

MUSIC'S NORMALIZATION INFLUENCES ON COLLEGE STUDENTS'  
RISKY SEXUAL BEHAVIORS

by

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## **ABSTRACT**

With the large role that music and the media plays in our society today it, is necessary to examine the effects that they have on certain harmful behaviors. The current study was based upon the Cultivation and Social Cognitive theories. The purpose of this study was to further examine the relationship between music and risky sexual behaviors. A total of 715 participants from the University of Central Florida answered multiple questionnaires via the SONA system. Questionnaires included topics such as music listening/viewing habits, sexual behaviors, dating behaviors, and demographics. The sample was comprised of primarily Caucasian young adults, with an average age of 20.71. The study hypothesized that music is influential because listeners begin to think that the behaviors depicted via music lyrics and videos are normal, thereby influencing the sexual behaviors of listeners. A series of linear regression analyses were conducted using SPSS to determine how musical preference and listening habits relate to the sexual behaviors of participants. Data was also analyzed using a series of repeated measures analysis of variance (ANOVAs) to determine any significant differences in how participants viewed their sexual behaviors in comparison to their perceived sexual behaviors of peers and friends. Results of the repeated measures ANOVAs indicated that African American participants exhibited more of a cultivation effect of their sexual behaviors than Caucasian or Hispanic participants.

## **DEDICATION**

For Payton and Parker. Mommy loves you to the moon and back. You are my motivation to succeed, my heart, my soul, my everything, my world. I hope that you learn to shoot for the stars and never give up no matter how bad you want to. I will always be here for you. I love you.

For Jeremy. Thank you for always being there for me through the thick and thin. You are my rock and I will love you for a lifetime. There are no words that can explain the love I have for you and the kids.

For Mom, Tia, and Nicole. It has never been easy for us. But no matter what we are going through we will always have each other. I hope that I have become a daughter and big sister that you are proud of. I love you all.

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I would also like to thank the other members of my Honors in the Major committee members Dr. W. S. Saunders and Ms. Cyndi Walters. I could not have asked for a better committee to have. Thank you for all of your mentorship and guidance.

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## **CHAPTER ONE: INTRODUCTION**

With the large role that media plays in our society today, it is necessary to examine the effects that it has on certain harmful behaviors. Music and other forms of media play a significant role in the formation of ideas and opinions in the populace. With new technology, such as the Smart Phone and music apps, music is available for listening enjoyment to anyone at any time. Music has been rated the number one leisure-time activity for American youth today (Roberts, Foehr, Rideout, & Brodie, 1999). Whether it is listening to music in the car, on a phone, on television, or on the internet, it is estimated that on the average adolescents are exposed to over two hours of music each day (Primack, Nuzzo, Rice, & Sargent, 2012). Sadly, the popularity of music and the superstar lifestyle have influenced people to adopt imitable roles and precarious sexual scripts. Some research contends that music has no negative effects on a person's perception of sexual relationships and their likelihood of making risky decisions (Sprankle & End, 2009). Other research, on the other hand, contends that music, specifically rap and hip-hop, have strong correlations with risky behaviors (Chen, Miller, Grube, & Waiters, 2006). The purpose of this study was to further examine the relationship between music and risky sexual behaviors. It was expected that the results would conclude that music normalizes risky sexual behaviors among college students. For the purpose of this study risky sexual behaviors are considered to be: engaging in unprotected sex, having multiple sexual partners, and sexual permissiveness.

### Music and Risky Sexual Behaviors

Risky sexual behaviors and/or attitudes associated with music lyrics can have serious consequences that include but are not limited to: unasked for pregnancies, sexually spread infections, and sexually transmitted diseases (STD). The CDC (2011) report that STDs are a

significant health challenge facing the U.S. and it is estimated that nearly 20 million new STIs occur every year in the U.S. alone, with almost half of them (48%) occurring among adolescents and young adults (Weinstock, Berman, & Cates, 2004).

Sexual references are common in music and these references may influence the behaviors of listeners. For instance, music videos often contain some form of sexual content, with an estimated 40% to 75% of music videos containing some form of sexual imagery (Zhang, Miller, & Harrison, 2008). Additionally, Zhang et al. (2008) found that frequently viewing such music videos is related to more sexually permissive attitudes among listeners. Sexual references occur in music lyrics as well. Lyrics often contain explicit sexual messages and women in music videos are often objectified by being scantily dressed and dancing suggestively (Wallis, 2011). Lyrics often contain demeaning messages of men in power over women, sex as a top priority for males, the objectification of women, sexual violence against women, women being defined by having a man, and women not valuing themselves (Bretthauer, Zimmerman, & Banning, 2007; Brummert Lennings & Warburton, 2011). Additionally, exposure to such messages has been shown to promote risky sexual behaviors (Primack, Douglas, Fine, & Dalton, 2009), particularly among those from non-continuously intact homes (Wright, 2013). Due to the violent threat posed by these factors to society it is necessary to further examine if music normalizes risky sexual behaviors.

