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SYNTHETIC BODIES:

An Exploration of Reddit Community Posts on Generative AI Sexual Content

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ABSTRACT

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As generative artificial intelligence (GAI) technologies become increasingly accessible, emerging forms of GAI sexual content (GAI-SC), including pornography, deepfakes, sexual conversations, and other sexually explicit material, have been produced, circulated, and discussed across online environments. Existing research has examined aspects of this technology; however, limited sociological research has explored how GAI-SC is discussed in online environments. The thesis aims to identify the thematic categories of initial user posts across the Reddit platform (RQ1), examine their frequency (RQ2), and analyze how users position GAI-SC (RQ3). A total of 310 Reddit posts were analyzed using a sequential mixed-methods content analysis; an inductive qualitative approach was employed, followed by a manual quantitative approach. The theoretical framework combines multiple perspectives. Digital sociology provides the broader sociological foundation for understanding Reddit as a digital environment where users shape the meaning and use of GAI-SC. Framing theory provides the primary interpretive lens, while participatory culture and symbolic boundary theory explain different processes of discussion within two identified frames of GAI-SC. The findings suggest that posts across Reddit communities regarding GAI-SC are primarily centered on content sharing, technical advice, and personal usage, within the functional frame “Content Use and Production”, rather than the evaluative “Impacts and Consequences” frame. However, when discussion within the evaluative frame occurred, it primarily concerned harm to women and minors, addiction, and relationship advice. Reddit functions as a digital social space where users participate in developing technological knowledge while simultaneously classifying the social implications of GAI-SC.

Keywords: Generative artificial intelligence sexual content · Reddit · Inductive qualitative content analysis · Manual quantitative content analysis · Framing theory · Participatory culture

Popular Science Summary

The increased development of Generative Artificial Intelligence (GAI) has expanded people's access to creating synthetic sexual content such as AI pornography, deepfakes, and sexual conversations with chatbots. With the development of these GAI sexual content (GAI-SC) options, online communities have emerged where individuals discuss this technology. There is limited research on GAI-SC regarding the scale and variance of everyday discussions. This thesis examines how GAI-SC is discussed across Reddit subreddits to better understand the range of topics surrounding this growing field of GAI technology.

The study analyzed 310 publicly accessible Reddit posts collected from 154 subreddits between October 2025 and March 2026. The aim was to first identify thematic categories through inductive qualitative content analysis and then examine the frequency of categories and recurring patterns of discussion through manual quantitative content analysis. After coding the initial posts, framing theory was used and two broad frames of discussion were interpreted: the functional "Content Use and Production" and the evaluative "Impacts and Consequences." The findings suggest that discussions across Reddit involving GAI-SC are most often centered on sharing the content, production practices of users, technical advice, and personal usage. These discussions demonstrate how users often exchanged knowledge and contributed to the development of GAI-SC through the online community space. However, users also positioned discussion around morality, harm, responsibility, and regulation. When these discussions occurred, they often focused on harms toward women and minors, as well as implications related to addiction and intimate relationships.

Reddit functions as a space for collaboration, circulation, and classification of GAI-SC. Ultimately, this research sheds light on the topics of discussion related to GAI-SC across Reddit. The platform is understood as a participatory culture where users discuss technical knowledge, while simultaneously constructing understandings of the social implications surrounding GAI-SC. The thesis argues GAI-SC is not merely a development in AI technology but also a phenomenon shaped through Reddit user communities, platform structure, and online interactions.

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List of Abbreviations

AI Artificial Intelligence

AI-IBSA Artificial Intelligence Image-Based Sexual Abuse

CAIP Customizable AI-Generated Pornography

GAI Generative Artificial Intelligence

GAI-SC Generative Artificial Intelligence Sexual Content

GAN Generative Adversarial Network

GIF Graphics Interchange Formats

NSFW Not Safe For Work

NSII Non-Consensual Synthetic Intimate Imagery

SPSS Statistical Package for the Social Sciences

1. Introduction

“Whenever one person invents a technology, another person will invent a sexual use for it” (Slade, 2000, p. 9). Expanding this line of reasoning to a third logic: and society will generate responses to this newfound usage. From vulcanized plastic to condoms, bicycle seats to masturbation (Slade, 2000, p. 9), hysteria treatments contributing to the development of vibrators (Maines, 2001, p. 3), the postal system facilitating erotic letter exchanges, and smartphones reshaping intimate messaging, technological developments have repeatedly been adapted to sexual practices beyond their original design. As these emerge, this reflects how innovation can be shaped by user practices rather than initial designer intentions. As everyday objects acquire sexual uses, there comes discussions, contestations, and normalization of these new practices which lead to shifting social and moral understandings. It should be to no surprise the use of generative artificial intelligence (GAI) technologies have been subject to this same repurposing of technology and societal conversation.

1.1 Background

Across online discussions, this repurposing of GAI for sexual content is clearly visible; for instance, a user may write, “It’s easier to just generate the explicit videos that I am into instead of relying on what is out there, I can get exactly what I want.” On the other side of the spectrum, another user may express, “It’s scarily easy to generate explicit images of someone, and they may never know. It makes me feel uneasy inside, there’s basically no barrier, and it is completely disgusting.” These polarizing perspectives illustrate how GAI technology is being utilized for sexual content; but there is not a unifying understanding of this usage. Importantly, these differences encapsulate questions regarding sexual autonomy, the representation of bodies, and unequal consequences from what may emerge from sexual content created using GAI tools. This highlights the need to situate the rise of GAI tools within online discussions of practices and perceived implications.

An increase in accessible AI tools enables individuals to generate sexual text, images, videos, and interactive experiences; this leads to questions surrounding consent (UNESCO, 2023, pp. 23-24), gendered harms (p. 19), ownership of bodies, and regulation (Tauchnitz, 2026). Topics surrounding AI concern not only what the technology is capable of producing, but also how these productions are understood and accepted within our societal makeup. This application of GAI tools does not constitute completely new forms of sexual technological production, but rather, participates in a wider discussion of digital tools enabling the creation

and circulation of sexually represented individuals (UNESCO, 2023, p. 11). Image-generation technologies have facilitated gendered harm through creation of synthetic sexual content, which disproportionately impacts women, and have also contributed to concerns of harm through creating child sexual abuse material (Ó. Ciardha et al., 2026, p. 5; Wang, 2026, p. 9). Given this history, GAI technologies possess the capability to contribute to these patterns of gendered and minor-based harm as the tools introduce new possibilities for the creation of sexualized representations.

The development of GAI technologies continues ongoing debates around autonomy and responsibility in relation to the sharing of sexual images and these technological capacities (Mahr, 2026, p. 5). These debates include questions of non-consensual sexualization (Murti, 2026), image-based sexual abuse (Umbach et al., 2024, p. 2), and the reproduction of gendered inequality in digital environments (Carmo, 2026). However, these technologies are not exclusively interpreted through frameworks of harm or exploitation. At the same time, GAI sexual content (GAI-SC) is interpreted as a form of entertainment, creative expression, or sexual exploration (Mink et al., 2026, pp. 4, 13). Therefore, it is important to study how GAI-SC is discussed, as these technologies introduce further challenges and creation surrounding the sphere of synthetic sexual imaging; GAI-SC expands existing public debate on sexualization and introduces new forms of production. The variety of interpretations related to GAI-SC is becoming increasingly visible in online environments through the employment of online forums such as Reddit.

1.1.1 Reddit Platform

Reddit is a major social media platform with over 450 million weekly users (Reddit, 2025a), where topics regarding general AI technologies have become a major point of discussion. For example, communities such as r/ArtificialIntelligence have approximately 542 thousand weekly visitors (Reddit, n.d.-b), and r/GenerativeAI have around 228 thousand weekly visitors (Reddit, n.d.-c). Regarding GAI-SC, the communities are smaller than broader AI forums, but still, multiple communities discussing GAI-SC exceed over 100 thousand weekly visitors. This indicates there is a substantial user base engaged in these topics, whether that is to view, comment, vote, share, or upload posts.

1.2 Research Problem

AI audio, imaging, and video content tools are increasingly being used to simulate bodies and produce digitally fabricated depictions of scenarios to create sexual content. This can be for

reasons ranging from personal entertainment to commodification. The content is a digital representation of bodies, and it is discussed by individuals whether this imaging is victimless or not. This raises ethical questions regarding harm, legality, and ownership of one's body. Previous research related to GAI-SC with Reddit as a site of analysis has predominantly focused on AI-generated pornography (Döring et al., 2025a, p. 4), non-consensual deepfake pornography (Döring et al., 2025b, p. 23; Le & Döring, 2026, p. 5; Stilinovic et al., 2025, p. 9), and AI sex chatbots (Hanson & Bolthouse, 2024, p. 7). With this, there are also neighboring works surrounding GAI-SC with differing sites of analysis, such as pornography websites (Lapointe et al., 2025, p. 4), the EU AI Act (Stilinovic et al., 2025, p. 10), and surveys based on awareness and perceptions (Henry et al., 2026, p. 1; Forster & Shaughnessy, 2024, p. 1). While there is growing literature, policies, and research regarding the implications of this ever-developing technology, there remains a lack of empirical understanding regarding how individuals discuss various opinions and understandings of GAI-SC.

1.3 Aim and Research Questions

The aim of the thesis is to examine how GAI-SC is discussed in an online environment through initial user posts. The approach is explorative to understand how GAI-SC is emerging as a topic. This is achieved by identifying thematic categories, analyzing their distribution, and coding users' positioning of GAI-SC through mixed-methods content analysis. To answer the aim of the thesis, three research questions are examined:

(RQ1): What topics of discussion emerge in online communities about GAI sexual content?

(RQ2): How frequently do different topics of discussion appear across user posts about GAI sexual content?

(RQ3): How do users position GAI sexual content in their posts?

The aim of RQ1 is to identify the main topics of discussion in the initial post of users on Reddit. This will be conducted through the creation of thematic categories, which are discovered from the data. RQ2 examines the frequency of the topics, allowing for assessment of which discussions are predominant. This provides an understanding of prevalent discussions across the Reddit platform. Lastly, RQ3 aims to analyze how users position GAI-SC in their posts. After coding in both phases of content analysis was completed, framing theory was applied to interpret two recurring patterns of framing: the functional "Content Use and Production" and the evaluative "Impacts and Consequences." Together, these research questions provide a structured understanding of the content of discussions (RQ1), prevalence

of topics (RQ2), and ways in which users positioned GAI-SC to interpret the technology (RQ3). There are no hypotheses formalized within the thesis, as an inductive approach was applied by the researcher to the data.

The thesis approach treats Reddit as a social space in which meaning making is constantly constructed in an online environment through user interactions. This study focuses specifically on initial posts as the unit of analysis on a multitude of Reddit subreddits as the site of analysis. The research questions, methodological framework, and theory shaped the interpretation of the analysis; if other questions were posed to the data analyzed, differing constructions of meaning could very well have transpired, concluding in other results (Keller, 2006, p. 234). Thus, it is important to note that there is not one ultimate truth to uncover through the analysis, but rather a context-dependent interpretation from the researcher (Keller, 2006, p. 234; Bergman, 2010, p. 16).

1.4 Key Definitions

The lack of a universal definition of 'Generative Artificial Intelligence' can result in an unclear application of what can be considered GAI in research. This is especially complex when considering the public understanding of this technology, rather than just the technical definition (Ronge et al., 2025, p. 30). An all-encompassing definition is not possible as counter examples can be found (Ronge et al., 2025, p. 30), and rapid technological development further exacerbates the difficulty of defining GAI (Bianchini, 2025, p. 1). Following Banh and Strobel's research, GAI is defined as: multimodal generation of text, image, video, code, and sound through the use of deep learning to synthesize outputs of new content based on existing data (2023). GAI is systematized under four complementary and concurrent categories: "text production," "image and visual content production," "music and sound production," and "video and animation production" (Kilinç & Keçecioglu, 2024, p. 52). Online users across Reddit define their opinions on what constitutes GAI, and the researcher relies upon their conceptions of the content. This leads to a less precise understanding of GAI, as the users may identify content which does not fall under Banh and Strobel's definition. However, the study prioritizes users' social understanding and interpretation of GAI, rather than a technical definition.

