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Beyond Porn: The Erotic and Educational uses of Erotica

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The adult industry is often stigmatized as providing services to people on the periphery of mainstream society. This negative stereotype is associated with the fact that the sale of adult products in almost all Australian states is illegal. However, speaking with consumers of the adult industry, retailers of adult products, and sex therapists, we have found that the adult industry is a viable market for educational and therapeutic purposes. In fact, many sex therapists prescribe adult products to combat sexual dysfunction in their clients and consumers often seek out information from adult retail stores regarding their sexual health. Our research reveals the current usage of adult products by consumers and also investigates the credibility of erotic media and sex aids in education and therapy settings. The future of the adult industry as a platform to improve the sexual health status of its consumers is also explored.