

Ogi Ogas: "A Billion Wicked Thoughts" | Talks at Google

<https://youtu.be/p-A8GvUehq4> - 48m37s

[applause]

>>Ogi Ogas: Thank you. Shannon told me before that you guys have these talks to get exposed to new kinds of learning outside your core competency and this is probably about as far outside your core competency -- [laughter] as you're gonna get. So I'm gonna give a talk today about a theory about sexual desire that we describe in our book *A Billion Wicked Thoughts* written by me and my co-author Sai Gaddam, he lives in India so that's why he's not here with me today. So I'm gonna talk about our theory of sexual desire. I've always thought the best and most useful scientific theories are ones that explain diverse phenomena using a single simple theory. For example, atomic theory can explain why copper is heavier than helium and it also can explain why copper conducts electricity better than helium. This is why atomic theory's so powerful it explains a diverse phenomena of electrical conductance in mass than a single theory. So I'm gonna try to do the same thing today with our theory and show how our theory of sexual desire explains what are the most popular erotic interests for women and what are the most popular erotic interests for men. And this is what we're gonna use -- [laughter] one of the most popular erotic interests for women is Edward Cullen, the vampire from the *Twilight* series of novels by Stephenie Meyer also in the movies. I have the text behind to emphasis that he's a textual character, a fictional character.

And I'm also gonna explain one of the most erotic, most popular erotic interests for men which is Shemale Porn. You may or may not be surprised to hear that Shemale Porn is one of the most popular kinds of erotica for heterosexual men all around the world, in every country in the world. **And it's favored by heterosexual men not gay men, gay men are not very interested at**

all in Shemale Porn. Some bisexual men are interested, but it's definitely dominated by heterosexual men. So we're gonna explain today how our theory shows, explains why heterosexual women like Edward Cullen and why heterosexual men like Shemale porn. And at the end you can tell me if I was successful in persuading you or not. [laughter]

So who are we and what did we do? We are both, I and my collaborator are both computational neuroscientists which means we view the mind as software. Researchers in our field try to figure out the brain software behind higher functions of the brain like language, memory, and vision. But we thought we would use the techniques and methods of computational neuroscience to try to figure out a lower function of the brain, sexual desire, which is something none of our colleagues had taken a look at yet mainly because it is controversial and political nature. And so we set out to try to figure out okay what's the most basic software of the sexual brain in terms of how it processes sexual desire. To do so we needed data and we immediately realized there is a vast, untapped source of data about everyday people's sexual behaviors and this is the Internet.

It turns out that nobody in the field of sex research had turned to the Internet yet and tried to use it to understand people's sexual interests and sexual behaviors. So we decided to use online data and combine that from findings of neuroscience, animal studies, psychology experiments, evolutionary theory, combine all these together to try to come up with a model of sexual desire in men and women's brains. And you might be surprised to hear that the only systematic study by scientists of people's sexual desires was done more than a half century ago that's Alfred Kinsey his famous or notorious Kinsey Reports. He surveyed about 18,000 people mainly middle aged Caucasians in the American Northeast and asked them face to face about their sexual interests. And this is the only systematic scientific attempt to try to figure out what do men and women actually like, what actually turns on men and women. And as you can imagine most people are not very comfortable sharing their most

intimate private sexual details with a stranger, so until now the only data we've had on what men and women have liked has been survey data. So online data finally give us an opportunity to see what people really are doing behind the anonymity of their laptops and desktops.

[laughter]

And many of you here who are engineers probably already have a very good sense of it.

[laughter]

So we tried to gather as much online data as we could that would reveal something about people's sexual behaviors. So gathered Web searches, search histories, we downloaded a million erotic stories, a half million erotic videos, we looked at online personal ads. OkCupid the online dating site shared data on about six million users, but that's all anonymous data. A couple, more than a couple, a number of porn sites were kind enough to share some of their internal data with us. For example, Porn hub which is, I don't know if it is at this moment, but it's been the most popular adult video site in the world, they shared some of their internal data. One of the most popular porn sites for women shared, Sssh.com, shared their data. So we gathered all kinds of data, as much as we could we looked at Website traffic, porn site subscriptions, the biggest billing company for the porn industry, CCBill, shared some data with us. So we tried to gather as much different kind of online data that we could all to try to figure out what do men and women really like. [pause]

