

The Influence of Social Environment on Men and Women's Sexuality

Ren YinZhu

<https://orcid.org/0009-0008-6729-9277>



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Abstract

This article explores the influence of social environment on men and women's sexuality. Psychological research and practice historically focused on gender dualism, but recent challenges to this assumption have led to complex and controversial terminology. Gender stereotypes are prejudices or inaccurate interpretations of various genders, and they exaggerate the differences between groups while underestimating the connections. In the 21st century, the application of social software has changed people's love styles and sexual concepts. This paper conducts a literature review on the differences and influencing factors of male and female sexual concepts, factors affecting men and women's sexual concepts in the 21st century, and new developments in research on men and women's concepts.

Keywords: *Sexual behaviors, Gender studies, Gender differences, Sexual double standard, Gender role attitudes*

Research Background

Since the 1800s, psychological research and practice have firmly supported the hypothesis that only two sorts of people are women and men. However, within the past twenty years, the convergence of varied forces has challenged psychology's assumptions about gender dualism. The terminology during this field is complex and controversial. Therefore, within the study of sexual concepts, before the 20th century, the differences between men and ladies were often paid more attention to differences. Researchers, however, paid less attention to connections and influencing factors. Some authors believe that gender should be wont to express biological differences between men and ladies and social and cultural differences between women and men (for example, Muehlenhard & Peterson, 2011; Unger, 1979; West and Zimmerman, 1987). Others believe that biological and sociocultural factors are usually intertwined, and so the excellence between gender and gender should be abandoned (Yoder, 2003). consistent with research in psychological science, gender stereotypes are prejudices or inaccurate interpretations of various genders. it's associated with limited cognition. People wish to exaggerate the differences between groups and underestimate the connections between groups.

In the new media era of the 21st century, people's perceptions of sex are gradually changing compared with the 20th century. However, more changes have occurred within the areas of affection, moral responsibility, and behavioural norms. The wide application of social software like Facebook, Weibo, Instagram, Tinder has increased the opportunities for men and girls to contact one another, and at the identical time has changed people's love styles and sexual concepts, which is additionally the research background of this text.

Research on the Differences and Influencing Factors of Male and Female Sexual Concepts

There are significant differences between men and women in the 20th century. Clark and Hatfield (1978) experimented on the campus of an American university. Male volunteers randomly found a woman and asked if she would like to sleep with herself. The results showed that only 3% of the women agreed to this request, but 72% of the men accepted the invitation. The first explanation for this situation is sociocultural because it is believed that men have lower requirements for short-term mating, and social norms indicate that men become more active in various situations, including sexual situations, while women are more active. More passive. Therefore, men are autonomous, while women are more restrained due to gender differences (Rubin, & Hill, 1977). In a sense, compared with the opposite sex, occasional sexual advice is not suitable for women. Women face different social experiences and constraints, which leads to lower degrees of freedom and arbitrariness in accepting proposals than men. Therefore, from a social and cultural perspective, fewer and fewer women are willing to accept short-term sexual contact. Women are recognized by society as "sexually conservative" (Conley, 2011). Another explanation is the difference in investment when becoming a parent (Trivers, 1972), because men only need to contribute cells physiologically, while women must contribute prenatal and postnatal resources. Although both parents have the same reproductive benefits, committed sex affects women more severely compared with men. Clark and Hatfield's initial experiments were conducted at Florida State University in 1978, 1982, and 1990. Experiments have shown huge and significant gender differences in accepting sexual invitations from heterosexual strangers with moderate attractiveness. Men are more likely to accept sexual invitations than women (Clark, 1990; Clark and Hatfield, 1989). These results are consistent with empirical evidence, which shows that there are gender differences in the acceptance of sex invitations in different methods and data fields, and men are more likely to accept sex invitations than women (Mathes et al., 2002; Voracek et al., 2006; Voracek et al., 2005).

However, this difference in sexuality between men and women is based on public research. That is, individuals, talk about their sexuality in front of the public. So is it true that men and women think of authenticity, and what happens if the exact arbitrary requirements are made in different environments where social pressure is lower and such requirements are more common? Clark (1990) tried to verify this through the following experiment: First, he ordered four men and women to gather their single friends and told them that a mutual friend who had just broken up would visit. Emphasizing that this is a good thing, commented on the person's appearance and other positive qualities. Then, they immediately asked questions such as "Would you like to go out with her/him" or "Would you like to sleep with him/her?" More than 90% of men and women are open to the idea of dating, while 5% of women agree to have sex. Compared with 50% of men, this design significantly reduces women's physical insecurity and eliminates some worries, but the social risk increases because one of the friends was told, "you are my friend". Participate People will know what happened this time.