The terms "generative AI" or "GenAI," have increasingly become common within the public domain with platforms such as OpenAI, Google Gemini, Claude, Stable Diffusion, Sora, and other AI systems that have become popular topics of interest, from entertainment purposes to

ethical concerns (Kumar, 2025, p. 39). There has been a significant shift from experimental and specialized systems of GAI technologies to widely accessible tools used by the general public (Wong, 2024, pp. 1-2). Individuals have found various ways to incorporate AI use into their everyday lives, especially given the shift to multimodal platforms where textual, visual, and audio content can be created (Jiang, 2024, p. 1). With the expanding digital culture and access to GAI tools, it becomes increasingly important to examine the technology and its societal implications. Moreover, these tools are becoming increasingly more accessible to create synthetic sexual imaging through AI tools (Lakatos, 2023, p. 1). Platforms such as Reddit make such topics a key site of analysis regarding GAI, as there are communities linked to various discussions in relation to this technology.

The definition of GAI has been outlined, but more importantly, the subcategory of GAI-SC must be defined for the purpose of this research. GAI-SC refers to material including text, images, video, or audio that is created through GAI technology. This can include, but is not limited to explicit sexual acts, deepfake pornography, nudity, and chatbot conversations including sexual language or descriptions. In addition to explicit material, suggestive content is also included within the definition of GAI-SC and can be understood as content which implies sexual interaction, nudity, or eroticism. In addition, GAI-SC can contain realistic and fictional depictions of celebrities, characters, real persons, non-existing individuals, children, or creatures. Further, GAI-SC includes creations labeled consensual and non-consensual material. Thus, GAI explicit sexual content generated through these means can be categorized as “Customizable AI-Generated Pornography (CAIP);” this term encompasses the creation of bodies which are meant to depict reality or fantasy (Yarmel & Lang, 2024, pp. 2-3). The definition of GAI-SC is relevant to understand the complex range of practices, representations of bodies, and potential harms that can emerge. The concepts presented provide the foundation for examining GAI-SC and how the technology is shaped through social interactions within an online environment.

1.5 Outline

The thesis is structured in seven chapters. Following this introduction, Chapter 2: Literature Review provides a contextual background of GAI and examines GAI-SC related research. The chapter concludes by situating the thesis in relation to prior research and identifies the research gap the thesis seeks to contribute to. Chapter 3: Theory presents the theoretical framework used to examine how GAI-SC is discussed on Reddit. Digital sociology

establishes the broader context of these discussions. While framing theory, participatory culture, and symbolic boundary making provides the interpretive approaches for understanding how users discussed GAI-SC. Chapter 4: Methods explains the selection of Reddit as the site of analysis, outlines the sample and data collection procedure, and details the epistemological position of the researcher. Further, the methodological approach of a sequential mixed-methods content analysis is explained. First, an inductive qualitative phase is conducted, followed by a manual quantitative phase. Finally, the ethical considerations, methodological scope and delimitations, and researcher reflexivity are described.

Chapter 5: Findings presents the empirical analysis and results. This begins with a description of the initial pilot analysis conducted to refine the analytical process. Followed by the descriptions of the 20 thematic categories, the description of the coding scheme, and the findings resulting from the statistical analysis. Lastly, the section details the intra-coder reliability tests that occurred due to the presence of an individual researcher. Chapter 6: Discussion interprets the findings in relation to the theoretical framework. The chapter first discusses Reddit as a digital social environment. Then, framing theory is applied as the primary interpretive lens to examine the identified functional and evaluative frames. The technological practices and classifications represented within these two frames are further interpreted through participatory culture and symbolic boundary theory. Finally, Chapter 7: Conclusion reflects on the study's limitations, alternative research approaches, and directions for future research.

2. Literature Review

This chapter reviews the existing body of research related to topics of GAI-SC and online spaces where AI and sexuality are discussed. The chapter first establishes the technological context surrounding GAI-SC. Then, three primary areas of scholarship are discussed. This is first analyzed through subsection “GAI and Pornography” followed by “Deepfakes and Image-Based Sexual Abuse” and “AI Companionship and Sexual Interaction.” There remains a gap in the literature related to understanding what everyday discussions occur surrounding GAI-SC in online settings. Prior research indicates engagements with AI pornography, but there is limited insight into the complex reality of how individuals in online social spaces converse about GAI-SC in broader ranges of discussions and the distribution of what topics are present. The subsection “Reddit and NSFW” further situates previous research on Reddit and AI-related discussions. Lastly, the chapter concludes with the research gap and thesis contribution.

2.1 GAI-SC Context

GAI technological tools are not an entirely new concept with popular systems such as ChatGPT, as the use of GAI can be traced back to the 1940s to the Shannon-Weaver model (Kilinc & Keçecioglu, 2024, p. 47), and the first generation chatbot program, ELIZA, was developed in the 1960s with the intention to create natural conversations between human and computer (Weizenbaum, 1966, p. 36). ELIZA was even studied by sociologist Harold Garfinkel (Housley, 2021, p. 57). This shows how AI machines interacted within human social spaces since the mid-20th century and have consequently been recognized as a site for sociological interest.

Recently, there have been a variety of studies related to sexuality and GAI processes (Hanson & Bolthouse, 2024, p. 2; Döring et al., 2025b, p. 1). In 2025, an article detailed a scoping review of 88 publications where AI use concerning sexual topics was mapped (Döring et al., 2025b, p. 1). The research identified in their study concerned 14 papers on GAI use and sexual health, 16 papers on GAI and sexual therapy, 22 papers on AI conversational sexual gratifications, and 36 papers on GAI pornography and sexual images (Döring et al., 2025b, pp. 1, 30). This is mentioned to identify that GAI use is not solely for the creation of GAI-SC, but it can extend beyond this scope into understandings of mental and physical health regarding sexual topics. For the purpose of this thesis, relevant GAI-SC related research is

subdivided into three sections: pornography, deepfakes and image-based sexual abuse, and chatbots.

2.2 GAI and Pornography

With the ever-evolving uses and access to GAI technologies, it has become a reality for AI pornography to be produced through codes or prompts (Easterbrook-Smith, 2025, p. 10). There are a variety of systems used to create this content: Generative Adversarial Networks (GANs), diffusion networks, and chatbots (Deckker & Sumanasekara, 2025, p. 619) are among a few of the strategies which can be utilized to create such material. This has resulted in technological advancements, but also additional ethical considerations related to the pornography industry, and in turn has produced several studies exploring topics surrounding GAI and pornography. In relation to the scoping review performed by Döring et al., Deckker and Sumanasekara conducted a more detailed, comprehensive review of AI and pornography, which included six understandings of stakeholders involved in the governance of the technology: victims, content platforms, developers, legislators, users, and advocacy groups (2025, p. 632). It is important for further research to evaluate these six stakeholder groups to examine how perspectives shape norms, use, and governance of GAI-SC.

Content analysis research has examined GAI pornography-related sites of analysis. For example, Lapointe et al. conducted inductive content analysis of 36 websites where AI pornography generator options were accessible to users (2025, p. 1). Lapointe et al. further conducted inductive content analysis across 98 AI pornography platforms to understand various rights and moderations across the sites (2026, p. 2). The researchers focused on the potential risks related to data privacy, prohibited material and behavior, and community regulations (Lapointe et al., 2026, pp. 8, 10, 11). Their study was the first to systematically examine governance of AI pornography platforms (Lapointe et al., 2026, p. 18) which contributed to understanding how platform-level regulations shape accessibility to GAI-SC. The researchers call for future research into understanding user motivations for AI pornography usage in comparison to traditional forms (Lapointe et al., 2026, p. 18). Through the exploratory analysis of Reddit, this thesis will contribute to closing this research gap by examining how users themselves discuss and engage with GAI-SC beyond platform governance structures and toward perceptions and usages. In addition, a manual quantitative content analysis was conducted by Döring et al. across the Reddit platform to understand experiences related to AI pornography in user posts (2025a, p. 4). The researchers found

production of AI pornography, description of content of AI pornography, use of AI pornography, effects of AI pornography on various societal levels, and ethical implications related to AI pornography (Döring et al., 2025a). The research suggests there was a range of attitudes from concern over the material to enjoyment, showcasing mixed reactions to the technology (Döring et al., 2025a). The aim of the study was “...to explore a broad spectrum of experiences with and opinions about AI pornography... as shared organically in public Reddit posts” (Döring et al., 2025a, p. 4). Döring et al.’s study aligns with this thesis, but they differ in scope and methodological design. First, the authors examine only content labeled as AI pornography, which limits the scope of analysis to cases of pornography and not applicable to broader forms of GAI-SC such as semi-nude imagery, sex chat interactions, or erotic roleplay content. Second, their research is conducted with a quantitative approach, while this study adopts a mixed-methods approach.

Further research related to GAI pornography identifies the concept of CAIP, and details possible applications of harm and algorithmic bias which leads to various legal implications that have not been dealt with in the capacity of the present (Yarmel & Lang, 2024, p. 19). The authors note the importance of legal theorists and researchers to understand this phenomenon to greater lengths and that further research regarding the implications of this technology is a necessary task (Yarmel & Lang, 2024, p. 20).

Additionally, a mixed-methods qualitative and quantitative analysis of an online survey was administered on social media platforms to gather perceptions and attitudes about computer-generated images and pornography (Forster & Shaughnessy, 2024, p. 4). When asked about ethical issues, the majority of individuals (79%) indicated concerns, and almost half of individuals (47%) cited the possibility for the reduction of harm because of the ability to create content depicting bodies rather than in actuality (Forster & Shaughnessy, 2024, p. 6.) The research indicated positive outlooks towards lesser exploitation and negative outlooks towards consent-related issues (Forster & Shaughnessy, 2024, p. 9). Survey research is important to grasp a more overarching societal understanding of GAI pornography; nevertheless, it is additionally important to move beyond general perceptions and delve into communities where GAI pornography is already actively discussed to understand constructed meanings, norms, and attitudes. In addition to survey research, there is existing literature involving the educational discourse surrounding UN policies that have been created in relation to GAI pornography (Kardos, 2025, p. 1025). The findings suggest women are highly

subject to harm through the GAI technology in a similar vein to traditional forms of pornography (Kardos, 2025, p. 1034). Collectively, these studies demonstrate there being a growing attention to structure, risks, perceptions, and usages of GAI pornography, but still there remains a gap in understanding how individuals engage with and make sense of this content.

2.3 Deepfakes and Image-Based Sexual Abuse

The definition of deepfake began with the development of computer-generated videos depicting pornographic materials of celebrities posted on the social media platform Reddit, where the user's name was "deepfake" (Spivak, 2018, p. 339). Since 2017, the development of deepfakes has evolved drastically (George & George, 2023, p. 62), and access to creating this material has greatedened, given technological tools such as GAI platforms (Umbach et al., 2024, p. 1; Sharma & Sharma, 2024, p. 418). With Reddit as the origin of the deepfake, there are varying sites of discussions on the platform related to deepfakes (Gamage et al., 2022, p. 10). Gamage et al. sought to discover the topics of discussion regarding deepfakes across Reddit communities dedicated to the technology in ethical implications, harm concerns, and human-computer interactions (Gamage et al., 2022, pp. 11, 12). While this research does not focus on solely AI-related production of deepfakes, it is related to the site of analysis and broader discussion of synthetic sexual content creation. In addition, further research across the Reddit platform sought to discover aspects of deepfake pornography. Complementing Döring et al.'s contributions to experiences regarding AI pornography, two of the authors, Le and Döring researched perspectives of specifically non-consensual deepfake pornography in which a qualitative content analysis utilizing an inductive approach, and a deductive quantitative content analysis was conducted (2026, p. 9). This research centered on understanding posts and comments between perpetrators, victims, and bystanders of this content (Le & Döring, 2026, p. 1). In the discussion, the authors highlight the need for better online platform regulation of such AI image-based sexual abuse (AI-IBSA).