### Industry Guidelines

During the 1980s, the music industry was pressured by parent organizations regarding the content of music. Parents were concerned about the high level of sexual content and explicitness their children were exposed to. The outcome was that some lyrical content in music was deemed

inappropriate by the Recording Industry Association of America (RIAA). Parental advisory labels began being placed on covers of CD's that the RIAA classified as containing references to violence, sex, and substance abuse (Sprankle & End, 2009). The regulation forced the industry and artists to release censored versions of songs for sale distribution and radio air time. However, during the 1980s, music television (MTV) and music videos became popular. There are no industry guidelines regarding music video content or when they are played during the day. Additionally, the internet provides millions of people with access to music videos with the simple click of a button. However, there are no regulations on the content of these videos on the internet or who may view them.

### Opposing Research

Several studies have been conducted on the subject of music influence and risky sexual behaviors. Some variables examined previously include music with a video stimulus and without a video stimulus, tone, genre, and lyrical content. Even though a majority of the previous research is grounded in the same theoretical background, there are still numerous conflicting reports concerning music's influence. Sexual aggression and music are a frequent topic covered in these reports.

In one study Kistler and Lee (2010) assessed how hip-hop music videos affected college student's views on topics such as: sexual leniency, gender outlooks, rape myth acceptance, and the objectification of women. The focus was on whether or not male and female participants exposed to high or low sexually explicit music videos would make them more accepting of situations like the objectification of women, being sexually active, or change the way participants viewed gender roles. The results of the study found evidence that high sexual



content in music videos can affect a male's perspective of women and gender roles (Kistler & Lee, 2010). In a comparable study Sprankle and End (2009) found no statistical differences between censored and uncensored music on a person's feelings or perceptions about sexual activity.

Lyrical content influence on behavior also provides more contradictory reports. The purpose of a study conducted by Travis and Bowman (2012) was to determine whether or not ethnic identity, self-esteem, and differences in perceptions in relation to risky behaviors are based on music listening habits. The study focused on the specific topics of positive youth development, influences on risk and empowerment, and pathways to depression. Results showed, that exposure to rap music was not associated with depressed symptoms or risky attitudes and behaviors in African Americans. These findings suggest that music, specifically rap/hip-hop, can change the way a person thinks in a positive way. Travis and Bowman (2012) also concluded that their findings could possibly be due to how African Americans view music as a representation of their culture.

Contrary investigations on lyrical content suggest that risky behaviors were significantly associated with rap music but negatively associated with country music (Chen et al., 2006). Additionally, sexual lyrical content has been found to impact the risky sexual behaviors of those from divorced, reconstituted, or never married homes but not those from continuously intact families (Wright, 2013). Because of these contradicting studies more research is needed to distinguish between environmental factors and musical influences on risky sexual behaviors.

### Theoretical Perspective

The current study's foundation is based upon the Cultivation and Social Cognitive theories. Social learning states that any learned behavior transpires through observed actions by 'models' (Bandura, 1977). For the purpose of this study, 'models' refers to the music artist/band and any entourage or back-up dancers that may appear with them on stage or in a music video. Cultivation theory specifically looks at how the media influences perceptions of reality and states that the more a person is exposed to the media and the roles portrayed by artists, the more a person begins to believe that what they are exposed to is normal (Gerbner, Gross, Morgan, & Signorielli, 1994). Repeated exposure to auditory cues, explicit lyrics, and images sustain and nourish the ideology of a model. For instance, if a person is repeatedly exposed to a song that contains lyrics about drinking, they are going to be more likely to drink versus someone who has not been exposed repeatedly to the same song. Likewise, if a person is continually exposed to a music video with scantily clothed women dancing provocatively, the person will start to believe that the behavior is normal. According to Bandura (1986) the person observing the behavior is most likely to familiarize with the same gender as themselves. Therefore, depending on the sex of the individual the behavior can either become a new imitable role (female); or a new expected reality (male).

Understanding that people are shaped by their environments allows for further learning about behavioral influence. Bandura clearly illustrates that there are three main influences that directly affect a person's psychosocial functioning (see Figure 1) (Bandura, 2001). Personal, environmental, and behavioral determinants are the major contributing elements in the formation of social systems. Environmental determinants, such as socioeconomic status (SES), can have a

large impact on what type of behaviors are accepted. In a lower SES group, drugs and alcohol are most likely to be a contributing factor into the causation of the situation. It is suggested, that because of these contributing factors the acceptance of the behaviors are more likely.