So as a result of our research we realized that there's something pretty profound about the basic way that sexual desire works in the brain. So we're all born with a finite hardwired set of taste cues: sweet, salty, savory, bitter, and sour we're all born with each of these senses of taste. It's a neural subsystem and it also has its own evolutionary function. For example, we all have a taste for sweetness, sweetness detects sugar in our food, and sugar is our source of energy. So there's a neural subsystem supporting that sense of sweetness and the

reason we like things that are sweet sweet is because it helps us identify if there's energy in our food. It turns out, in analogous fashion, that we're all born with hardwired sexual cues. But unlike taste cues men and women share the same taste cues, men and women's sense of sweetness for example is pretty much the same. **But men and women's sexual cues are very different.** It's almost as if you gave a man and a woman a peanut brittle and the man might report a sense of a taste of saltiness and the women might report a taste of sweetness. Men and women respond to the same stimulus in different ways because they have different cues. So our goal in our research was to try to identify the full range of biological cues, and of course some biological cues are heavily shaped by culture, but to identify the full range of biological sexual cues in men and women. [pause]

So let me tell you in just a quick overview of the differences between male and female cues. **Male sexual cues are primarily visual, that should come as no surprise to most people. [NB: In A Billion Wicked Thoughts they relate that bisexual females also are apparently attracted to visual pornography, which came to me as a vast relief! - bARB]** Female sexual cues are primarily emotional and psychological. Now men do have psychological cues but the men's psychological cues are usually quite different than women's psychological cues. Another basic difference is most male sexual cues are external, they respond to what their partner is doing or what their partner looks like.

Female sexual cues are both external, responding to the partner, but internal, they also have some internal cues. For example a woman's feeling of safety, if she's hungry, if she feels desired. Internal feelings and internal physical states affect female sexual arousal, but very rarely and to a very low extent affect male sexual arousal. So let me describe some, give you some particular examples of male sexual cues, I'm not gonna run through the whole range right now. Some of the most common and prevalent sexual cues for men are anatomical cues, parts of the body. And what we found from our research is that there are four

parts of the body that men are interested in universally, in every country we looked at including preliterate, unwired countries as well. **Four body parts that all heterosexual men are interested in it's breasts, butts, feet, and the fourth body part was a big surprise to us, something we completely didn't anticipate. It turns out the fourth body part that heterosexual men are very interested in looking at is the penis.** [laughter]

Is that bizarre? We had that reaction at first as well.

[laughter]

But the data is pretty overwhelming in this. So men's search for penises almost as often as they search for vaginas. If you look at all of the top porn tube sites, these are pornographic sites that are knockoffs of Youtube, they always have a category for large penis porn. We looked at the top 35,000 most popular adult sites in the world and a thousand of those 35,000 were devoted to large penises, heterosexual sites with large penises, devoted to men. Eye tracking studies they showed images of clothed men and clothed women to men and women, the men look at the crotch of the men much more often than the women do. Men are interested in penises, especially large penises. [laughter]

Women are not so interested in the penis --

[laughter]

and as Congressman Weiner's recent scandal --

[laughter]

We looked at romance novels and erotic stories. In romance novels, even erotic romance novels, the penis is rarely just described and when it is described it's usually described in emotional terms rarely in physical terms. When men write erotic stories they always spend lavish detail describing the penis --

[laughter]

to the nearest half inch, to the nearest quarter inch --

[laughter]

the length, the girth, the veins, all of it. In male written erotica you'll get every detail about what the penis looks like. In female erotica rarely is much attention paid to it. But we

did find one exception in romance novels, which I wasn't familiar with 'til I started this research, when women describe penises in romance novels they often describe it in terms of the blood, which to me as a man was very strange. The blood coursed through his penis, the blood rocketed to his penis, his penis surged with blood. **Men do not think about their penis in terms of the blood inside it [IS THIS WEIRD OR WHAT? "WHAAAT?" - bARB],** but evidently in romance novels blood dominates descriptions of the penis. So these are four body parts, anatomical cues that seem to be, men seem to have a predisposition, a biological predisposition to pay attention to these. It's also interesting, we looked at gay porn and gay erotica as well and gay sexuality, it turns out for gay men these same four body parts are just as interesting to gay men. **So all gay men universally are interested in the chests, butts, feet, and, of course, penises as well.** So the male sexual brain, gay or straight, seems to be interested in these four particular body parts. And if we have time afterwards I can explain why it is that these four particular body parts are so interesting to men.

>>male #1: Where is the vagina in the top ten?
[laughter]

>>Ogi Ogas: The vagina's interesting but we had trouble analyzing with the same specificity for two reasons. One is that the most common word for vagina, pussy, is also slang for a woman in general, so it's hard to distinguish when a man's searching for hot pussy if he's searching for that particular body part or for women in general. And also all pornography shows the vagina in some form, close up or not, so it's very hard to distinguish, take that out and to identify is a man specifically interested just in the vagina or something else. So it's hard to gauge exactly the popularity of that. So that may be the most popular we can't say.