Umbach et al. sought to understand how the general public is aware of AI-IBSA and the prevalence of AI-IBSA regarding creation, sharing, and viewing such content (2024, p. 2). The information was found through survey research in ten countries. Findings suggest less than 30% of individuals know about the concept of AI-IBSA, and the vast majority of individuals do not engage with the content (Umbach et al., 2024, p. 12). While the technology is increasingly becoming more user-friendly, many individuals do not encounter AI-IBSA. In

addition to Umbach et al., further research through survey respondents indicated community attitudes and perceptions of AI-IBSA in Australia, the United States, and the United Kingdom, where 9.8% of respondents created deepfakes (Henry et al., 2026, p. 6). The study included eight vignette-based scenarios in which respondents read scenarios describing a situation of AI-IBSA (Henry et al., 2026, p. 6); the overwhelming majority of individuals, nearly 90%, indicated the scenarios as “totally unacceptable” or “somewhat acceptable” (p. 14). Considering this, the existing research primarily captures awareness and self-reported engagement with AI-IBSA, but does not offer insight into how the content is discussed and understood through individuals’ perspectives. There are also limitations to the technical governance of GAI non-consensual synthetic intimate imagery (NSII), despite growing risks of harm and violations individuals are concerned about or have been subject to (Ding & Suresh, 2025, p. 3). NSII is classified as content which has been created to depict real individuals through voice or body (Umbach et al., 2024, p. 1) and can be considered a form of image-based sexual abuse. Outside of academic research, there are also reports and surveys outlining potential concerns related to GAI and sexual content. For instance, the National Center on Sexual Exploitation, based in the United States evaluated the organization, OpenAI, and found sexual-related harm involving algorithmic training, inappropriate use of the tools, and a lack of vetting datasets of sexual exploitation material (Thompson, 2024, p. 31). With this absence of regulation, it is important to understand how GAI NSII are understood and conceptualized to further build upon guidance towards emerging approaches to the regulation and governance of this technology.

2.4 AI Companionship and Sexual Interaction

In addition to visual sexual content, GAI can also include textual engagements. This can include the use of chatbots, better defined as “artificially intelligent conversational text-based applications” which have become increasingly more popular to use since 2019 (Hanson & Bolthouse, 2024, pp.1, 2). One popular platform in this industry is Replika, where the possibility to engage in erotic role-play was temporarily restricted and created contestation in online communities (Hanson & Bolthouse, 2024, p. 1). Research conducted across the r/Replika community on Reddit suggests a spectrum of views related to the technology and concerns regarding societal forces and individual impacts were topics of discussion through coding of users’ posts (Hanson & Bolthouse, 2024, p. 13).

In the context of the United States, the reported use of AI chat technologies among young adults is constituted in part to romantic and sexual interactions (Willoughby et al., 2025, p. 3363). Willoughby et al.'s aim was to understand general engagements with the technology by administering a survey (2025, p. 3370). In the findings, 13.5% of the sample had sought out image generators, and 18.8% of the sample reported discussions with AI chatbots to simulate a romantic conversation (Willoughby et al., 2025, p. 3373). It is important to complement these findings of general reports of AI usage and chat technologies to examine how these interactions are understood and discussed in relation to GAI-SC.

2.5 Reddit and NSFW

In 2024, research was conducted to understand discourse on Reddit about AI through subreddit communities to uncover themes and bring clarity to the dynamics of individual perspectives (Mentzer et al., pp. 277, 280). Overall sentiment regarding topics of AI was positive, and many GAI discussions were prompted to better understand use of the technology (Mentzer et al., 2024, p. 289). In addition to past studies regarding Reddit as a site of analysis for the categorizations listed above: pornography, deepfakes and image-based sexual abuse, and chatbots (Döring et al., 2025a; Döring et al., 2025b; Gamage et al., 2022; Hanson & Bolthouse, 2024; Le & Döring, 2026; Spivak, 2018), there is research regarding Not Safe For Work (NSFW) content. NSFW is a slang abbreviation used for content which should be viewed in private (Cambridge University Press, n.d.). Results in research indicate users using the Reddit platform as a “springboard” with NSFW content for individuals to promote flow to other platforms for monetization and issues related to consensual sharing of content (Jangra et al., 2025, p. 10). This brings to question how users engage with NSFW labels and GAI-SC, and if this approach of seeking monetization or promotion of content is applicable.

2.6 Research Gap and Contribution

Taken together, the previous studies demonstrate a growing body of research which is dedicated to understanding multiple dimensions of GAI-SC, whether that is user-related platform options, knowledge of the technology, or personal use; there remains limited empirical insight into how GAI-SC is discussed by individuals aware of its existence. Existing literature has explored the different AI applications regarding pornography and the emergent concerns such as ethical, psychological, and legal understandings surrounding the technology (Deckker & Sumanasekara, 2025). While Deckker and Sumanasekara outline current applications, the focus of the research remains on application contexts (2025, p. 18), rather

than empirical understandings based upon user experiences or external individuals' opinions on the technology. Additionally, further research suggests individuals employ AI tools to generate sexual content, expanding upon traditional pornography, which raises questions of what exists, what can be regulated, and who is harmed (Döring et al., 2025b, p. 3). The purpose of Döring et al.'s research was to review the field of AI and sexuality to understand the multiple dimensions of the technology (2025b, p. 32); there still remains a need for understanding the scope of discussions surrounding the topics of AI and broader applications of sexual content.

To bridge this gap, the present thesis employs a mixed-methods content analysis of online user discussions to identify patterns of thematic topics, understand topic prevalence, and analyze different positioning of users' texts. By focusing on naturally occurring Reddit posts, the study shifts beyond platform and survey-based approaches to provide a more comprehensive account of how GAI-SC is discussed within online communities. While prior research has examined user perspectives across Reddit regarding the content of GAI and pornography, this study expands the scope to encapsulate broader ranges of discussions of GAI-SC. Far less research examines how users discuss, contest, position, and interpret GAI-SC in user posts across an online platform environment. Reddit has become well-established as a methodologically sound research site for communication (Proferes et al., 2021, p. 2). Drawing from methodological approaches of similar studies conducting analysis of various aspects of GAI-SC across Reddit (Döring et al., 2025a; Le & Döring, 2026; Gamage et al., 2022) and websites (Lapointe et al., 2026), this thesis seeks to identify the gap in understanding how diverse discussions are positioned concerning GAI-SC in an online environment. This contribution adds to the existing body of research by providing a more nuanced understanding of how emerging practices of digital sexual content are evolving, constructed, and understood. Accordingly, this thesis contributes to existing research on GAI-SC and online discourse environments in three key areas.

2.6.1 Empirical Contribution

The thesis addresses a gap in the literature by focusing on everyday user discussions. While prior research has examined AI sexual content in terms of production, site options, regulation, and self-reported engagement, less is known about how GAI-SC is actively discussed and understood in a public environment. Through Reddit as the site of analysis, this thesis identified emergent thematic categories of GAI-SC to provide an empirical mapping of the

dominant topics across the platform. This provides insight into how GAI-SC technology is constantly evolving from online discussion.

2.6.2 Methodological Contribution

The thesis contributes a methodological framework that can be applied to examine discussions of GAI-SC. The mixed-methods content analysis structure enabled an in-depth understanding of user discussion and a systematic examination of category prevalence across the dataset. The framework enables the identification of emergent categories to determine what the dominant discussions are in relation to GAI-SC and how users structure their discussions of GAI-SC. This sequential coding structure can provide a useful foundation for future sociological research examining GAI-SC in online environments.

2.6.3 Sociological Contribution

The thesis contributes to sociology by providing one of the first sociological explorations of GAI-SC discussion across an online platform environment. Drawing on digital sociology, the findings reveal how everyday practices of knowledge exchange, collective learning, and discussions shape the development of technological capabilities. By applying framing theory, the thesis shows how Reddit users position GAI-SC through two recurring interpretive frames, “Content Use and Production” and “Impacts and Consequences,” to discuss the technology. Further, the findings contribute to digital research by demonstrating how the participatory culture of Reddit functions as a space for users to exchange technical knowledge and highlights the importance of utilizing interdisciplinary concepts with sociological theory to better evaluate digital social environments. Finally, the findings suggest users are actively discussing symbolic boundaries around GAI-SC. The combination of framing theory, participatory culture, and symbolic boundary theory demonstrates how technological adoption and evaluation occurs simultaneously on Reddit. Therefore, this thesis contributes to the sociological understanding of developing technologies by emphasizing how discussion is not merely reactions to GAI-SC. The technology is shaped through interactions of digital users who construct and participate in GAI-SC applications.

3. Theory

This chapter presents the theoretical framework used to examine GAI-SC discussion on the Reddit platform. The thesis approaches GAI-SC as a social phenomenon, emphasizing that technologies acquire social meanings through interaction, practice, and interpretation. Each theoretical perspective presented addresses a different dimension of the research objective. Digital sociology provides a broad theoretical foundation by conceptualizing technologies as embedded within social practices rather than existing separate from human interaction. Framing theory provides the primary interpretive lens for examining how Reddit users construct and communicate meanings surrounding GAI-SC. After two frames were identified, participatory culture and symbolic boundary theory were selected to represent processes within the frames. Participatory culture explains how Reddit users actively contribute to functional knowledge through interaction in the digital environment. Symbolic boundary theory is applied to examine how users distinguish applications of GAI-SC and establish limits surrounding the technology. Together, these perspectives provide a complementary framework for understanding GAI-SC Reddit discussion.

3.1 Digital Sociology

Digital sociology provides a lens for understanding technologies and how online interactions shape societal processes, including those surrounding GAI-SC. Within digital sociology, digital technologies are understood as embedded within everyday life (Selwyn, 2019, p. 15). Neil Selwyn describes contemporary society as "...better understood as entanglements of humanity, materiality, and digitality" (2019, p. 37), which creates a framework to accurately describe our world rather than viewing the digital and physical spaces as different spheres. Digital sociology refers to "...research on the social aspects and impacts of digital communication" (Ignatow & Robinson, 2017, p. 952), which is applicable for this thesis because of the emphasis on how our world is shaped by digital spaces and this can be examined in relation to GAI-SC. Recent discussions on GAI-SC call into question the influence this technology will have on society regarding social interaction and communicative processes. In particular, a digital sociology understanding is relevant when examining Reddit user posts surrounding GAI-SC. Reddit functions as an online community where users can interact with one another and contribute to the understanding of GAI-SC. For example, by discussing practices, sharing personal experiences, debating ethical and moral positions, and examining the harm of the technology. The Reddit platform, therefore, reflects Selwyn's

argument that digital technologies are simply not technologies but understood as contributors to social and cultural processes (2019, p. 129). Reddit users are not simply reacting to aspects of GAI-SC; they participate in defining the technology, including interpretations of its uses, applications, and consequences. From this perspective, GAI-SC is not treated as simply a technological evolution within a vacuum, but its application and consequences are produced through social practice and interactions. However, this perspective does not fully explain how participants construct shared meanings or organize this knowledge around GAI-SC. To examine these processes, the thesis draws on framing theory, participatory culture, and symbolic boundaries as complementary interpretive frameworks for the findings. These theories are used to interpret patterns and explain distinct dimensions of the Reddit posts.

3.2 Framing Theory

This thesis draws upon Erving Goffman's sociological conception of frames to examine how Reddit users organize understandings of GAI-SC rather than strategic framing intended to mobilize an audience. Framing theory is often applied within social movement (Benford & Snow, 2000, p. 611) and political media communication research (Entman, 1993, p. 57). These applications frequently focus on strategic framing by institutions, movements, or organizations. Often described as framing effects, this idea of framing theory refers to how actors present issues in ways that influence how audiences understand and evaluate scenarios (Chong & Druckman, 2007, p. 109). Consequently, the application for this thesis focuses on framing as meaning making, rather than as a strategic communication practice. According to Chong and Druckman, framing theory also is applicable to the way social issues are understood from multiple perspectives, emphasizing different values and considerations (2007, pp. 109, 120); framing theory therefore refers to the process individuals develop conceptualizations and reorient their thinking in regard to a subject (pp. 111, 120). According to Goffman, 'frames' are interpretive structures through which individuals organize experience and understand social phenomena (1974, p. 21). Frames provide shared principles that shape how reality is understood and communicated through individuals, rather than reflecting an objective reality (Goffman, 1974, pp. 10, 63; Reese, 2001, p. 15).