Behavioral determinants include positive and negative reinforcements. According to Bandura (2001), people are more likely to display modeled behavior if it results in positive effects than if it has unsatisfactory or harsh effects. If a rapper portrays a lifestyle of drugs, women, and violence without consequences then it is more likely to influence listeners than a rapper who promotes drugs and ends up in the correctional system. However, it should be noted that rappers who are confined to jail or prison can still sell and release music. Other behavioral determinants include parental roles and family structure. Lack of parental guidance when viewing television and surfing the internet can lead to serious problems. In fact, Bretthauer et al. (2007) cautioned that parents should help their adolescents deconstruct the messages contained in music. The level of cultivation can either increase or decrease with a parental co-viewer present or not (Gerbner, 1998). Personal determinants are described as important demographic characteristics such as age, gender, and ethnicity. Differences between ethnic groups have been examined and the results show significant differences in music and media exposures (Brown & Pardun, 2004) as well as risky sexual behaviors based on ethnicity and gender.

### Beneficial Implications

Astronomically high health data statistics suggests that there is a need for re-evaluation of music industry guidelines. Parental advisory warning labels are no longer valid in the digital age. A label on a cd cover is obsolete when the music is listened to via the internet. ‘Censored’ music for the radio has just become bleeped out words that leave the mind to wonder and fill in the

blank itself. New measures are also necessary for music videos. The highly sexualized videos fuel aggressive behaviors and permissive sexual attitudes and risky sexual behaviors for both genders. A plethora of research has determined that exposure to sexualized images increases male participant's negative perceptions about female sexual scripts/roles and risky behaviors (Chen et al., 2006; Kistler & Lee, 2010; Ross & Coleman, 2011; Ward, Epstein, Caruthers & Merriwether, 2011). Reduction in risky sexual behaviors is essential to reducing the number of STIs and STDs transmitted in the U.S.

Chen et al. (2006) state that rap music is one of the largest contributors to health compromising factors in society today. The negative images, lyrics, objectification of women, and illegal drug use impact the listeners (predominately ages 16-25) by normalizing the dangerous behaviors. Rap music is the most listened to genre of music among African Americans and Hispanics, and the second-most listened to genre for whites (Roberts et al., 1999). When these types of behaviors become an everyday part of one's life, by way of sound, the person will begin to adapt the behaviors as their own, making rap music a high risk threat to society (Chen et al., 2006). Due to the fact that risky behaviors and violence are associated to health hazards, such as STDs, it is necessary to clarify music's overall influence and normalization of risky sexual behaviors. The current study intended to shed new light on contradicting reports from prior research, while determining if, in fact, music normalizes risky sexual behaviors among college students.

## CHAPTER TWO: METHOD

### Participants

Eight hundred and forty participants were included in the original study. A total of 125 participants were deleted because their responses indicated that they were not involved with the study or they did not answer important questions related to the study, leaving a total of 715 participants.

The participant's ages ranged from 18-48 years old, with the mean age being 20.71 years. Participants identified themselves as Caucasian (73.2%,  $n = 523$ ), African American (9.4%,  $n = 67$ ), and an additional identified themselves as other (17.5%,  $n = 125$ ). Additionally, 22.0% of participants ( $n = 157$ ) identified themselves as Hispanic. The majority of participants (69.8%,  $n = 499$ ) were female, while (30.2%,  $n = 216$ ) were male.

### Measures

#### Demographic Questionnaire

Participants answered 25 questions in order to assess their age, sex, ethnicity, educational background, family history, relationship status, and current household status.

#### Sexual Behavior Questionnaire

Thirty-three questions total were asked to assess the dating behaviors of the participant, their perceived dating behaviors of others, and their peer dating behaviors. Open-ended questions included "How many sexual partners have you had in the past 12 months" and "How many sexual partners do you think people your age have had total." Another question asked "How frequently do most of your friends change sexual partners," with response options ranging from 1 (*daily*) to 7 (*longer than once a year*). The complete list of questions can be found in Appendix B.

### Exposure to Sexual Content in Music

Participants rated 25 music artists on how frequently they listened to the artists and how often they were visually exposed to the artists. Ratings ranged from 1 (*never*) to 5 (*daily*) for how often they listen to the artists or watch the artists. Alpha reliability for how often participants listened to music artists was .91. Alpha reliability for often participants watched music videos of music artists was .95.

Exposure to sexual content in music lyrics and corresponding videos were based on measures of content analysis using the frequency method for five popular songs performed by artists of interest using two independent raters. Songs for each artist were selected from the top-40 charts that had been given air play on radio stations and music television.

