

Abstract

The aim of this thesis is to describe and map the process of pornography viewing from the perspective of the behavioural model. This is mainly with focus on four main areas - motivation for pornography consumption, type of preferred pornography, viewing behaviour and subsequent subjective evaluation of the individual's satisfaction. The literature review section includes an introduction to the key terms of this thesis - such as the concept of pornography itself, its development throughout history, current trends in the field, as well as the behavioral model and its application to the process of pornography viewing.

The empirical part focuses on the quantitative research conducted, where an online questionnaire was administered to respondents on the basis of self-selection. The questionnaire designed by the author aims its questions at the way of pornography consumption - from the motivation for viewing pornography through the preferred type of pornographic material to the subjective evaluation of the respondent's satisfaction.

Key words

pornography, pornography viewing, behavioral model