But the order of popularity if you're curious: **breasts are most popular, then penis, then butts, then feet.**

Vagina's in there somewhere, probably near the top, but it's very hard to tease apart and that's interesting that is an anatomical part. So penis and male cues. Let me talk about some female cues now. And again I'm not gonna cover them all just a few to give you a sense of it. Perhaps the most prominent and common female sexual cue is the confidence of the man: a man's social confidence, his leadership, his dominance; alpha males are very popular in romance novels. In fact if you analyze the incidence of heroes in romance novels the ten most popular heroes in romance novels are all alpha males: kings, princes, doctors, sheriffs, generals, knights; all confident, strong leaders. Another sexual cue for women is a man's competence: his skills, his ability to get things done. For men not so important; whether the woman's a waitress or the CEO of Google --

[laughter]

It doesn't make much difference in terms of sexual arousal. But when a man's a waiter or the CEO of Google it does make a difference to many women's sexual attraction to him. Another fundamental difference between male and female cues. For men going on to online erotic sites is a solitary enterprise. **Men don't typically talk about their erotic experiences online with other men.** And if they hear about their friends' interests online that does not influence what they look at, what they're interested in. Knowing that your buddy likes porn stars, Jenna Jameson or Stoya will not influence your opinion of whether they're attractive or not. **This is not the case with women, women are influenced by the opinions of other women.** Women seek out the opinions of other women in erotic content, in erotic opinions as well as relationship opinions of course. The most popular erotic community for women online is the FanFiction Community. If you're not familiar with FanFiction this is an online community. It did exist before the Internet but it absolutely exploded on the Internet. This community's dominated by women and it consists of amateur authors who write stories about popular books, characters in popular books, movies, and TV

shows.

For example the most popular kind of FanFiction is Harry Potter FanFiction followed close behind by Twilight. Buffy the Vampire Slayer used to be one of the most popular fandoms in FanFiction, The Lord of the Rings, just about any TV show, movie, book, even there's FanFiction about bands, about professional wrestlers, just about anything, but dominated heavily by books. So in the FanFiction community women write stories about the characters or the settings of these fandoms . It's not always romantic or erotic but the vast majority of the stories in FanFiction are romantic and erotic. So an amateur woman, will write a story, post it online, and then there'll be discussion; people comment on the story, they talk about it, they talk about what turned them on in the story, whether the story was authentic or not, whether the emotions were authentic or not, the characters are valid, and the talking goes back and forth, long dialogs hundreds and hundreds of comments about stories. And in fact there's even a part of FanFiction called Meta which is talking about the process of talking about the stories.

[laughter]

So for women, erotica is a social enterprise; for men it's a solitary enterprise.

[pause]

And women respond to other women's opinion of a guy. The more women that are attracted to a man increases the attraction of that man. So the phrase, "The best men are always taken," is doubly true. If a man is taken by definition he's more attractive and appealing; if a man's alone and isolated and solitary and nobody's interested in him that will reduce his appeal just by virtue of not being taken. So, let me think if there's any other female sexual cues I should cover. That's probably good enough now. I can talk more, add some more later. So these are some of the cues there's many more. Let me talk about how the differences between the male and female brain process these cues.

So the male sexual brain responds to any single sexual stimulus. If a computer engineer was designing the male sexual brain ?

[laughter]

he would use an or-gate

[laughter]

because any single stimulus will turn on a man whether he sees a nice chest or sexy, older woman walking by, or if he's a fan of BBW or BW images; any single stimulus will trigger arousal. The female sexual brain does not work that way. The female sexual brain if it was designed by a computer engineer would be and-gate. The female sexual brain requires multiple stimuli simultaneously or in quick succession before arousal is triggered.

Another fundamental difference between the male sexual brain and the female sexual brain: the male sexual brain's physical arousal and psychological arousal are united. So if a man is physically turned on it's a pretty safe bet he's mentally turned on as well. Not the case in women. The female brain is designed to separate physical arousal and psychological arousal. So a woman can be physically turned on but mentally turned off which is something that many men find a bit baffling, but it's a common phenomenon.

So this evolved over time apparently to help protect women from cruel, sneaky, and incompetent men

[audience chuckles] that they've been faced with over the eons.