Raters attended an orientation to content analysis and lyrical and video categories to be examined, participated in training using the frequency method, and were given practice assignments to check for coding accuracy prior to coding for lyrics and videos used in the current study. This process was implemented to ensure that raters did not change the standards of their coding or alter their proficiency in coding during the process. Raters were given several weeks to complete coding used in the current study to prevent fatigue.

Raters coded for the frequency of the following sexual references: (a) sexual behavior and body language (e.g., flirting, passionate kissing, intimate touch, hand gestures to sexual acts, thrusting as a reference to a sexual act, intercourse implied, intercourse explained), (b) sexual language (e.g., about plans or desires for sex, talk about sex that has occurred, talk toward sex, advice regarding sex, sex as a priority), and (c) demeaning messages (e.g., objectification of women, men in power over women, sexual violence, women defined by having a man, women

valuing themselves based on sex). This technique was modified from a similar method that was implemented by Collins, Martino, Elliot, and Miu (2011) in an examination of exposure to sexual content on television. More recent research has used this technique to examine content within current popular music and its relation to sexual behaviors (Wright, 2013; Wright, in press). Inter-rater reliability for the current study was significant,  $r(118) = .83, p < .001$ .

Preliminary analysis determined the artists that participants reported listening to and watching the most. These included Lil' Wayne, Chris Briwn, Beyonce, Rihanna, Katty Perry, Jay-Z, Kanye West, Drake, Adele, Niki Minaj, Pitbull, and Usher. Exposure variables were then created for exposure to sexual references via lyrics and videos by multiplying self-reported listening and viewing habits of each of the above artists by the average content contained in song lyrics and music videos. This technique, too, was modified from that used by Collins et al. (2011) and was recently used to assess sexual content in music (Wright, 2013; Wright, in press). Because participants in the current study reported listening to a variety of music, rather than specific music genres, total exposure variables were created by summing the lyrical and video content across the artists that participants' reported exposure to. The total exposure variables for music lyrics and videos were used in analysis.

### Procedure

The current study was submitted to the IRB for review and was approved as exempt. The approval letter can be found in Appendix A. The questionnaire was entered into the University of Central Florida's Sona System, which was used to collect data.

All participants read an explanation of research prior to completing the online questionnaire. Participants took on average 17.61 minutes to complete the questionnaire.

Participants were asked questions about their dating and sexual histories as well as their perceived dating and sexual histories of their friends and peers, followed by questions related to their music listening habits and demographic information.

Preliminary analyses indicated that missing data for the current study was less than 3% for the 715 participants that were retained for analyses. Therefore, a simple mean substitution imputation method was used (Kline, 2005). This method involves replacing the missing data with the overall mean value for the variable. There is the possibility that replacing missing data in this manner can distort the distribution of the data. However, comparison of variable distributions before and after imputation indicated that this method had no detectable effect on the data. The new data set was used in analyses.



## CHAPTER THREE: RESULTS

### Predicting Risky Sexual Behaviors

A series of linear regression analyses were conducted to determine how race and ethnicity, gender, and exposure to sexual content via music lyrics and videos combined to predict the RSBs of participants. Sexual behaviors examined included age at first boy or girlfriend, age at first date, age at first sexual encounter, age at first sexual intercourse, number of dating partners, number of sexual partners total, number of sexual partners in the past 12 months, casual sexual encounters, frequency of sexual partner change, number of cohabiting relationships, and engaging in unprotected sex.

The overall regression model was significant for age at first sexual encounter,  $F(6, 708) = 2.76, p = .01, R^2 = .02$ , age at first sexual intercourse,  $F(6, 708) = 3.76, p = .001, R^2 = .03$ , number of dating partners,  $F(6, 708) = 2.65, p = .02, R^2 = .02$ , number of sexual partners within the past 12 months,  $F(6, 708) = 2.26, p = .04, R^2 = .02$ , casual sexual encounters,  $F(6, 708) = 2.92, p = .01, R^2 = .02$ , frequency of changing sexual partners,  $F(6, 708) = 7.69, p < .001, R^2 = .06$ , and engaging in unprotected sex,  $F(6, 708) = 2.40, p = .03, R^2 = .02$ .

Results were not significant, however, for age at first boy or girl friend,  $F(6, 708) = .94, p > .05, R^2 = .01$ , age at first date,  $F(6, 708) = .71, p > .05, R^2 = .01$ , number of sexual partners,  $F(6, 708) = 1.50, p > .05, R^2 = .01$ , or number of cohabiting relationships,  $F(6, 708) = 1.64, p > .05, R^2 = .01$ . However, being of Hispanic origin was a significant predictor for age at first date,  $t(6, 708) = -1.93, p = .05$ , being white was a significant predictor for number of sexual partners,  $t(6, 708) = -2.46, p = .01$ , and exposure to sexual content via music videos was a significant predictor for number of cohabiting relationships,  $t(6, 708) = 2.73, p = .01$ . Regression coefficients can be found in Table 1.