With this understanding, framing theory becomes particularly relevant when examining discussions surrounding technologies such as GAI-SC. Emerging technological applications often generate uncertainty and competing interpretations regarding use and acceptability (Grassini et al., 2025, p. 3). Therefore, individuals rely upon interpretive frameworks to

categorize and evaluate phenomena (Goffman, 1974, p. 10). Social media research has extended upon framing theory by examining how digital platforms can function as spaces where individuals actively participate in constructing meaning rather than receiving information from traditional media actors (Güran & Özarslan, 2022, p. 452). Across Reddit, users express opinions and exchange experiences about GAI-SC. Rather than examining Reddit as a platform which strategically shapes public opinion, this thesis has conceptualized it as a site for meaning making where users construct differing interpretations of GAI-SC; users actively construct the understanding of the technology through interpretive frames raising concerns, practices, and evaluations. Framing theory is employed as a conceptual lens for interpreting recurring ways Reddit users positioned GAI-SC. Content analysis provides the methodological approach where recurring patterns within Reddit posts were identified. Only after coding in both content analyses, were these patterns interpreted through Goffman's conceptualization of frames. This interpretation identified two recurring patterns, the functional, "Content Use and Production," and the evaluative "Impacts and Consequences."

3.3 Participatory Culture

After the functional frame, "Content Use and Production," was identified, participatory culture was selected to interpret user practices. The knowledge exchange, guidance, technological improvement information, and the blurred roles of how users contribute to developing GAI-SC corresponds with the idea of a participatory culture. The thesis draws upon Henry Jenkins' work within media and communication studies. 'Participatory culture' describes environments where individuals actively create content, share knowledge, provide feedback, circulate, and integrate existing understandings (Jenkins, 2009, p. 8). The concept of participatory culture is relevant to sociology because it examines how environments enable collective production of knowledge, and this is applicable to understanding users utilizing Reddit as a site for functionality-related information. Participatory cultures emphasize the active role of individuals in producing and circulating knowledge (Jenkins, 2009, p. 8); community is characterized not by passive consumption of technologies, but through participation (p. 50). Jenkins challenged the traditional distinction between producer and consumer by emphasizing individuals act as fluid contributors (2009, pp. 8, 25). Within a participatory culture, individuals contribute to collective knowledge rather than simply receiving information produced by others (Jenkins, 2009, p. 35). This perspective is relevant to the functional frame, "Content Use and Production" because the empirical findings were dominated by practices related to sharing, explaining, creating, and circulating GAI-SC.

Jenkins identifies five key components of a participatory culture: low barriers to artistic expression and engagement, support for creating and sharing one's creations with others, informal mentorship, contributions are believed to matter, and social connection between members (2009, p. 7). For GAI-SC discussion, these components are illustrated through users sharing explored capabilities, improving practices, and providing feedback. Within Reddit posts, users include shared terminology, prompts, and other resources related to GAI-SC. This shows how users play an active role in shaping GAI-SC technology. Participatory culture provides a lens for understanding how discussions of technologies develop in user-driven spaces (Valencia & Wibowo, 2025, p. 304); Reddit as an online community provides a participatory space where users communicate and contribute to knowledge production (Massanari, 2015a, p. 7; Mason & Ammari, 2026, p. 4). Thus, participatory culture helps explain how knowledge about GAI-SC is produced through participation processes represented within the functionality-related discussion.

3.4 Symbolic Boundaries

After the evaluative frame, "Impacts and Consequences," was identified, the empirical material also revealed processes of classification regarding the distinction of acceptable and unacceptable applications of GAI-SC. Symbolic boundary theory was selected because it conceptualizes how individuals construct distinctions which provides a suitable framework for interpreting the evaluative processes of Reddit users. With its roots in Durkheimian and Weberian sociology, a contemporary symbolic boundary understanding extends their perspectives by examining how individuals construct and negotiate distinctions that organize meaning and evaluate phenomena, rather than focusing closely on moral classification and inequality impacts (Lamont et al., 2015, p. 850). While symbolic boundaries are often examined between social groups and identities (Ajrouch, 2004, p. 371; Southerton, 2002, p. 171), this approach emphasizes the broader process of individuals establishing categories of meaning and evaluating practices (Lamont et al., 2015, p. 168). Symbolic boundaries are understood as distinctions between categories, identities, objects, and practices (Lamont & Molnár, 2002, p. 168; Lamont et al., 2015, p. 850). These distinctions can be across several lines such as, moral or immoral, legitimate or illegitimate, and harmful or harmless. Symbolic boundaries differ from social boundaries because the former represents active construction of classification rather than established patterns of social exclusion or inequality (Lamont & Molnár, 2002, p. 170). Although symbolic boundary making contributes to social boundary

formation, it is not always the case that symbolic boundaries will become stable and pattern social interaction (Lamont & Molnár, 2002, pp. 168-169).

This thesis analyzes Reddit posts, and not interpersonal interaction. The posts themselves are argued to constitute expressions of symbolic classifications. It should be stated that interaction must occur between individuals to constitute negotiation and establishment of boundaries, but there are several ways to analyze these processes. Therefore, the analysis focuses on processes of boundary making where users discuss their distinctions rather than examining collective establishments of the limits surrounding GAI-SC. Even when posts are analyzed rather than comment threads, they revealed recurring distinctions regarding what users perceive as acceptable or unacceptable applications of GAI-SC. For example, GAI-SC can be seen as cheating, as ethical, as a technology to be heavily regulated; users are creating symbolic distinctions to discuss how GAI-SC is to be socially classified.

The analysis identified processes of symbolic boundary making where users describe meanings and limits associated with GAI-SC. It is not argued that these posts fully establish cohesive boundaries or a system of shared norms, but rather reveal the ongoing processes of symbolic boundary making where users are formulating the limits of GAI-SC. Given this, Reddit functions as a platform where uses of GAI-SC are actively classified. While participatory culture explains how users contribute to developed functional knowledge, symbolic boundary theory explains how users simultaneously discuss GAI-SC by developing classifications toward perceived technological implications through an evaluative frame, labeled “Impacts and Consequences.” Taken together, these perspectives capture that the technology is not only learned through participation in functional spaces, but also socially classified through ongoing processes of boundary formulation.

3.5 Theoretical Framework

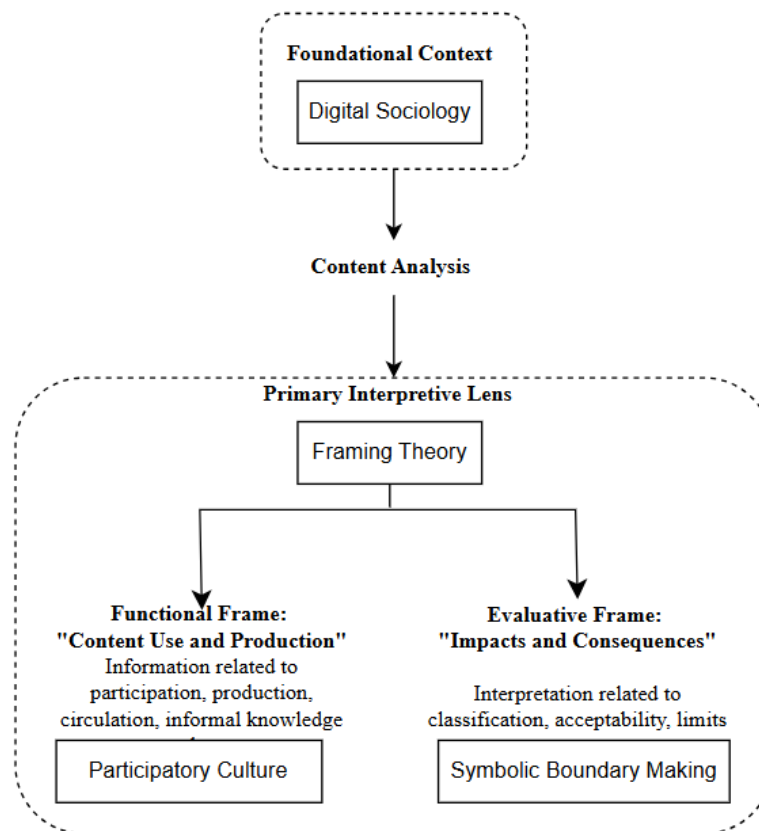
Altogether, these perspectives provide a multi-level framework for understanding GAI-SC discussion on Reddit. The framework employed is intentionally complementary, with each perspective contributing to different aspects of the research aim. Digital sociology establishes the broader relationship between technology and digital social life. Framing theory explains how users construct GAI-SC through interpretive frames. Participatory culture explains the production of technical knowledge through users actively contributing to practices represented within the functional frame, while symbolic boundary theory explains how users construct classifications surrounding GAI-SC within the evaluative frame. The two frames

therefore constitute the interpretive organization of the findings, while participatory culture and symbolic boundary making explain the different processes operating within those user positions. These two complementary theories explain how the Reddit community space simultaneously facilitates technological knowledge participation and discussions surrounding technological limits.

The theoretical framework combines perspectives sharing roots in sociological traditions: digital sociology, framing theory, and symbolic boundary theory. Meanwhile, participatory culture has developed through media and communication scholars. This reflects the field of digital sociology (Lupton, 2015, p. 15), highlighting the importance of examining society through relevant interdisciplinary frameworks. This allows for a deeper examination of both the participatory practices and meaning making processes surrounding GAI-SC.

Importantly, theoretical interpretation occurred after the content analysis categories were coded, rather than derived from predetermined theoretical concepts (Figure 1). Framing theory was used as an interpretive framework to conceptualize the broader meanings represented by the categories identified in the content analyses. After framing theory was used to interpret the findings through functional and evaluative frames, participatory culture and symbolic boundary theory were selected as supplemental theories to interpret empirical processes identified in the analysis and frames. Therefore, this allowed categories to be developed directly from the data.

Figure 1.
Theoretical Framework



4. Methods

This chapter begins with explaining the selection of Reddit as the site of analysis and various platform characteristics that shape user interaction. Thereafter, the sampling strategy and data collection procedure are described, followed by the ethical considerations undertaken.

Moreover, the chapter addresses the constructivist epistemological understanding and positionality of the researcher. This chapter outlines the methodological framework used to examine how GAI-SC is discussed within Reddit communities. After this, the methodological scope and delimitations are discussed, and finally, the reflexivity of the researcher.

4.1 Reddit as the Site of Analysis

Reddit was selected as the site for data analysis because of its unique structural makeup as a social media platform. Reddit allows users to essentially remain anonymous; to register for an account all one needs is a valid email address and many individuals choose a username that does not signal personal information (Fiesler et al., 2024, p. 9), a practice encouraged by Reddit (2026a). Moreover, users also create ‘throwaway’ profiles, intended to gain insight on a topic, but the individual does not want to remain connected to the profile (Ammari et al., 2019, p. 2). Given this environment, this platform has transformed the way individuals can discuss topics and leads to questions of how social interactions differ, how identities are performed, and how texts are produced compared to other forms of exchange (Jones, 2023, p. 427). The anonymous structural makeup of Reddit, therefore, may lead to users posting more candid opinions because their personal identities are not identifiable.

As the topic of GAI-SC can elicit viewpoints that are socially contested and sensitive, individuals may avoid expressing perspective in offline spaces, where their character could be subject to judgement. With access to the Internet, this creates the possibility to research difficult-to-reach populations (Rodham & Gavin, 2006, p. 92). Individuals may be more likely to turn to online spaces in which their identities are not as easily traceable or understood in the physical environment (Triggs et al., 2021, p. 6). Users could communicate more openly about GAI-SC through the digital sphere, where topics like commodification processes, prompt phrasing, and usage of the content can be discussed in a more anonymous space.