So these are two basic differences between the male and female sexual brain the way they process the cues: the male sexual brain is or gate, the female sexual brain is and gate []; the male sexual brain psychological and physical arousal are linked; they're detached in the female sexual brain harder to get them, takes more work to get them to come together in the female brain

than in the male brain. So these are some of the basic elements of our cue theory of sexual desire. Now I wanna take what we've learned to apply it to Edward Cullen and Shemale Porn. [pause]

So the reason cue theory can explain both Edward Cullen and Shemale Porn is that they're both examples of erotical illusions, what we call erotical illusions. Let me explain to you what an erotical illusion is. Computational neuroscientists love to analyze optical illusions and these are two optical illusions that in my department we analyzed or spent a lot of time trying to figure out because optical illusions reveal the software of visual perception. Optical illusion the whole is greater than the sum of the parts so like the one on the left that's called an Ehrenstein disc, you see a brighter white disc, the bright white button in the center. Here you see an illusory triangle. The triangle seems to pop out. So these I think, these are inputs that are tricking the brain into seeing things that aren't quite there. And there's another one ?

[pause] nothing is moving but if you stare at it it looks like things along the periphery are moving. This is tricking the movement perception, the movement software, movement perception software of the visual cortex. And these work by combining different visual cues in novel ways, different geometric and color cues, in novel combinations in ways that kind of trick out the software designed for visual perception.

The most -- [pause] that's Mona Lisa, very dim unfortunately. The most popular of optical illusion in all of art is probably Mona Lisa's smile which you can't see too well here; Mona Lisa's smile famous for being enigmatic, mysterious. And the reason it's so bewitching and enigmatic is because Leonardo da Vinci painted it an optical illusion. It was first figured out by Margaret Livingstone she's a computational neuroscientist at Harvard. So our brain processes high resolution information separately from low resolution information, there's two separate circuits. In our fovea in the center of our retina we process high resolution information and that gets sent down one circuit,

in the periphery of our vision we process low resolution information. So if you look at the mouth of Mona Lisa, if you look directly at the mouth it seems calm and tranquil, but as soon as you look away to her forehead and eyes, I'm sorry this is not brighter, as soon as you look away from the mouth it looks like she's smiling and teasing. And the reason is Leonardo da Vinci painted it so the high resolution version of her mouth is flat, her mouth is almost a horizontal line, but the low resolution goes up to the cheekbones and it's kind of grin like the Joker in Batman, very strong grin. So the brain's simultaneously processing these in different streams in the brain; one stream is saying it's smiling, one stream's saying it's not and that gives it this magical, enigmatic quality. Again it's by combining two separate visual cues in this new way kind of tricks the brain. So that's something very similar to what's happening with the sexual brain with an erotical illusion.

An erotical illusion combines different sexual cues in new combinations to trick out the sexual brain. So let me talk about Shemale Porn. Again this is v ery popular among heterosexual men; gay men are not interested in Shemale Porn. This was a surprise, when we went into this we had no idea that Shemale Porn was going to be so popular. Obviously this is something that men aren't comfortable talking about but the data is quite overwhelming about that this is universally popular, immensely popular.

So why are straight men so interested in Shemale Porn? And this actually has clinical implications too. I've been talking with sex therapists as a result of our research, and sex therapists have had no idea what an interest in this meant. **One of the fears that wives of men had when they discovered this on their husbands' browsers was that maybe their husband's gay. And the clinicians had no idea of that was true or not and no way to think about it so we think the answer is no, there's nothing gay about liking Shemale Porn;** it's an erotical illusion. It combines the female anatomical cues that we talked about

breasts, butt, feet, all the curves of a female body with the other cue of a penis. [audience giggles] Which we now see the penis is a cue that triggers sexual interest in men and it combines them into a single gestalt. If you talk to fans of Shemale Porn they usually say something like, "Oh she's very beautiful, she's very lovely, and there's an extra something that just pops out of my brain and

[laughter]

I can't really describe it."

[laughter]

And there's always a sense of the inexplicable when they talk about it.

[laughter]

"There's something magical and strange, I don't really know what's going on." It's very similar to the way people talk about the Mona Lisa's smile and about optical illusions too. There's just a sense that there's something that they can't quite put their finger on even though there is something that they definitely can put their finger on.

[laughter]

We know that this is a visual tricking of the brain and not something more psychological because as we even see here at first it was all actual transsexual Shemale Porn consisted all of transsexual and oh I should say please don't call your transsexual friends Shemales. Shemale's a derogatory term, it implies that you're working in the sex industry. So Shemale's a standard term within the adult industry but you shouldn't use that with any transsexual friend that does not work in the adult industry. Shemale Porn was originally all human transsexuals, live transsexuals but eventually erotic artists started drawing transsexuals, started drawing Shemales and that made it very clear exactly what men were interested in because the art was

exactly all of the female, all of the sexual cues for men that they find arousing: young women, busty, small feet, butts. Here's some more erotic Shemale art, hard to see but that might not be so bad.