### Testing Cultivation Theory

Considering that the cultivation theory states that the more a person is exposed to the media the more a person begins to believe that what they are exposed to is normal (Gerbner, Gross, Morgan, & Signorielli, 1994), the current study tested the cultivation theory by comparing participants responses to their sexual behaviors and their perceived sexual behaviors of their friends and peers. The current study conducted a series of repeated measures analysis of variance (ANOVAs) and concluded that participants viewed their behavior as normal if no significant differences were found between their own sexual behaviors and their perceived sexual behaviors of friends and peers. Additionally, to examine the implication for cultivation theory based on race and ethnicity, the analyses were conducted separately for white, black, and Hispanic participants. Results of the analyses can be found in Table 2.

## **CHAPTER FOUR: DISCUSSION**

The purpose of this study was to further examine the relationship between music and risky sexual behaviors. Following the Cultivation theory (Gerbner et al., 1994), it was hypothesized that music would normalize risky sexual behaviors among college students. Previous research yields conflicting results on this topic (Chen et al., 2006; Kistler & Lee, 2010; Sprankle & End, 2009), which is why the present study is significant.

### Predicting Risky Sexual Behaviors

Findings of the current study support those of previous research in that an association between sexual lyrical content and risky sexual behaviors was found (Chen et al., 2006). In the current study, lyrics helped predict the number of sexual partners in the last year, as well as how often participants changed sexual partners. Considering the sexual messages often found in music lyrics (Bretthauer et al., 2007; Brummert et al., 2011) and that exposure to such messages has been related to risky sexual behaviors in the past (Primack, Douglas, Fine, & Dalton, 2009; Wright, 2013), these results were to be expected. Additionally, in the current study sexual content in music videos helped predict how often a sexual partner was changed. This was to be expected as 40% to 75% of music videos have been found to contain some form of sexual imagery and that viewing such imagery has been associated with more sexually permissive attitudes (Zhang et al., 2008). In the current study it appears as though participants acted on their sexually permissive attitudes by frequently changing their sexual partner. Previous research pointed out that rap music is the most listened to music genre among African Americans and Hispanics, and the second most listened to genre for Caucasians (Roberts et al., 1999). Other research on the topic of sexual behavior, suggests that teenage years to young adulthood is a

developmental period when sexuality is greatly discovered, and the media has a significant impact on the attitudes of the youth (Ward 2003).

Even though sexual content contained in music lyrics and videos helped predict risky sexual behaviors of participants, in this study ethnicity was the best predictor of risky sexual behaviors. For instance, being African American was a predictor of early age at sexual intercourse and being of Hispanic origin was associated with a decreased age at first date. Being Caucasian was associated with delayed first sexual encounter and first sexual intercourse, reduced casual sexual intercourse, changing sexual partners less frequently, engaging in unprotected sex, as well as an increased number of dating partners, total number of sexual partners, number of sexual partners within the past 12 months. Results of this nature are concerning considering that nearly 20 million new cases of STIs occur each year in the United States, with 48% of them occurring among adolescents and young adults (CDC, 2011; Weinstock et al., 2004).

Prior research also concluded that through SCT, African American women are more likely to imitate roles seen in mainstream music videos (Turner, 2010). Delgado and Staples (2008) explored the concept of how culture and arts play into the ethnic identities of African Americans. Due to how African Americans embrace music as a symbol of their societal membership, it is possible that through musical content they feel as if they are not alone in their everyday struggles (Newman, 2007).

Additionally, gender was a predictor of how often participants changed sexual partners, with female participants changing partners more frequently than male participants. This gender difference at first glance seems unexpected until one considers Bandura's Social Cognitive

theory. According to Bandura (1986) the person observing the behavior is most likely to familiarize with the same gender as themselves. Therefore, females being exposed to specific gender expectations via music videos and lyrics can be expected to imitate those expectations by their dress, behaviors, and actions, which include changing sexual partners frequently.

