

Utah State University

DigitalCommons@USU

[Research on Capitol Hill](#)

[Browse Undergraduate Research Events](#)

3-5-2019

The Art of Seduction: Male Perceptions of Sexual Willingness

Lisa Starrett

Utah State University

Follow this and additional works at: <https://digitalcommons.usu.edu/roch>



Part of the [Psychology Commons](#)

Recommended Citation

Starrett, Lisa, "The Art of Seduction: Male Perceptions of Sexual Willingness" (2019). *Research on Capitol Hill*. Paper 120.

<https://digitalcommons.usu.edu/roch/120>

This Poster is brought to you for free and open access by the Browse Undergraduate Research Events at DigitalCommons@USU. It has been accepted for inclusion in Research on Capitol Hill by an authorized administrator of DigitalCommons@USU. For more information, please contact digitalcommons@usu.edu.



The Art of Seduction: Male Perceptions of Sexual Willingness

Lisa Starrett, *Utah State University* | Dr. Kathryn Sperry, *Utah State University*

Introduction

The United States continues to have the highest sexual assault rates of any developed nation.

The vast majority of sexual assault research studies exclusively female survivors. This overlooks half of the nation's population. To find holistic solutions, we must address both genders.

The current study addresses:

- **The male experience**
Recent research shows significant numbers of men react with shock, guilt, shame, and depression when confronted with sexual assault charges. This opens questions of intent.
- **Confirmation bias & "echo chambers"**
Social media and preference tracking amplify our tendency to see information that confirms our existing worldview. This further separates genders.
- **Environmental learning factors**
Without holistic sex education in schools, boys learn about sex from peers, media, and pornography.

Study conducted with funding from a USU Honors Grant and Psychology Departmental funding.



Lisa Starrett
Utah State University
Department of Psychology
starrettlisa@gmail.com

Methods

In an ongoing study, a survey is distributed to college-aged males (18-30 years old.) The survey contains 5 vignettes: 3 quoted from "The Art of Seduction" and 2 consensual controls.

For each vignette, participants answer:

1. Would you recommend this advice to a friend?
2. Have you tried this tactic before? If yes, how effective was it?
3. Will you try this advice in the future?

Preliminary data shows men endorsing non-consensual advice.

#MeToo Gender-divisive
#MenToo echo chambers

Social & Behavioral

Psychology

Explanation:

Behaviors are learned through classical and operant conditioning. A taught, reinforced, & unpunished behavior will continue into adulthood.



Vignette Samples

"Until the person you are pursuing weakens and succumbs."

"Allowing you to push it further with something bolder and more aggressive."

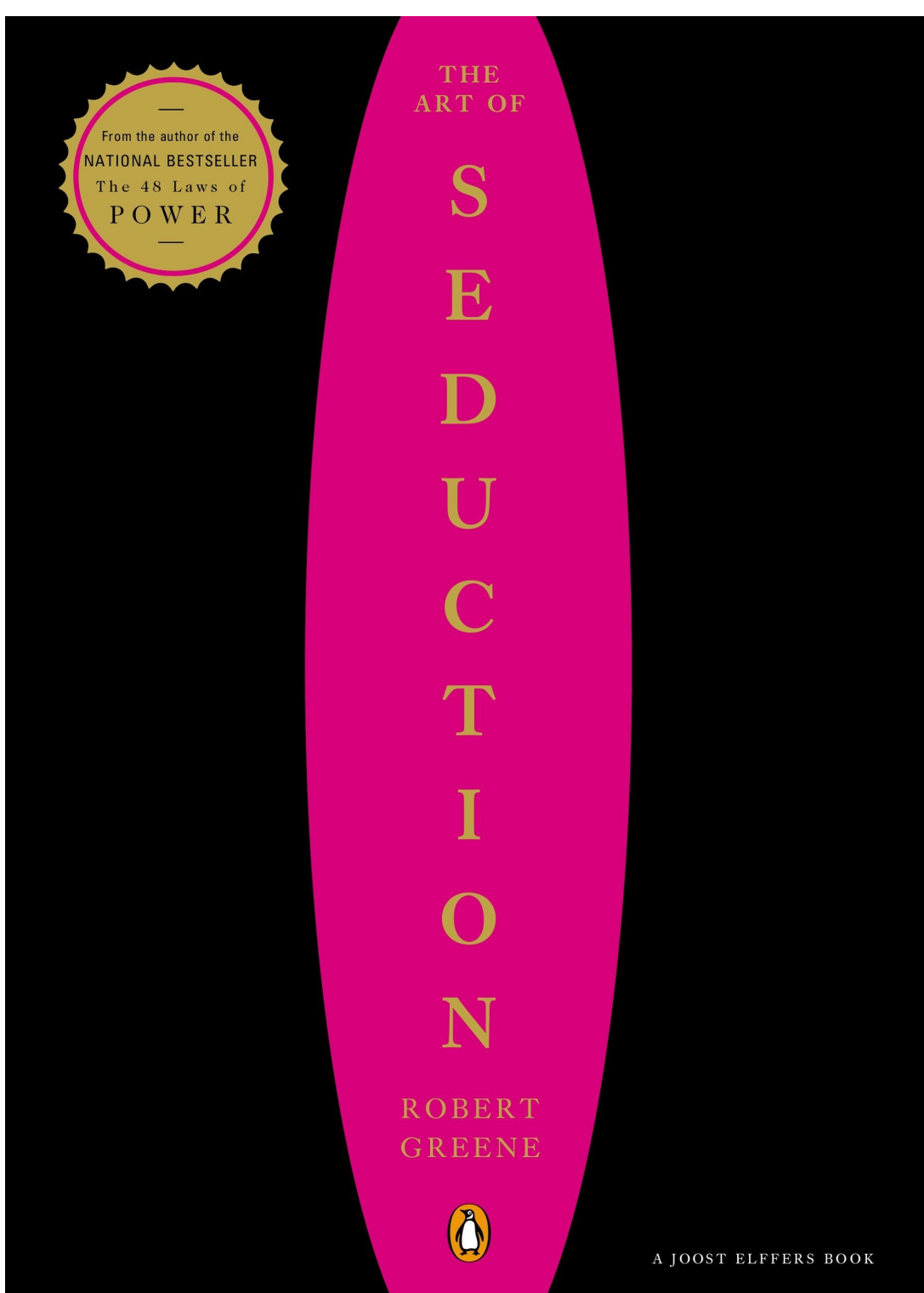
"A seducer cannot be timid or merciful."

