual preferences of porn viewers have become heavily influenced by pornography.*
- *The porn industry becomes increasingly more extreme in a competitive market.*
- *Porn edits out the consequences of unhealthy sex practices.*