### Testing Cultivation Theory

The current study hypothesized that music exposures to sexual content would normalize such behaviors among participants based on the Cultivation theory. The Cultivation theory theorizes that the more a person is exposed to the media and the roles portrayed in media, the more the person will believe that what they are exposed to is normal (Gerbner et al., 1994). Personal determinants are described as important demographic characteristics such as age, gender, and ethnicity. Results of the current study, however, did not support the normalization of risky sexual behaviors for all participants based on Cultivation theory. However, the Cultivation theory was able to explain some of the sexual behaviors of participants. For instance, it appears that age at dating initiation and age at first sexual encounter are behaviors that are normalized for Caucasian participants. Age at first boy/girlfriend is the only behavior that is normalized for Hispanic participants in the current study. For African American participants, age at first boy/girlfriend, age at first date, age at first sexual encounter, and engaging in unprotected sex were normalized sexual behaviors, demonstrating that the Cultivation theory is best able to explain the sexual behaviors of African American participants' in comparison to white and Hispanic participants. These results may support the claims of Travis and Bowman (2012) in that African American's may view music as more of a representation of their culture, in comparison to Caucasian and Hispanic participants. This would help explain why African American

participants were more likely to depict normalization of the risky sexual behaviors they are exposed to via music lyrics and videos than Caucasian and Hispanic participants. Understanding that African American's have used music as a tool to tell cultural stories over hundreds of years is central to the theoretical perspective of this study.

### Limitations of Study

There are a few limitations of the current study that should be noted the self-report method and limited generalizability of the findings. The self-report method is naturally flawed in that it relies on the participant to divulge personal information that could be considered embarrassing. Participants may misrepresent themselves in order to come across "better behaved" to researchers. Another limitation of the self-reporting method is the participant's ability to recall their past. It is known that some risky sexual behaviors are associated with the use of alcohol, which can impair the memory of the participants. Extra measures should be taken to eliminate some of the unreliability of the self-report method.

Additionally, the questionnaire was answered online and participants were offered extra credit or class credit for their participation. This could have potentially interfered with why and how participants answered the questions. Due to the fact that the current study was comprised of primarily college educated Caucasian participants there are limitations in the generalizability of the findings. Further research should be on a more ethnically diverse sample of participants to ensure there are no limitations on generalizability.

### Implications for Future Research

The current study may be used as a basis for future research on the topic of musical influences on risky sexual behaviors among the different ethnic groups assessed. Future research

to examine both the Social Cognitive and Cultivation Theory is needed. It is necessary to identify which theories are most valid when trying to explain the relationship between music and risky sexual behaviors. Although this study did produce significant results as ethnicity as a predictor for specific risky sexual behaviors, it did not support the normalization of these behaviors for all participants, disagreeing with the findings of Turner (2010).

Future research should be conducted specifically on African American participants in order to focus on the Social Cognitive and Cultivation theories as an explanation of behavior. This research deserves a further look due to the rising numbers in sexually transmitted diseases among African Americans. Turner (2010) noted that African American women have a 24% higher rate of STDs compared to white women. With these numbers increasing daily drastic measures need to be set in place with empirical data to support it. Longitudinal research is also another path that should be explored with all ethnicities beginning during adolescence to determine if mass media content does have a significant effect on the attitudes and normalization of behaviors among teens and young adults.

## **APPENDIX A: APPROVAL OF EXEMPT HUMAN RESEARCH**





University of Central Florida Institutional Review Board  
Office of Research & Commercialization  
12201 Research Parkway, Suite 501  
Orlando, Florida 32826-3246  
Telephone: 407-823-2901 or 407-882-2276  
[www.research.ucf.edu/compliance/irb.html](http://www.research.ucf.edu/compliance/irb.html)

## Approval of Exempt Human Research

From: UCF Institutional Review Board #1  
FWA00000351, IRB00001138

To: Chrysalis L. Wright and Co-PI: Michelle R. Craske

Date: January 16, 2013

Dear Researcher:

On 1/16/2013, the IRB approved the following minor modification to human participant research that is exempt from regulation:

Type of Review: Exempt Determination  
Modification Type: Michelle Craske has been added to the study as a Co-investigator.  
Project Title: Music Normalization Influence on College Students Health  
Compromising Behaviors  
Investigator: Chrysalis L Wright  
IRB Number: SBE-12-08990  
Funding Agency:  
Grant Title:  
Research ID: N/A

This determination applies only to the activities described in the IRB submission and does not apply should any changes be made. If changes are made and there are questions about whether these changes affect the exempt status of the human research, please contact the IRB. When you have completed your research, please submit a Study Closure request in iRIS so that IRB records will be accurate.

In the conduct of this research, you are responsible to follow the requirements of the Investigator Manual.

On behalf of Sophia Dziegielewski, Ph.D., L.C.S.W., UCF IRB Chair, this letter is signed by:

Signature applied by Joanne Muratori on 01/16/2013 01:08:50 PM EST

A handwritten signature in cursive script that reads 'Joanne Muratori'.