"Even if she doesn't kiss back, still force on, regardless!"

"She may resist, yet she wants to be overcome."

"Of course she struggles, but that is only a sign her emotions are engaged."

"By isolating your victims, you make them more vulnerable to your influence."



When sex health professionals rated vignettes taken from "The Art of Seduction," an internationally **best-selling** men's dating book, they found **significant** non-consensual advice.

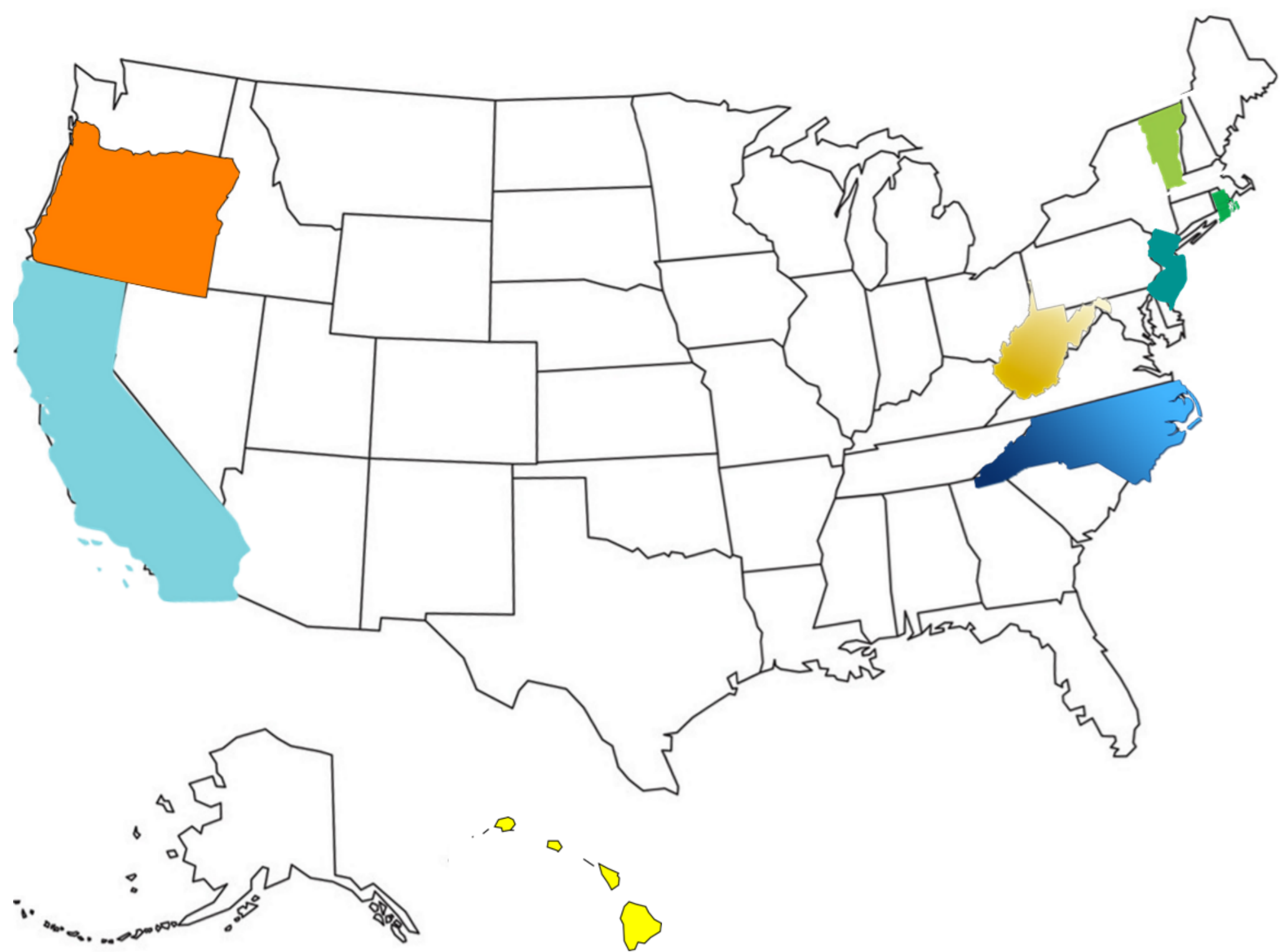


Figure 3 - These 8 states mandate consent education in school. 6 of these states have the lowest rape rates in the country.

Conclusions

The vast popularity of "The Art of Seduction" validates it as a cultural mirror.

Individuals live within "echo chambers." Rape myths within one chamber thrive as truth in another.

For progress reducing sexual assault, we must recognize environmental differences and start conversation across gender lines.

School education can bridge this gap.

UtahState
University

Productive sexual assault conversation begins with empathy.