4.1.1 Reddit Structure

Similar to other social media platforms, Reddit can be complex to navigate, as various modes of meaning making, i.e., text, videos, emojis, and memes, can be superimposed with one

another (Jones, 2023, p. 428). Posts include a mandatory title and additional content such as textual, pictorial, video, or links. Posts can also include post flairs, which are optional tags that categorize content within a subreddit. These are not characteristic of all subreddit communities, and the post flairs can differ between subreddits. Additional labels such as “18 NSFW” are included to indicate potentially inappropriate content for certain audiences. For example, this could be sharing synthetic nude images. The feature to comment is also applicable (Reddit, n.d.-a); however, some posts are locked, which restricts additional further comments or any comments to be posted. Users have the ability to respond to posts utilizing various methods such as Graphics Interchange Formats (GIFs), memes, voting, and text. Additionally, posts and comments are subject to voting where users can upvote and downvote content, impacting the popularity of the material (Reddit, n.d.-a).

Subreddits function as user-defined communities organized around topics and are created and moderated by users (Sawicki & Ganzha, 2024, p. 4). These “subcommunities” may be public, restricted, private, and premium-only access (Reddit, n.d.-d). This results in diverse communities for discussion across the platform that allows for organic growth because of the decentralized structure (Sawicki & Ganzha, 2024, p. 4). This can be exemplified through subreddits such as r/Parenting, r/LateStageImperialism, and r/WeAreTheMusicMakers (Sawicki & Ganzha, 2024, p. 7). With this structure, a wide range of topics are discussed on the platform resulting in discussions of GAI topics to be expansive, particularly regarding the topic of sexual content, as this structural makeup allows for GAI-SC discussion across the heterogeneous communities on Reddit.

As described by Monk et al., there are debates surrounding the understanding of online forums as communities (2026, p. 2). However, Reddit can be identified as a “community of communities” (Massanari, 2015b, p. 331) where different subreddits develop their own expectations and social norms (Juneja et al., 2020, p. 2), mirroring similar practices of offline communities (Evans, 2013, p. 82). Evans argues that many digitally mediated “communities” do not adhere to the definition of community because of their “shallow and thinly stretched” space, rather than actually providing an area for users to discuss similar experiences and build upon each other’s actions (2013, pp. 91-92). However, Reddit can be described as an online community because its subreddit structure provides spaces where individuals participate in shared interactions, develop norms, and engage in topics despite the absence of face-to-face behavior.

4.2 Sampling and Data Collection

Research was conducted via the social media platform, Reddit. The samples consist of empirical material from 310 total initial posts from 154 publicly accessible subreddits. The unit of analysis is the initial post of a user; this includes the post title and additional textual descriptions. The samples collected range across the span of a six-month period from 1 October 2025 to 12 March 2026. As a native English speaker, the decision to include only initial posts in English allowed for analytic consistency. Understanding the linguistic and cultural context of texts is essential for accurate interpretation of content analysis as there can be nuances, idiomatic expressions, slang, sarcasm, and the like that rely on understanding the idiolect of users, which is why only posts in English are analyzed. Only posts containing original content were included; external links without additional text contributions from the user were excluded. Posts in which the topic of GAI-SC were included within the sample; this could be fulfilled in a variety of ways such as sharing of content, discussing prompts, personal stories, and including opinions on news articles related to GAI-SC. Users' definitions of GAI-SC were applied. That is, if a Reddit user labeled content as "AI pornography," "AI sexual image," "AI sexual video," and the like, this was included within the data set. Posts were decided upon to understand user initial discussion of topics, rather than understanding Reddit discourse across comment threads or other community discussion options. Data was collected passively by analyzing user-generated data with no direct contact to users (Rocha-Silva et al., 2024, p. 457). This approach allowed users to naturally contribute to the discourse without the participation and influence of the researcher's role as an analyzer (Spiti et al., 2022, p. 3). Usernames and profile pictures were omitted from data collection to protect user anonymity and reduce traceability.

Additionally, posts were excluded from the sample if they were duplicated or reposted content. A total of nine search terms were developed deductively from prior literature (Döring et al., 2025a, p. 5) and were modified after examining the Reddit site through inductive processes of familiarization with user-specific language and practices. The sampling procedure is modeled after Döring et al.'s procedure in their quantitative study of GAI pornography content (2025a; Appendix A p. 74).

4.3 Research Ethics

Ethical research of publicly accessible social media platforms such as Reddit remains contested (Proferes et al., 2021, p. 2). Public subreddit content can be accessed with or

without an account. However, an account permits individuals to many features such as voting, posting, and commenting (Reddit, 2026b). There are varying ethical approaches to using Reddit as a site for data collection and analysis (Proferes et al., 2021, p. 9). While the text analyzed is all publicly available, ethical boundaries and user privacy remain central considerations; thus, multiple de-identification strategies were followed. The user-centered ethical approach employed by Döring et al.'s research regarding AI-generated pornography experiences across Reddit was utilized. Usernames and post content are not included within the text, and a variety of subreddits were analyzed to further verify non-traceability (Döring et al., 2025a, p. 5; Proferes et al., 2021, p. 11). This approach was considered the best fit procedure because the study examines potentially sensitive material related to sexuality and personal experience. The examples used in the thesis of user posts are constructed examples based on observed patterns and are not verbatim from user posts. Additionally, some subreddits adhere to rules and expectations defined on the webpage; these can include researcher-related rules concerning prohibition of research. All rules were followed accordingly. Although Reddit is a public platform (2025b), de-identification of users and measures to minimize harm were followed to ensure protection of individuals utilizing the platform. Additionally, no GAI-SC was downloaded or stored; the purpose of the research is to analyze publicly accessible content surrounding GAI-SC, not to analyze the GAI itself.

4.4 Epistemology and Positionality

The epistemological position of the researcher is grounded in a constructivist approach. Reality is understood as socially constructed through meaning making processes rather than an absolute, objective truth (Slater, 2017, p. 1627). With this understanding, the findings reflect the researcher's interpretation of the discussion in regard to how the posts were received and understood, rather than an objective or definitive account of meaning within the posts. The researcher therefore is actively involved in the construction and interpretation of the knowledge acquired throughout the study; thus, the findings should not be understood as objective truths, but rather an understanding within the specific online environment of Reddit during the time period the study analyzed.

There are several dimensions of the positionality of the researcher which inevitably shaped how the approach, interpretation, and discussion of the thesis was analyzed (Berger, 2015, p. 221; Gurr et al., 2024, p. 48). Factors such as gender, age, cultural background, and personal experiences could influence the perception of discussions regarding GAI-SC. In particular,

this study required reflexive awareness of personal values and beliefs with topics such as pornography, consent, digitally sanctioned harm, and sexuality. It is possible certain explanations of GAI-SC in users' posts involving real individuals who describe usage of GAI-SC without consent may elicit emotional responses due to my perspective of gendered sexual harm and violence. The aim of the thesis is not to impose judgements upon users; however, it is important to recognize that complete neutrality is not possible to achieve. My position as an outsider to the Reddit communities may shape the interpretation of the practices and interactions, as these can differ from offline social interaction and other online platforms in regard to forms of communication, use of irony, slang, and platform-specific references. Furthermore, the research is situated in a Western academic knowledge framework, which may influence the understanding of posts and cultural meanings which are expressed. Therefore, the results of the thesis are situated in the context of the researcher, while describing the research process transparently and striving for analytical consistency.

4.5 Mixed Methods Content Analysis

To address the thesis aim and research questions, a sequential mixed-methods content analysis research design was selected to provide an in-depth understanding of discussions on GAI-SC as expressed within Reddit user's initial posts. User posts were selected because they capture how users introduce initial discussions surrounding GAI-SC before the influence of comment interactions. This section first introduces the methodological foundations of content analysis. Following this, a description of the content analysis approach through Phase One: Inductive Qualitative Content Analysis and then Phase Two: Manual Quantitative Content Analysis (Figure B1). Then, the terms, "Content Use and Production" and "Impacts and Consequences" are explained as interpretive labels informed by the application of framing theory. These reflect how users organized their discussions of GAI-SC and position the technology. Finally, two example posts are included to better orient the reader about the coding process.

Content analysis has existed as a methodology in the social science field at least since the 1950s (Bergman, 2010, p. 388). Throughout the decades, various forms of content analysis have been introduced and subjected to criticism. Content analysis can be defined as a structure utilizing "...coding to systematically break down, categorize and describe content of texts" (Boréus & Bergström, 2017, p. 23). There are differing methodological beliefs related to the use of content analysis, as some define content analysis only applicable through a

quantitative approach (Neuendorf, 2017, p. 1), others identify qualitative methods (Preiser et al., 2021, p. 270), and further, there are applications of mixed-method approaches (Bergman, 2010, p. 389). The methodological basis of this research is based on this definition of content analysis: "...the systematic and rule-based collection and analysis of texts (communication content) through the interpretation of manifest and latent meanings by breaking down the texts" (Schneijderberg et al., 2026, p. 25). The purpose of content analysis is to understand meanings, patterns, and structures within communication mediums. An inductive content analysis was deemed appropriate for the first phase of analysis, given its explorative nature. Without a pre-defined coding framework, the data drove the interpretation of the research question and understanding of what categories are present (Kochalski et al., 2025, p. 521) in Reddit initial posts surrounding the topic of GAI-SC. A manual quantitative content analysis was deemed appropriate for the second phase of analysis due to its suitability to measure the distribution and frequency of patterns across the dataset. Phase One allowed for thematic categories to emerge inductively through iterative engagement with the data, while Phase Two transformed these thematic categories, post information, and further identified categories into structured binary variables for descriptive quantitative analysis. Through these two phases, the methodological structure remained closely tied to the data, which allowed the findings to preserve and reflect the original content of users' posts.

4.5.1 Inductive Qualitative Content Analysis

The first stage of content analysis employed a method drawing upon an inductive approach (Graneheim et al., 2017, p. 30). The categories are based upon the content in a data-driven understanding (Kochalski et al., 2025, p. 520; Schneijderberg et al., 2026, p. 30; Vears & Gillam, 2022, p. 112) of initial posts on Reddit. An inductive structure was decided upon as it best fit the nature of RQ1. The content analysis was empirically grounded to achieve the greatest accuracy of the descriptions applied to the data (Krippendorff, 2019, p. 1; Schneijderberg et al., 2026, p. 30). Given the dynamic, discursive field regarding the discussion of GAI-SC on the Reddit platform, this allowed for unrestricted constraints of a predetermined coding framework to develop categories across the data set. The thematic category coding structure was developed through a multi-stage inductive process which is separated into three parts:

Stage One: Open Coding

Stage Two: Iterative Refinement

Stage Three: Category Consolidation

In Stage One, posts were examined with an open coding framework (Charmaz, 2006, p. 47), which resulted in a diverse range of preliminary categories reflecting the variety of topical discussions present in Reddit initial posts. To further conceptualize the wide range of data developed during Stage One, Stage Two of the process recorded similarities and differences between the initial posts to further develop understanding of the range (Schneijderberg et al., 2026, p. 32). Stage Two included focused coding, used to determine adequate thematic categories; this entailed comparing user post to user post and constantly refining the categories (Charmaz, 2006, p. 60). Codes were developed constantly as new aspects were identified from examination which resulted in re-coding through iterative refinement. Thus, the data set was combed through various times to ensure codes were not overlooked in previous rounds. Stage Three resulted in 20 final thematic categories to be applied in the statistical analysis. These categories were consolidated by grouping together codes which reflected similar meanings or patterns. Given the multifaceted nature of the data, initial posts could be assigned multiple thematic categories. This design was adopted to accommodate overlapping topics in the given posts.

4.5.2 Manual Quantitative Content Analysis

To accomplish Phase Two, a manual-based quantitative content analysis was employed, which required the need for a well-defined codebook that corresponds directly to a coding form; these are known together as a coding scheme (Neuendorf, 2017, p. 156). Once thematic categories were derived inductively from the data, a structured coding scheme was formalized. Phase Two of the analysis included three stages of coding:

Stage One: Post Information

Stage Two: Thematic Categories Presence-Absence

Stage Three: Content Construction Categories Presence-Absence

Firstly, for Stage One, post information variables were included in initial data collection of each post such as, the hyperlink, post title, subreddit, date posted, presence of label “18 NSFW,” presence of a post flair, post flair category if applicable, number of votes, and number of comments. The hyperlink, subreddit name, post title, and post flair categories were included in the raw data but were omitted in the analysis to protect the privacy of Reddit users. Secondly, for Stage Two, each thematic category was analyzed by understanding the presence and absence of all 20 final thematic categories.