IRB Coordinator

**APPENDIX B: DATING BEHAVIOR QUESTIONNAIRE**

- 1) How old were you when you had your first boyfriend/girlfriend?
- 2) How old were you when you went out on your first date?
- 3) How old were you at the time of your first sexual encounter (for example petting, oral sex, but not sexual intercourse)?
- 4) How old were you at the time of your first sexual intercourse?
- 5) How many dating partners have you had?
- 6) How many sexual partners have you had total?
- 7) How many sexual partners have you has in the past 12 months?
- 8) When thinking about the people you have had sex with, how would you describe your relationship with them prior to sex, for the most part?
  - a. we were friends but not in a romantic relationship when we had sex
  - b. we were in a romantic relationship when we had sex
  - c. we just met and decided to have sex
  - d. we knew each other but were not really friends when we had sex
  - e. none of the above
- 9) How frequently do you change sexual partners?
  - a. daily
  - b. weekly
  - c. every month
  - d. every three months
  - e. every six months
  - f. once a year
  - g. longer than once a year
- 10) How many cohabiting relationships have you had in the past? <sup>1</sup>

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<sup>1</sup> Modified from: Thorton, A. (1991). Influence of the marital history of parents on the marital and cohabitational experiences of children. *American Journal of Sociology*, 96, 868-894.

11) When was the last time you engaged in oral, vaginal or anal sexual contact without a condom?

- a. never
- b. today
- c. one day this week
- d. at least once this month
- e. more than once this month
- f. within the past three months
- g. within the past six months
- h. within the past year
- i. within the past two years

12) How old do you think most people your age were when they had their first boyfriend/girlfriend?

13) How old do you think most people your age were when they went on their first date?

14) How old do you think most people your age were when they had their first sexual encounter (for example petting, oral sex, but not sexual intercourse)?

15) How old do you think most people your age were they had their first sexual intercourse?

16) How many dating partners do you think people your age have had?

17) How many sexual partners do you think people your age have had total?

18) How many sexual partners do you think people your age have had in the past 12 months?

19) When thinking about the sexual relationships of people your age, how would you describe the majority of their relationships prior to sex, for the most part?

- a. Most people are friends but not in romantic relationships when they first have sex
- b. Most people are in a relationship when they first have sex
- c. Most people just meet and decide to have sex
- d. Most people know each other, but are not really friends when they first have sex
- e. None of the above

20) How frequently do you think people your age change sexual partners?

- a. daily
- b. weekly
- c. every month
- d. every three months
- e. every six months
- f. once a year

g. longer than once a year

21) How many cohabitating relationships do you think people your age have had?

22) When do you think was the last time people your age engaged in oral, vaginal or anal sexual contact without a condom?

- a. never
- b. today
- c. one day this week
- d. at least once this month
- e. more than once this month
- f. within the past three months
- g. within the past six months
- h. within the past year
- i. within the past two years

23) How old were most of your friends when they had their first boyfriend/girlfriend?

24) How old were most of your friends when they went out on their first date?

25) How old were most of your friends at the time of their first sexual encounter (for example petting, oral sex, but not sexual intercourse)?

26) How old were most of your friends at the time of their first sexual intercourse?

27) How many dating partners have most of your friends had?

28) How many sexual partners have most of your friends had total?

29) How many sexual partners have most of your friends had in the past 12 months?

30) When thinking about the people most of your friends have had sex with, how would you describe your friends relationship with them prior to sex, for the most part?

- a. we were friends but not in a romantic relationship when we had sex
- b. we were in a romantic relationship when we had sex
- c. we just met and decided to have sex
- d. we knew each other but were not really friends when we had sex
- e. none of the above

31) How frequently do most of your friends change sexual partners?

- a. daily
- b. weekly
- c. every month
- d. every three months
- e. every six months
- f. once a year
- g. longer than once a year

32) How many cohabiting relationships have most of your friends had in the past? <sup>2</sup>

33) When was the last time most of your friends engaged in oral, vaginal or anal sexual contact without a condom?

- a. never
- b. today
- c. one day this week
- d. at least once this month
- e. more than once this month
- f. within the past three months
- g. within the past six months
- h. within the past year
- i. within the past two years

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<sup>2</sup> Modified from: Thorton, A. (1991). Influence of the marital history of parents on the marital and cohabitational experiences of children. *American Journal of Sociology*, 96, 868-894.

## **APPENDIX C: FIGURES & TABLES**

Figure 1. Schematization of triadic reciprocal causation in the causal model of social cognitive theory (Bandura, 2001).