[laughter]

Young women, high school girls in school outfits a lot like anime but always with a very large package down below, the specific visual elements that arouse a man. **In fact pornographers have recently learned that they don't even need to use actual transsexuals. What they've done now is they use women, usually buxom women, and have them wear very realistic strap on penises.** And then there's websites devoted to this, there's one site called futanari.com, that was the first to do this and became very popular. So by having real women with realistic but fake penises they don't have to get actual transsexuals to do it, but men are still interested showing that there's not some underlying psychological thing going on, it's just pure visual trickery of the male sexual brain. So what's interesting about erotical illusions is an erotical illusion for a man does not work on women, and erotical illusions for women does not work on men. So imagine for a second the opposite of the Shemale, maybe a man with a bald head, big muscles, tats all over, a cigar, and a vagina. So --

[laughter]

there is such a [inaudible] hard to see. This is Buck Angel the most popular and perhaps the only porn star who is a female to male transsexual. It's hard to see but he does have muscles, tats all over his body, he's smoking a cigar, he's got bald head, a beard, and **he still has his vagina. So heterosexual women do not show sexual interest in Buck Angel. There is a group of people that are very sexually interested in Buck Angel and that's gay men which is what we would predict from cue theory. Gay men are interested in Buck Angel, heterosexual women aren't.** There may be some out there, we did a brief survey and weren't able to come up with any in the traffic to Buck Angel sites there was no women visiting Buck Angels porn sites.

So let's look at the erotical illusion for women. Andrew Cullen is a vampire, he's a vampire in Stephenie Meyer's Twilight series of novels. Over the past decade paranormal romance, as a sub-genre of romance novels, has just exploded. It's the most popular kind of romance novels now, paranormal romance, dominated by authors like Stephenie Meyer, Laurell Hamilton, Charlaine Harris who wrote the series of True Blood based upon J.R. Ward; many, many authors, many books about paranormal romance. They feature heroes who are supernatural: vampires, werewolves, wizards, things like that. Definitely the king of paranormal romance is the character Edward Cullen. So he is an erotical illusion, a female erotical illusion 'cause he combines a number of different female psychological cues into this novel concoction. For example, he's 100 years old so he's experienced, he's confident, he's competent but he's in the body of a hot teenager. So he combines the experience and maturity which men are attracted to with a hot young body. All the girls at the high school where he goes are very interested in him but he shows no, he pays no attention to all the girls at high school, he only pays attention the heroine of the series, Bella. He is the ultimate alpha male. Whenever human boys, near-human boys, bully his girlfriend, Bella, he can swoop in, literally swoop in, --

[laughter]

and beat the crap out of all of them without breaking a sweat. In fact he is also an alpha among alphas because he is pretty dominant among other vampires as well. So he's an ultimate alpha male. [pause] There's a few more. **The great thing about paranormal romance and the reason it's exploded in my opinion is because it allows female authors to manipulate all these cues in new ways to exaggerate certain qualities.** Oh and another really important one. So Edward Cullen lusts after Bella with a powerful desire because he lusts after her blood. He's a vampire, he wants to drink her blood so he's got this powerful, overwhelming attraction to her, but he proves his love to her by never giving in to it. So it's almost an adolescent, female

fantasy because he's always desiring her, endlessly, powerfully desiring but he always holds off. So it's endless desire without consummation. To point out people think that it's just adolescents interested in this; no women 20's, 30's, 40's, we saw many women in their mid to late 40's who are just absolutely sexually obsessed with Edward Cullen. So it's not just something that appeals to younger women. [pause]

The reverse of this is not true. **Men are not interested, for the most part, in Twilight novels or similar novels and romantic, erotic stories about female vampires,** there isn't any that has broken out among men. Men don't find this particularly interesting. So there's many, many other erotical illusions, I'll just mention a few that people often wanna hear about. **Facials, which women for the most part find disgusting.** We know that from, we talked to some of the female erotic sites and they always have surveys about what women wanna see in erotic videos and **facials is always at the very bottom of the list; for men it's usually at the top of the list.**

Why are men interested in it? It's an erotical illusion. It combines psychological cues with visual cues in ways that aren't possible with any other place. They're almost like emoticons expressing emotion, having emotional connection with the visual moment. Another, this is a Humantauria, another erotical illusion for men. This one's not so common but it kind of reveals the nature of sort of erotic trickery. Another erotical illusion for women is Slash fiction. Slash is a sub-genre, I shouldn't even say sub-genre 'cause it's just about as big as Fanfiction, the parts of FanFiction that aren't Slash. **Slash fiction are stories about two men, usually two strong, dominant, masculine men who share their emotional side with each other, fall in love, and have sex; not always have sex, having the emotional sharing is the important part just like it is in a romance novel. [NB: THESE WOMEN ARE ABSOLUTELY OUT OF THEIR MINDS: DELUSIONAL, LOTS. -bARB]** Here's a representation of Slash Edward Cullen the vampire and Jacob Black the werewolf from Twilight a very popular pairing within Slash fiction. This is

erotical illusion for women; it combines, the reason women read romance novels is because their stories of men revealing their tender side, their emotional side of strong dominant revealing the tender side. So this just basically doubles up all the cues; **this is analogous to men like looking at lesbian porn, two women making out and kissing regardless of their personality and character. [Like I said, nuts! - though mileage will no doubt vary cf. “butch” lesbians?]**