Stage Three followed the process of the two coders in Lapointe et al. by coding all textual data and identifying recurring content (2025, p. 5). Qualitative communication was transformed into quantitative data (Anguera et al., 2018, pp. 6-8). Following a two-step approach, the coding frame of Stage Three was developed. After the completion of Phase One, rather than identifying additional thematic topics of discussion, this step identified recurring characteristics in how users constructed their posts. Stage Three was considered necessary because the thematic categories only identified the post subject, and it did not capture the more specific differences in how GAI-SC was positioned. For example, posts coded in thematic category, 'Ethical Discussion' could include users who support or oppose GAI-SC technologies. Additionally, posts coded in thematic category, 'Content Sharing' could include various labels related to GAI-SC attached to the post which may reveal patterns of categorization by the users. Thus, to retain these different distinctions, further categories were identified in this stage. The name, "Content Construction Categories" was used as 'content' refers to what is communicated in the post, while 'construction' refers to the form that the communication takes. The label was developed by the researcher and is used to distinguish these categories from the thematic categories.

Recurring patterns were identified across the data set and operationalized into six categories that reflected how users constructed the posts. This was informed through developing initial codes, following an exploratory approach where open coding was conducted, similarities were compared and grouped, followed by abstraction into the final categories (Elo & Kyngäs, 2008, p. 111). Codes that overlapped with broader concepts were merged, and codes lacking recurring orientation were discarded. Through repeated comparison and refinement across the dataset, the final six categories were identified to capture the principal ways users constructed discussions. The six categories were named based upon "content-characteristic words" (Elo & Kyngäs, 2008, p. 111). The categories capture repeated ways users constructed GAI-SC discussion through evaluation (Moral Stance; Harm; Responsibility; Regulation Stance) and practical engagement (Use; Sharing/Information). For example, the Harm category was identified because discussion across multiple posts repeatedly contained concern regarding risks and negative consequences due to GAI-SC.

Second, the strategy of subsumption was employed to inductively develop more detailed subcategories until saturation was reached (Schreier, 2012, p. 116). This included examining posts through concepts related to the main categories listed above and determining what

subcategories were evident in the dataset (Schreier, 2012, p. 116). For example, if an individual referred to a specific moral stance, an appropriate subcategory identified was “supportive.” The development of subcategories followed an inductive category development strategy employed following the step model developed by Mayring (2000, p. 4). This was further constructed through Neuendorf’s guidelines for designing categories by creating exhaustive, mutually exclusive, and appropriate measurement levels (2017, p. 131) and illustrated in Figure B2.

Each of the six parent categories included subcategories of variables which reflect past study approaches to utilizing manual quantitative coding frameworks (Döring et al., 2025a, p. 9; Le & Döring, 2026, p. 8; Schmid et al., 2025, p. 543; Simon & Xenos, 2000, p. 371). Le and Döring’s manual content analysis structure was followed in addition to Mayring et al. to inform a similar methodological approach (2026, pp. 9, 12; 2000, p. 4). For example, “excitement and addiction”, “victims by strangers”, and “intimate partners as perpetrators” were sub-categories in which Le and Döring’s research found to include towards overarching perspectives of “perpetrators,” “victims,” and “bystanders” which were inductively found within their dataset (2026, p. 8).

All variables were included in the coding scheme with the detailed procedural steps of the quantitative manual coding process. To operationalize this, the variables, values, definitions, and examples were included in Appendix A (Neuendorf, 2017, p. 131). All variables were applied consistently across the data set, and each initial post was coded individually ensuring a consistent application of the coding scheme. The data set was coded utilizing Microsoft Excel, where each row represented one initial post, and each column represented one variable. The quantitative stage of the research was employed to systematically examine the frequencies and patterns of the thematic categories generated in Phase One and the Content Construction Categories identified during Stage Three of Phase Two. The thematic categories measured what topics were present and the Content Construction Categories added structured information about how users constructed topics in their posts. This formed the core analytical contributions of the study.

4.5.3 Development of the Two Interpretive Frames

Framing theory informed the interpretation of the empirical findings; it was not used as a deductive category development framework. Instead, the categories were developed from the data through content analysis to allow for patterns within the Reddit posts to emerge with

limited pre-established theoretical assumptions. Only after the coding of the content analyses was conducted, framing theory was applied to interpret how users organized GAI-SC discussion.

Through examination, framing theory was considered appropriate for interpreting how users oriented and constructed GAI-SC. “Content Use and Production” captures discussion in which users position GAI-SC primarily as a technological practice, and in contrast, “Impacts and Consequences” captures discussion in which users position GAI-SC through perceived social implications. These labels were decided upon because they summarize the two recurring frames users orient discussion through. “Content Use and Production” is used to describe the functional frame where discussion was positioned on what users do with GAI-SC, including creation, personal usage, technical practice, and circulation. “Impacts and Consequences” is used to describe the evaluative frame where discussion was positioned on what GAI-SC is understood as for individuals, relationships, platform, and society. The labels summarize recurring ways in which users position GAI-SC through two different framings: functional and evaluative. Thus, the labels therefore name two frames interpreted by the researcher that are grounded in the recurring patterns identified.

The two frames reflect an interpretive structure from both phases of content analysis. Within Phase One, eight thematic categories were subsequently interpreted within the frame “Content Use and Production.” In addition, the remaining 12 thematic categories were subsequently interpreted within “Impacts and Consequences.” Phase One provides the broader topical evidence for the two frames, and through further examination, the Content Construction Categories identified in the manual quantitative content analysis provide a more detailed account of how users construct GAI-SC. After applying framing theory, Use and Sharing/Information, together with the nested variables, provide further evidence of the functional framing of GAI-SC. Moral Stance, Harm, Responsibility, and Regulation Stance, together with the nested variables, provide further evidence of the evaluative framing of GAI-SC. The categories provide specific indicators of how users constructed their discussion.

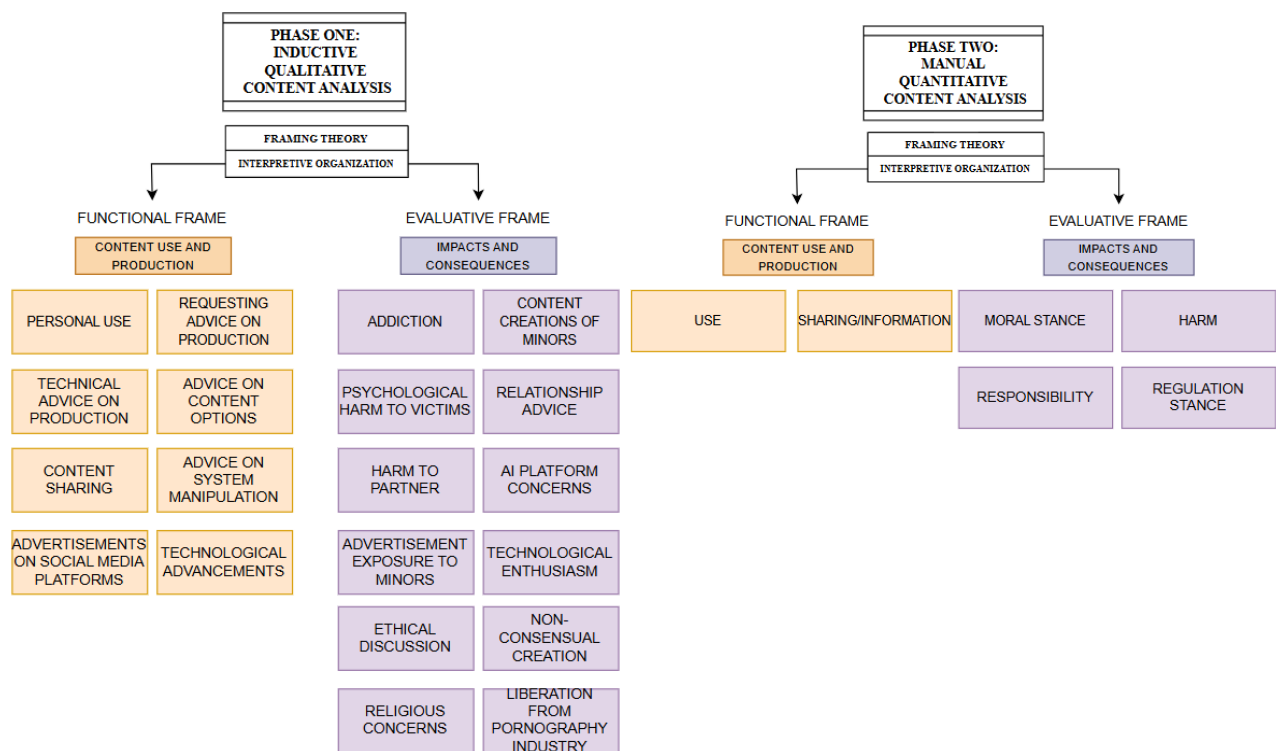
Framing theory therefore served as an interpretive framework to understand how the empirically identified patterns represented broader processes of interpretive orientation. These patterns were operationalized as “Content Use and Production” and “Impacts and Consequences” after examination through a framing theory perspective. The thesis adopts Matthes and Kohring's understanding of frames as grounded in empirical patterns rather than

arbitrarily imposed (2008, p. 265) to interpret and examine the data with a coherent process. While Matthes and Kohring proposed to identify frames through cluster analysis, the present study adopts an exploratory analysis (Simon & Xenos, 2000, p. 371) where frames were identified through patterns emerging from content analysis.

Frames are understood not as objectively existing phrases that can be directly observed in the data; rather, they are interpretations of the patterns which were recognized by the researcher. It is understood that another researcher may have very well categorized posts differently with labels of different frames. This does not imply arbitrariness of the frames presented by the researcher, but instead, reflects the interpretive nature of this approach (Matthes & Kohring, 2008, pp. 264-265) and the researcher's positionality. The methodological purpose of this section is to clarify the transition from completed content analyses coding to the theoretical interpretations; this is further illustrated in Figure 2. This process is described in the methodology chapter because it explains how the frames were developed, which provides the basis for the organizational structure used to present the findings and discussion.

Figure 2.

Methodological Process and Framing Interpretation



4.5.4 Example Posts

The following example posts illustrate how the coding procedure could be applied in the two stages of content analysis. The first example includes only thematic categories under the “Content Use and Production” frame (Figure 3), and the second under “Impacts and Consequences” (Figure 4). It is possible for one initial post to include thematic categories in both frames. However, for illustrative simplicity, it was determined that the two examples would not include categories in both frames.

Figure 3.