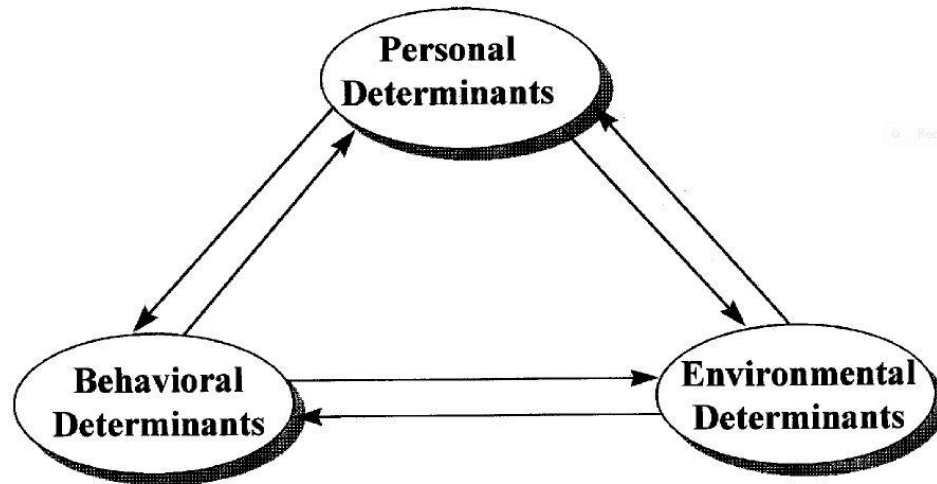




Table 1. Regression Coefficients for Sexual Behaviors

	Boy/girlfriend	First Date	Sexual Encounter	Intercourse	Dating Partners	Total Sexual Partners	Sexual Partners in Past 12 months
Gender	.01	-.01	.02	.02	.00	-.06	-.05
Black	-.01	.02	-.06	-.08 <sup>#</sup>	.07	.03	.01
White	.07	.04	.11 <sup>*</sup>	.12 <sup>**</sup>	.14 <sup>***</sup>	.11 <sup>**</sup>	.12 <sup>**</sup>
Hispanic	-.06	-.08 <sup>*</sup>	-.00	-.05	.05	-.05	-.02
Total Lyrics	.04	.03	-.02	-.04	-.07	.03	.10 <sup>*</sup>
Total Videos	-.02	-.01	.08	.06	.05	-.02	.01
$R^2$	.01	.01	.02	.03	.02	.01	.02
$F$	.94	.71	2.76 <sup>**</sup>	3.76 <sup>***</sup>	2.65 <sup>*</sup>	1.50	2.26 <sup>*</sup>

\*\*\* $p < .001$ , \*\* $p < .01$ , \* $p < .05$ , # $p < .10$  or less.

Table 1 cont. Regression Coefficients for Sexual Behaviors

	Casual Sex	Change Sexual Partners	Cohabiting Relationships	Unprotected Sex
Gender	-.05	.22 <sup>***</sup>	-.00	-.08
Black	.04	.03	-.01	.05
White	-.12 <sup>**</sup>	-.08 <sup>#</sup>	.05	.12 <sup>**</sup>
Hispanic	.02	-.04	-.03	-.02
Total Lyrics	-.06	-.08 <sup>#</sup>	-.04	.00
Total Videos	-.00	-.09 <sup>#</sup>	.13 <sup>**</sup>	.11 <sup>*</sup>
$R^2$	.02	.06	.01	.02
$F$	2.92 <sup>**</sup>	7.69 <sup>***</sup>	1.64	2.40 <sup>*</sup>

\*\*\* $p < .001$ , \*\* $p < .01$ , \* $p < .05$ , # $p < .10$  or less.

Table 2. Repeated Measures ANOVA Results for Cultivation Theory

<i>Variable</i>	<i>Group</i>	<i>Greenhouse-Geisser F Value</i>	<i>Significant Level</i>
Age at first boy/girlfriend	White	8.43	<.05
	Black	1.09	.32
	Hispanic	.62	.54
Age at first date	White	.79	.41
	Black	.62	.49
	Hispanic	4.29	<.05
Age at first sexual encounter	White	3.04	.06
	Black	3.13	.06
	Hispanic	3.48	<.05
Age at first sexual intercourse	White	30.37	<.05
	Black	16.46	<.05
	Hispanic	11.30	<.05
Number of dating partners	White	81.18	<.05
	Black	10.90	<.05
	Hispanic	46.11	<.05
Number of sexual partners total	White	24.11	<.05
	Black	8.62	<.05
	Hispanic	10.55	<.05
Number of sexual partners in past year	White	78.10	<.05
	Black	19.77	<.05
	Hispanic	42.72	<.05
Casual sex relations	White	8.44	<.05
	Black	8.46	<.05
	Hispanic	15.00	<.05
Changing sexual partners	White	312.39	<.05
	Black	56.68	<.05
	Hispanic	165.48	<.05
Condom use	White	8.86	<.05
	Black	.58	.54
	Hispanic	3.26	<.05

*Note:* Significant levels > .05 indicate the normalization of behavior based on Cultivation theory (Gerbner, Gross, Morgan, & Signorielli, 1994).

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