In Slash fiction, the emotions of the two men, the revealing of emotion of sharing their secret parts with each other, that's always the focus. The sex is in there too, sometimes, depending on the author, but it's always the emotional connection; Slash is very emotional. You'd never make, mistake Slash fiction for erotica written by a gay man. So these are some erotical illusions and one thing worth considering is just how different these are, just how different Edward Cullen is from Shemale Porn or the Humantauria is from Slash fiction. The male and female sexual brain, down at the most basic operation we're talking, of course, now just its fundamental level not talking about sexual relationships which are far more complex and complicated, but just at the basic level of how our sexual brains work. The male and the female brain are very, very different.

[pause]

And that's it.

[applause]

>>male #2: So I'm curious about, so for example you said that let's say the Shemale Porn was of interest to heterosexual men. How can you tell that from the kind of data that you were able to collect?

>>Ogi Ogas: Sure.

>>male #2: Billing data or whatever?

>>Ogi Ogas: So the most common way is we talked to people that run Shemale sites and we talked to Shemale porn stars and they

say their fans are heterosexual men from interacting with them. **There was actually an academic study that went into a Shemale bar in Chicago and interviewed the men there to ask their sexual preference and I think about 70 percent were straight men and 30 percent were bisexuals and there were no gay men at the bar.** Also from search histories, if you look at search histories, people that search for Shemale Porn either search for heterosexual stuff in addition or bisexual stuff. There's not any clear indication of somebody searching for Shemale and gay porn. There is once in a while but it's very rare compared to somebody searching for Shemale Porn and hot teens for example.

[pause]

>>male #3: So in these videos does Shemale usually like attracting the male or attracting the female? Does that have an effect on like whether bi men watch it or straight men watch it?

>>Ogi Ogas: There may. So we haven't, that's something we haven't disentangled the point. We mainly tried to look at just the images themselves. But you're right there's some Shemale Porn they're having sex with men, some Shemale Porn they're having sex with other Shemales. And who those different variations appeal to we didn't look at that yet, but probably bisexuals are probably interested in the interaction. Whereas a lot of Shemale erotica now is just images like those images I showed you so I would speculate that you can see a difference between what straight men and bisexual men are interested in but we don't know.

>>female #1: Do you have anything like cultural studies like where

[inaudible] --

>>Ogi Ogas: Yes.

>>female #1: and then like also if you looked at a lot of Asians, like Asian idols are a really big thing?

>>Ogi Ogas: Yes.

>>female #1: If you look at their idols and all the guys they're really [inaudible] ?

>>Ogi Ogas: Yes. So I wanna talk about Japan.

The important thing about Japan is so Internet came up there was erotic art from all around the world and Japanese erotic art has just dominated the Internet because in our opinion they do the basic visual cues that interest men the best. An anime girl, young, busty, round butts, curvy, small feet, high pitched voice, all the biological cues that interest men across cultures. We think that's why Japanese anime has just crushed all other erotic art and there's actually erotic art in just about every country in the world, but only Japanese erotic art rose to universal popularity. Also another interesting cultural difference, so I talked about the four body parts that are universal: breasts, butt, feet, and penises but depending on the culture other body parts are also interesting. So in Japan, for example, men are very interested in something called the absolute territory which is a strip of thigh here below a skirt and above a thigh high stocking; was like the most popular fetish for awhile, might still be, while we were doing our research it was the most common search absolute territory. In India the belly, the stomach is an erogenous zone; lots of searches for bellies in India probably because they present the belly as erotic interest. In Victorian England supposedly the ankle was considered very erotic. So there is cultural variability in even what men, the anatomical parts that men are attracted to but breast, butt, feet, and penises do seem --
[sound of bells]

In Japan, another interesting thing about Japan for the women is there's probably greatest comfort with reading gay stories, stories about two gay men among heterosexual women in Japan, very popular and usually '96 [pause] comic books or TV shows will put out a special Slash version, a gay version, of the characters even if they're not gay in the actual original series to appeal to this. But there's much more comfort among girls and women in Japan reading stories about two men falling in love as well and often having more feminized boys in some of these stories as well.
[pause]

Another question.