Although the opposite sex introduced by acquaintances is easier to eliminate each other's safety concerns because friends have overlapping social circles, the sunk cost default rate is high, which is also a binding force. However, to a certain extent, this will cause people to worry about reputation damage. Baranowski and Hecht (2015) copied the original Clark and Hatfield research but adapted it into a more relaxed environment, such as a cocktail bar or laboratory. They

carefully designed a story for the participants to make them believe that this is a date, there may be sexual acts, but there is no mental or physical risk. Since the influence of personality was ignored in the past, Baranowski and Hecht introduced new variables for this experiment, extending the subjects' age measurement and relationship status. It also includes sexual history and attractiveness. The results showed that among the 267 subjects, men were still more receptive to sexual requests, and a more significant proportion of men agreed to date requests. However, it is fascinating that more men agree to these requirements at parties rather than on campus. The experiment found that attractiveness and identity are significantly related, and drunkenness is essential in the consent rate. Hendershot (2007) pointed out that women may be more likely to have sex with unfamiliar partners after drinking alcohol. There may be an association between drinking and sex because both have elemental risks. In addition, due to the stimulating effect of alcohol, its use may increase the possibility of sexual behaviour, and there may be a causal relationship between alcohol and sex (Cooper, 2002).

Research on Factors Affecting Men and Women's Sexual Concepts in the 21st century

So in the 21st century, what influences the concept of sex between men and women, and what factors influence sexual behaviour? McKibbin and Shackelford (2009), based on Clark and Hatfield's (1989) sexual seduction research, studied the influence of requesters' physical attractiveness on male and female acceptance. For men, female requesters only need to have a general level of attractiveness, and attractiveness has little effect on the consent rate. Nevertheless, for women, the consent rate of ambiguous invitations increases with men's physical attractiveness. There will be a higher consent rate for targeted sexual invitations only when the other party has a beautiful woman. On this point, Gangestad & Thornhill (1997) put forward a similar view in "Sexual Strategy Theory". Men have a higher chance of agreeing to sexual invitations. If the woman agrees, the other person has very desirable characteristics, genes, appearance or social status. However, physical attractiveness has a specific impact on men and women. FSFI is a self-survey report form that evaluates women's sexual function through 6 subscales and 19 items. 3% of women and 2% of male participants reported sexual problems. According to the findings of van Lankveld et al. (2018), among female participants, there is a significant correlation between implicit needs and self-reported levels of arousal and orgasm. Among male participants, there is a significant correlation between hidden preferences and self.

In addition, social pressure dramatically influences the consent rate of men and women, and the most important factors may be safety expectations and dating locations. For example, it is safer to date in public places such as laboratories than at homes of the opposite sex under the introduction of friends and relatives. A relaxed atmosphere is also conducive to dating success (Baranowski & Hecht, 2015, Hendershot, 2007), but some scholars hold different views. In the study of White (2009), it was found that alcohol only promotes men, while the improvement of women is not apparent. However, most people generally recognize that men should be more potent than women in all aspects to provide women with better conditions. This is the basis of a "good" relationship. (Gino et al., 2015). Factors that affect the sexual attractiveness of men and women include appearance, education level, and material conditions (for example, in Smith's 1995 experiment).

New Development of Research on Men and Women Concept

The Internet provides people with more possibilities and "qualified fields" (Kerckhoff, 1964). People have expanded from a single social network to a multi-line network. This modernity has increased the opportunities for sexual behaviour, which has brought about changes in sexual concepts. Tinder is the most popular dating software today, with more than 100 million

downloads in more than 190 countries and at least 10 million daily active users (Sumter, Vandenbosch, and Ligtenberg, 2017). It was first launched as a dating app and is often referred to as a hookup or sex app (Ayers, 2014). Secondly, the interaction between potential partners used to be restricted by distance, but now they can communicate in real-time through text, images, video and other channels. In addition, other people can browse personal information online. Compared with the past, the feelings and opinions of others have determined our choice of partners. Now we can use various matching tools to screen for partners that are more suitable for individual needs. Timmermans (2017) pointed out that singles who use online dating are more outgoing and open to new things than people who do not use such software. In this case, women are more likely to flirt than men. About 60% of participants sent explicit messages, and more than half of them sent nude photos (Wysocki & Childers, 2011). The proportion of women and young people sending nude photos is higher (Ybarra, 2014). Halldórsdóttir (2018) surveyed 214 students from Reykjavík University and found no difference between genders in terms of one-night stands.

However, while the Internet has brought about gender concepts between men and women, it has also exacerbated differences in sexual concepts between regions. According to data from UNESCO (2021), only 55% of households globally have an Internet connection. In the poorest countries, this percentage drops below 20%. This inequality—researchers call it the "digital divide". The more developed a country is, the more likely it is to have a high percentage of Internet users. Therefore, the popularity of new media affects women's sexual attitudes. The more developed countries and the higher media popularity, the more likely it is for women to have more open sexual attitudes.

Concluding remarks

From the 20th century to the 21st century, the gender concept of men and women has constantly changed, and the factors that affect the concept of men and women have gradually increased. Women have escaped the stereotypes of sexual conservatives in the 20th century and gradually become more open under the Internet and social document environment. At the same time, factors influencing sexual perceptions are also increasing. Social environment, dating locations, online and offline dating methods, male and female appearances, education levels and material conditions have all become factors that affect male and female sexual concepts. In addition, the emergence of the Internet has increased the openness of sexual concepts and created unequal development of sexual concepts between regions at any time. Under different economic and social, and cultural environments, the liberation of women's sexuality in developed regions is more. Underdeveloped regions also need time and technology to complete the transformation of sexual concepts continuously. In general, the opening of sexual concepts has become a social trend in the 21st century. The difference between male and female conceptions is shrinking, and the relationship that affects sexual conceptions has become more universal.

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