Example Initial Post #1

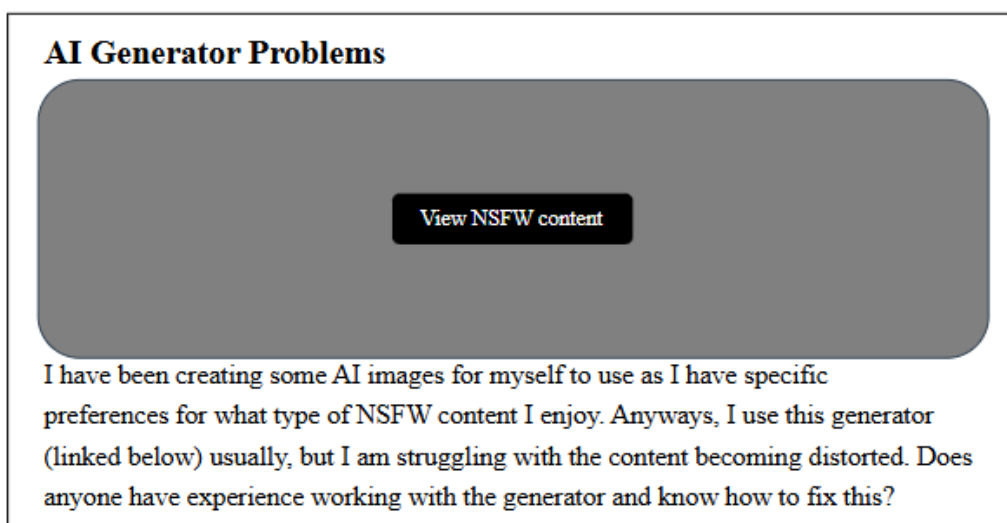
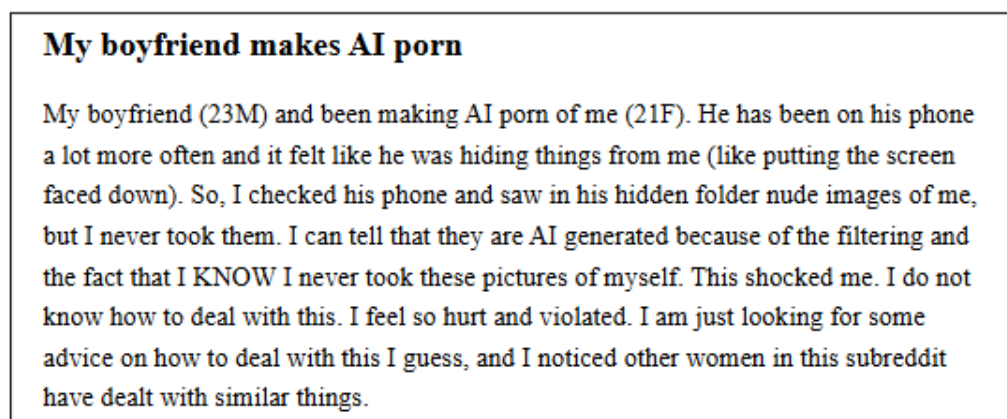


Figure 4.

Example Initial Post #2



To start, Initial Post #1 must go through Phase One and Phase Two. Thus, it begins with open coding. For this, some initial codes could be, “AI Generation,” “Personal Use,” “Sharing Content,” and “Content Production.” Then, iterative refinement would be conducted; this means after examining all posts, certain thematic topics could have been overlooked, and within this example “Asking for Advice on Production” was not included within the first stage. Finally, category consolidation was conducted and 20 thematic categories were identified. For Initial Post #1, the thematic categories applicable are “Personal Use,” “Requesting Advice on Production,” and “Content Sharing.” Then, Phase Two of the analysis would be conducted to transform qualitative data into a structured quantitative coding scheme. Beginning with post information, this would resemble Figure 5. The “NSFW Label” would be coded as *1* to indicate presence and “Post Flair” as *0* to indicate absence. Next, each of the thematic categories listed above, “Personal Use,” “Requesting Advice on Production,” and “Content Sharing” would receive a *1*, and a *0* in all other final thematic category options. The final stage of Phase Two involved coding the presence of the content construction categories, which vary depending on the post content, as several conditional variables apply. For Initial Post #1, the coding process for the Content Construction Categories are described in Figure 6 (see below).

Figure 5.

Post Information of Example Initial Post #1

Post Information: Initial Post #1					
Post Number	Date	NSFW Label	Post Flair	Voting	Comments
1	2026/01/15	Yes	No	345	50

Each parent content construction category was first coded as presence equal to *1* and absence equal to *0*. For Initial Post #1, only “Use” and “Sharing/Information” were present, indicated by “I have been using some AI images for myself...” and linking of the generator with the shared image blurred out. Since “Use” was present, the subcategories related to private use and private creation were coded. Then, since “Sharing/Information” was present, the subcategories “Content Question,” “Content Explanation,” “Content Selling,” “Content Shared,” and “Content Promotion” were assessed. The user asked questions related to content production and shared content as indicated by the picture with “View NSFW content;” these variables were coded as *1* to indicate presence. Then, since the conditional variable “Content Shared” was present, subsequent conditional variables were coded such as the content label, style, setting, identity of individuals.

Figure 6.*Content Construction Categories Coding Example Initial Post #1*

Framing Dimensions Presence-Absence: Initial Post #1													
Moral Stance	Harm	Responsibility			Regulation		Use		Sharing/Information				
No	No	No				No	Yes		Yes				
Use = 1, so													
		Creation for Private Use				Viewing Content for Private Use							
		Yes				Yes							
Sharing/Information = 1, so													
		Content Question				Content	Content		Content		Content		Content
						Explanation	Selling		Shared				Promotion
		Yes				No	No		Yes				No
Content Shared = 1, so													
		Content Label											
		Yes											
Content Label = 1, so													
		NSFW	porn	hardcore	sex	blowjob	anal	video	audio	image	GIF	compilation	game
		Yes	No	No	No	No	No	No	No	Yes	No	No	No
Content Shared = 1, so													
		Content Style											
		No											
Content Shared = 1, so													
		Content Setting											
		No											
Content Shared = 1, so													
		Content Identity											
		No											

To demonstrate Initial Post #2, Phase One of the analysis procedure would be conducted in the same structure as Initial Post #1. However, the outcome of thematic categories for Initial Post #2 would be “Relationship Advice” and “Harm to Partner.” To conduct Phase Two of the analysis, the same post information would be assessed, the procedure of identifying final thematic categories would be conducted in the same manner with “Relationship Advice” and “Harm to Partner” coded as 1 for presence and all other 18 categories receiving a 0 to indicate absence. Then, to conclude the final stage of analysis, the Content Construction Categories are presented in Figure 7.

Figure 7.*Content Construction Categories Coding of Example Initial Post #2*

Framing Dimensions Presence-Absence: Initial Post #2						
Moral Stance	Harm	Responsibility	Regulation	Use	Sharing/Information	
No	Yes	No	No	No	No	
Harm = 1, so						
		Harm to Psyche	Harm to Women	Harm to Minors	Harm Addiction	Harm to Partner
		No	Yes	No	No	Yes
Harm to Women = 1 and						
Harm to Partner = 1, so						
		No Target	Woman Target	Women Target	Minor Target	Minors Target
		No	Yes	No	No	No
Woman Target = 1, so						
		Celebrity	Private Citizen	Unspecified		
		No	Yes	No		

Each parent content construction category was first coded. For Initial Post #2, only “Harm” was present, indicated by “I feel so hurt and violated.” The subcategories related to the type of harm were coded. Then, since “Harm to Women” and “Harm to Partner” were present, the subcategory of harm target was assessed. “Woman Target” was the only variable which indicated presence, so the conditional variables underneath this were “Private Citizen” or “Unspecified.” Initial Post #2 indicated the target to be a private woman citizen.

The two example posts illustrated above are only two realities of what could be posted by a Reddit user. Given the structure of the coding scheme, there are various ways information can be coded because of the hierarchical structure. The full coding scheme is outlined in Appendix A, while figures in Appendix B provide visual representations of the content construction categories coding procedures (Figures B3-B8).

4.6 Methodological Scope and Delimitations

The methodological approach was designed to examine the range and structure of publicly accessible Reddit posts naturally occurring online. The structural makeup of Reddit does not allow for demographic traits such as nationality, age, or gender to be distinguished unless voluntarily disclosed by users. Thus, similarities and differences of these traits could not be analyzed, which could lead to deeper understandings of variation in discussion across user groups and contexts. Reddit is used transnationally and by users with heterogenous cultural norms. Rather than restricting the analysis to a single national or cultural setting, the study examines the range of discussions across the online communities instead of looking at a narrow geographical or socio-cultural setting.

Posts identified during the data collection period may reflect highly visible narratives or easily discoverable posts rather than a wider range of perspectives given the website structure and use of Reddit's search function. The sampling strategy focused on publicly accessible posts, which adhered to a user-centered ethical approach; however this does not capture the full range of GAI-SC discussions across Reddit. The concentration on Reddit user posts rather than comment threads was decided upon to maintain the analytical focus on examining the initial range of discussions. This delimitation allowed for a broader examination of topics across Reddit to map dominant themes rather than interactional dialogue of comment threads.

Overall, the aim of the thesis is to understand range of discussion in initial posts surrounding GAI-SC, rather than the interpretation of how users' characteristics and identity relate to the viewpoints presented in the posts or generalize beliefs to specific demographic or geographic populations.

4.7 Reflexivity

It is known to the researcher that observations and analytical results are based upon conscious and unconscious assumptions (Schneijderberg et al., 2026, p. 30); for example, these can stem from theoretical beliefs, moral alignments, and personal experiences. It is impossible not to be influenced by one's own assumptions that have been constantly built and evolved upon in interactions (Bourdieu, 1990, p. 52). Reflexivity is important given the analysis involved the interpretation of online discussions where meaning is context-specific and digitally presented. As a result of this, the coding and categorization processes required continuous reflection, which is why iterative re-coding was employed and repeatedly reviewing each individual post several times was decided upon. Further, a consistent coding framework was maintained, and each initial post was applied to the same coding scheme. The inclusion of quantifiable variables and defined coding categories helped reduce the interpretive bias by grounding the analysis in systematic and replicable categorical procedures.

Through employing this sequential mixed-methods content analysis research design, the perspective of the researcher is treated as an active instrument in the construction of the findings. The use of iterative coding, standardized coding procedures, and quantifiable variables aimed to mitigate subjective interpretation to the best of the researcher's ability.

4.8 Summary of Methodological Approach

To address the thesis aim and research questions, Phase One identified what types of discussions are present about GAI-SC. Additionally, Phase Two then operationalized the categories into a structured coding scheme where both topic prevalence and patterns in how users constructed discussions can be evaluated. The approach bridges qualitative interpretation and quantitative structuring which allows for a comprehensive exploration and examination of how GAI-SC is discussed across user initial posts on Reddit. After coding in both phases was completed, framing theory supported interpretation through two frames “Content Use and Production” and “Impacts and Consequences,” identifying orientations users construct the discussion. These labels helped to structure the subsequent findings and discussion.

5. Findings

Following the methodological framework outlined in the previous chapter, this chapter explains the results of the inductive qualitative content analysis and the manual quantitative content analysis to provide a comprehensive overview of how GAI-SC is discussed in initial posts. The two frames, “Content Use and Production” and “Impacts and Consequences,” are used here to organize the structure of the findings, and the theoretical framework interpretation is developed in the discussion chapter. The data is presented in the following structure. First, a description of the pilot analysis, followed by a description of the emergent 20 final thematic categories (RQ1). Third, a descriptive statistical analysis which was used to examine prevalence of thematic category distribution (RQ2) and the Content Construction Categories that provide a more detailed account of how users position GAI-SC (RQ3). The findings provide insight into both the degree of discussions surrounding GAI-SC and the ways users interact with the topic across Reddit. Lastly, the chapter concludes with the intra-coder reliability results to evaluate the consistency of the coding process across time intervals and reflections on the analytical process.

5.1 Pilot Analysis

Before analyzing the entire dataset, a pilot analysis was conducted, where $n = 35$ samples; this represents 11.3% of the data. A pilot analysis was conducted to better equip the coding scheme and understanding of the data set before analyzing the full sample (Schreier, 2012, p. 147; Van Teijlingen & Hundley, 2001, p. 4). Through the pilot analysis, it was found that more than one thematic category could be present in a singular post. Given this, it was decided that one post could be assigned to multiple thematic categories to better represent the data set. This refinement enhanced the comprehensiveness of the study and provided a stronger foundation prior to final analysis.

5.2 Thematic Categories

This section outlines the 20 final thematic categories identified during Phase One. These categories capture dominant themes in users’ initial posts about GAI-SC. These are presented within the two frames. Firstly, “Content Use and Production,” which reflects how users create, engage, and distribute GAI-SC, and secondly, “Impacts and Consequences,” which captures broader personal, social, and ethical implications of beliefs and perspectives regarding GAI-SC. Together, these 20 categories aim to answer RQ1 regarding what thematic categories are present in online environments where GAI-SC is discussed. The categories are

described in a sequential list for clarity; the ordering does not reflect any hierarchy or importance.