>>male #4: Uh, yeah, you talked about the last major study being done as being Alfred Kinsey.

>>Ogi Ogas: Yes.

>>male #4: Where is the work of Masters and Johnson in the 60s, and 70s fit in?

>>Ogi Ogas: They focused on the physiology of sex.

>>male #4: Okay.

>>Ogi Ogas: They had people come into the lab and have sex and watched like anatomical changes things like that. They focused on the actual physical process of intercourse rather than what turned people on. Though one finding that we thought was pretty interesting is based on what they saw and this is a bit subjective, it has to be subjective, **they think gay people have better sex than straight people, that gay people have more satisfying sex. And they had gay couples in the lab they always accorded greater sexual time and they seem to be more comfortable and have a better time than men and women.** So there might be some sexual benefit to sharing the same sexual cues with somebody else perhaps it's just a greater familiarity with the anatomy. It's not clear exactly what that might be but other surveys too that have asked about sexual satisfaction tend to find that gay people find sex more satisfying. But yeah Masters and Johnson focused on the physiology they didn't look at are people attracted to animals or Shemales or anything like that.
[pause]

>>male #5: You mentioned the four body parts and then you mentioned those people who are into lesbian porn which seems to go together. There is one missing body part.

>>Ogi Ogas: The vagina?

>>male #5: No you said there were four body parts: breasts, bottom, penis which is obviously missing in this lesbian porn. So why is that still very popular.

>>Ogi Ogas: Well you don't need all the cues. Remember any single cue --

>>male #5: Oh it's ignored.

>>Ogi Ogas: **Yeah any single cue is enough. Just a pair of breasts and nothing else** -- [laughter] can be, go to completion let's say. [laughter] It's very rare women like to look at a man's chest and nothing else and manage to get to **completion**. [pause]

>>female #2: So you talked about gay and straight men.

>>Ogi Ogas: Yes.

>>female #2: What did you find out about lesbians?

>>Ogi Ogas: We did not focus on lesbians as much unfortunately. We only wanted to report results if we could talk to actual fans of the erotica. So we talked to a lot of gay men. In fact I personally watched a whole lot of gay porn with my gay friends just to get familiar with it. [chuckles].

And for the Shemale Porn we found people who are fans of that. But the truth was we tried to approach lesbians but they were always uncomfortable sharing their sexual reaction and sexual experiences with us, I'm a heterosexual man. I have a few lesbian friends but I wanted to go outside just my friends for that because that's what we did for everything else. But having said that, we can see a few conclusions. What lesbians are interested in is very different from what gay men are interested in. Also before I say anything, homosexuality in men is almost certainly biological, like you're born gay if you're a man. With women it's much more ambiguous. **Some women are born gay but women, by the nature of their sexuality, can also become lesbian. One reason is because their cues their sexual cues are not tied to physicality they're tied to the emotions, their tied to the psychology.** So like Anne Heche she was married to a man, after she was married to a man then she dated Ellen Degeneres for awhile and then she went and married another man. Very, very rare to find the opposite where there's a guy with married to a woman, is gay for awhile and then goes back; very rare, I don't know of any. But the reason is because female sexuality and lesbian sexuality are much more fluid, much more dynamic. In fact, female sexuality in general is much more fluid and

adaptive. Men's sexual interests are formed during adolescence roughly between ages 12 and 22 roughly and then they're fixed pretty much for life. What a guy likes when he's 20 is almost certainly what he's gonna be liking at age 40.

Not the case with women. Women's sexuality is designed to be fluid, flexible, adaptive. What a woman likes at age 20 might be very different than what she likes at age 40. The reason for this fundamental difference is because the information men and women need to determine a good sexual partner is very different. For a man what he's interested in is a healthy body, a body that can have children and so a single glance provides enough basic information to know is the woman healthy and capable of having children. And that doesn't change. What's a healthy woman when a guy is young is the same as what a healthy woman is when he's 40. But for a woman she needs a man who's going to be committed, who's gonna stick around, who is going to be kind to her and her kids, who's gonna be competent enough that he can take care of her and provide for her. And the kind of man that is capable of doing that does change; it changes from culture to culture, it changes from age to age. **So a woman needs to be a little more flexible. [And in the legal and PSYCHIATRIC environment that buttresses it in the United States today, many demonstrate that “flexibility” by fucking their partners over in a system that has reconstructed to punish ALL (non-rich) MALES]** Also that's another reason why women are so interested in the opinions of other women because to determine what makes a good man is a much more difficult project, much more complicated project. We say in our book and I believe it the female brain is more sophisticated than the male brain because it has to do more sophisticated long term planning. It has to figure out if a guy is going to be good over a long period of time which requires a lot more sophisticated--if you're writing a computer program, if you are writing robot, creating a robot for a male brain and a female brain it would be much, much harder to program the female brain -- [sound of something dropping] than the male brain. [pause]

>>female #3: Well what's special about the feet?

>>Ogi Ogas: So that surprised us. I mean we've all heard of foot fetishes and before we did our research there was no conventional wisdom about it, **there was no theory about why men were interested in feet. It wasn't even known how popular it was but it turns out to be very popular in every culture, also both gay men and straight men.** One of the theories about feet has been that since women wear fancy shoes and high heels that attracts the men's attention to it. But of course gay men aren't attracted to men who are wearing fancy shoes and gay men are just as interested. But there's also a study, a guy went into some preliterate cultures in Iran, Brazil, New Guinea, cultures that aren't on the Internet, and found out in all cultures men are always interested in smaller than average feet, smaller than average. **Women are interested in average size feet, but men are interested in smaller than average feet in all cultures.** And that's what we see in online foot erotica too. The feet are almost always smaller.

The reason we think all of the body parts that men are attracted to are connected with estrogen. Estrogen indicates a woman's health and fertility because it's connected with her level of energy. So if a woman's not getting enough nutrition and she's not getting enough health her estrogen levels drop and if her estrogen levels drop her anatomical parts don't necessarily grow as much as a woman who is getting healthy nutrition. So breasts, butt, they're both connected with estrogen. It turns out estrogen also controls bone growth; it determines when the end of a bone stops growing, so estrogen controls the length of the foot as it turns out. So we think that's yet another reason men are interested in feet. It's also the case that when women get pregnant their feet get larger. So for a man a pregnant woman would not be a good sexual object because you're not going to be able to reproduce obviously so a larger foot would be an indication of a less likely for a woman to be fertile as well.

So there's some biological reasons I think to explain it but our book is the first to really lay this out so it's gonna need some more research from other people. It's clearly the case men are

interested in feet all around the world like Rex Ryan, coach of the New York Jets. [laughter]

>>female #4: What about the kink communities?

>>Ogi Ogas: What?

>>female #4: The kink communities.

>>Ogi Ogas: So, do you have any particular in mind?

[laughter]

>>female #4: BDSM would be a good place to start.

>>Ogi Ogas: What's that BDSM?

>>female #4: Yes, BDSM.

>>Ogi Ogas: So --

[pause]

BDSM, so there are many, we now know, before we did the research it wasn't known the popularity of different kinks, it was just all guessing. Now we actually have from our research clear idea of what kinks are common and what are common. So now we know Shemale Porn, from example, common, BDSM also very common. We think what's going on behind BDSM, so this is something very new that is not in the research before we did ours and not in literature. One of the most fundamental aspects of human sexuality in the male and female brain is dominance and submission. We all come wired to prefer dominance over submission. This basic fact explains so much erotica, male erotica and female erotica, but it's absolutely not mentioned at all anywhere in the scientific literature. But from our research it became very clear. So BDSM is a piece of that but so much male pornography is determined whether it's dominant, showing a man dominating a woman, or is it a man getting dominated by the woman? So it appears that the majority of heterosexual men come born, come wired to prefer sexual dominance, to be the one to be on top. A minority of men, a very large minority of men, however come wired to be sexually submissive, they prefer submission porn. This reflects what we see in rats and chimpanzees too. It turns out in the rat brain and chimpanzee brain we've identified there's a part of the brain that controls sexual dominance and there's a part of the brain that controls sexual submission. **But the fascinating thing is that both the dominance and submission**

parts of the brain are in everybody, they're in both males and females. So it appears to be the case in humans as well that we all come with the ability to be sexually dominant or sexually submission but one of them get wired up. Interestingly gay men are much more likely to be sexually submissive. The majority of gay men are likely to be sexually submissive; the majority of straight men are likely to be sexually dominant. In fact the only difference, the only difference we could find between gay sexuality and straight sexuality, besides the fact that gay men like men and straight men women, the only difference is that gay men are more likely to enjoy sexual submission and straight men are more likely to enjoy sexual domination. In every other way gay pornography and straight pornography are absolutely indistinguishable. Gay interests and gay behaviors align, absolutely indistinguishable from straight men. Gay men do not behave like women online at all, they behave even more like men than straight men do.

[laughter]

[pause]

>>Shannon: Well thank you so much for coming. I think we'll go ahead and sign some books

--

>>Ogi Ogas: Oh sure.

>>Shannon: and feel free to chat and get some lunch.

Okay, thank you.

>>Ogi Ogas: Thank you.

[applause]}