5.2.1 Thematic Categories: Content Use and Production

The focus of these categories is the consumption, creation, distribution, and exchange of knowledge related to GAI-SC. On Reddit, users frequently described their own use of GAI-SC. One central thematic category, “Personal Use” shows how users expressed sexuality on Reddit through various capacities. Aspects of this category include personal habits, experiences with usage of GAI-SC, and explaining preferences related to usage. Preferences could be aesthetic, technical, or platform-specific. In addition to personal use of GAI-SC, another common category was “Requesting Advice on Production.” As aspects of the technology are not always self-explanatory, individuals have questions related to the creation of GAI-SC on how to use specific platforms, tools, prompt ideas, or recommendations for production options. Moreover, “Technical Advice on Production” encompasses users who include information on providing potential generators, instructions, prompts, tutorials, or other aspects of platform functionality for the purpose of GAI-SC creation. Related to technical advice, there is also “Advice on Content Options.” This category includes users who suggest types of content, genres, styles, websites, or other platforms where content can be found for individuals who wish to find platforms with GAI-SC available.

Many users posted NSFW content, several users shared their creations, other people’s creations, website screenshots, phone screen recordings, and other forms of sharing GAI-SC, which was categorized as “Content Sharing.” Sometimes content was shared with minimal textual description, and other times it included other categorical descriptions such as “Personal Use” or “Requesting Advice on Production.” It was common for users to post GAI-SC and ask for opinions or advice related to improving features, angles, or the overall look of the content. Users also sometimes included information about how to bypass safeguards and restrictions of platforms to create GAI-SC, categorized as, “Advice on System Manipulation.” Individuals often explained usage of Grok, a GAI tool developed by xAI (2023), to manipulate inputs to create sexual content.

Users also indicated how advertisements of GAI-SC were viewed on several social media platforms, such as YouTube and Facebook, and was categorized as “Advertisements on Social Media Platforms.” Finally, “Technological Advancements” could also be a topic of interest to users, and this was identified if a user discussed technological improvements or further

developments of GAI-SC. For example, this could include users explaining the increase in realism or easier use of generators over time in relation to their own knowledge of the tools.

To summarize, the eight categories are as follows:

- Personal Use
- Requesting Advice on Production
- Technical Advice on Production
- Advice on Content Options
- Content Sharing
- Advice on System Manipulation
- Advertisements on Social Media Platforms
- Technological Advancements

In sum, this set of categories illustrate the multifaceted ways in which users engage with GAI-SC discussion through collective user practices, technological understandings, and platform information.

5.2.2 Thematic Categories: Impacts and Consequences

This group of categories captures how users discuss impacts and consequences of GAI-SC. The categories reflect personal accounts, opinions, and concerns in relation to how GAI-SC affects individuals, relationships, and societal-level environments. To begin the first category, “Addiction” to GAI-SC, in various forms, could be described by users in their initial posts. This could be accounted through dependency or compulsive use of GAI-SC. For example, some users described how addicting the content is, as they look forward to testing prompts or generators. While, on the other hand, others described their battle with pornography addiction and how they have now moved to GAI-SC, which has increased their addiction to pornographic content. Secondly, “Content Creation of Minors” was another category in which users discussed. This does not include GAI-SC of user-generated material, but rather, a user describing an event where GAI-SC involved the creation of material with minors. Oftentimes, this was in discussion with news-related information about an individual receiving prison sentences for creating child pornography. Users were also concerned with harm related to the psyche of individuals; thus, “Psychological Harm to Victims” was another thematic category important to include. Often, two thematic categories that worked together were “Relationship Advice” and “Harm to Partner.” Relationship advice was sought frequently in relation to the user discovering their partner creating GAI-SC. Moreover, users could feel emotionally hurt

by this newfound information which resulted in many individuals experiencing harm and violation in relation to their partner creating the material.

Concerns related to privacy, data use, or safety of GAI-SC were also discussed and categorized as “AI Platform Concerns.” It is difficult to understand what personal information these platforms collect, store, and how they process user inputs given the limited transparency described by users. Another categorization was “Advertisements Exposure to Minors.” A couple of individuals wrote about concerns related to GAI-SC exposure to minors through advertisements where children could potentially view this content. Opposite to concerns, some users expressed levels of excitement or optimism related to GAI-SC through “Technological Enthusiasm.” Individuals discussed how they look forward to the abilities of these GAI tools and how they can positively impact the future.

More broad topics of “Ethical Discussion” were also categorized which included capturing general debates about the use and prevalence of GAI-SC. Morality of the tools could be a topic of discussion, and theoretical arguments for legality were also another potential dimension within this category. Another category focused on “Non-Consensual Creation” which captured initial posts where information about the creation or use of GAI-SC involved individuals without explicit consent. For example, this could include individuals recalling personal accounts of partners, friends, or other individuals creating GAI-SC of them without their given consent. Further, another thematic category encompassed “Religious Concerns” as some users described religious-related questions about how GAI-SC is understood within Christian and Islamic disciplines. Lastly, “Liberation from Pornography Industry,” which entailed users describing how GAI-SC minimized or erased harm and exploitation in comparison to traditional forms of pornography.

To summarize, the 12 categories are as follows:

- Addiction
- Content Creation of Minors
- Psychological Harm to Victims
- Relationship Advice
- Harm to Partner
- AI Platform Concerns
- Advertisements Exposure to Minors
- Technological Enthusiasm

Ethical Discussion

Non-Consensual Creation

Religious Concerns

Liberation from Pornography Industry

In sum, this set of categories highlights collective user understandings about personal, relational, ethical, and societal implications of GAI-SC. These 12 categories are important to understand as GAI-SC is not simply used and produced by individuals but actively interpreted and evaluated.

5.3 Coding Scheme

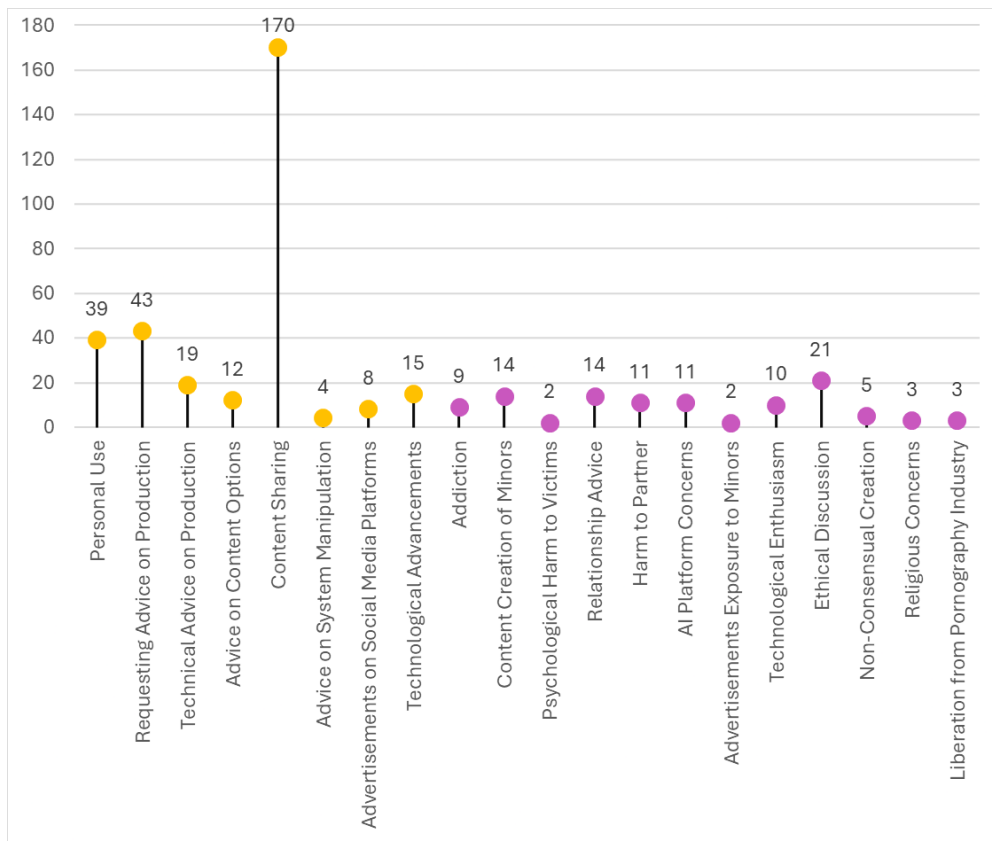
After identifying the final thematic categories, Phase Two was conducted. As described in the methodology, this first started with identifying post information, frequency coding of final thematic categories, and frequency coding of further identified categories. The units of analysis and definitions were determined before the full examination of the posts, which is characteristic of quantitative content analysis (Schneijderberg et al., 2026, p. 26).

The coding scheme consists of variables labeled as scale, nominal, and ordinal. Several nominal variables were binary, such as the final thematic categories. Additionally, binary variables were present within the categories of Moral Stance, Harm, Responsibility, Regulation Stance, Use, and Sharing/Information. For the Content Construction Categories, all six parent categories include variables embedded in a hierarchical coding structure. For example, within the category of “Moral Stance,” if a post was coded as *1*, indicating a user expressed their moral stance towards GAI-SC, then the post would further be evaluated in step two, where the moral stance position was coded. A potential code could be *1*, *2* or *3* indicating the user opposes, is neutral/mixed, or supports the usage of GAI-SC. When the outcome of binary variables was coded as *0*, this indicated the end of the coding structure for the given parent category. The variables were analyzed in the following order: Moral Stance, Harm, Responsibility, Regulation Stance, Use, and Sharing/Information; mirroring how the parent categories emerged from the dataset. In cases where the category was absent, the sub-variables were treated in SPSS as system missing to indicate the variables were unapplicable to the dataset. Consistency checks were carried out in SPSS examining missing values, invalid variable values, and logical contradictions. In Appendix A: Coding Scheme, further details are included about the process through which the manual quantitative content analysis was conducted.

5.4 Statistical Analysis

The topics of discussion that emerged in online communities were understood through the inductive qualitative content analysis completed, which resulted in 20 final thematic categories as described above. The next step is to understand how frequently these 20 topics of discussion appear in users' initial posts regarding GAI-SC (RQ2). Additionally, Figure 8 illustrates the number per category within the 310 user posts, where orange represents the categories interpreted within "Content Use and Production" and purple represents the categories interpreted within "Impacts and Consequences." Following this, it is analyzed how users further position GAI-SC in the posts (RQ3) through the Content Construction Categories.

Figure 8.
Thematic Categories Included in User Posts



5.4.1 Distribution of Thematic Categories

Each initial post was coded to at least one final thematic category (Table C1). The thematic categories were coded as non-mutually exclusive binary variables; because of this, percentages refer to the proportion of posts in which a category appeared (Percent of Cases), rather than the proportion of all coded category responses. The most common theme across

the 310 initial posts was overwhelmingly Content Sharing (54.8%). This was followed by Requesting Advice on Production (13.9%) and Personal Use (12.6%; Table C2). These three categories are within the functional frame “Content Use and Production.” The most common themes within the evaluative frame, “Impacts and Consequences” were Ethical Discussion (6.8%), followed by Content Creation of Minors (4.5%) and Relationship Advice (4.5%; Table C2).

“Content Use and Production” was represented in 250 (80.6%) initial posts, and “Impacts and Consequences” was represented in 85 (27.4%) initial posts when examining thematic categories (Table C3). Several thematic categorical pairs indicated patterns of co-occurrence which were statistically significant (all $p < .001$). Three notable positive associations were identified through Pearson’s correlation coefficients. Most notably, Relationship Advice and Harm to Partner was highly correlated ($r = .882$). Addiction and Personal Use ($r = .398$), along with Advice on System Manipulation and Technical Advice on Production ($r = .328$) were moderately correlated (Table C4). Crosstabulation analysis was used to examine these co-occurrences more extensively. Harm to Partner and Relationship Advice were present together in 11 posts. Notably, Harm to Partner was only present if Relationship Advice was also present (Table C5). Addiction and Personal Use were present together in eight posts; only one post of Addiction did not include explicit mentions of the personal usage of GAI-SC (Table C6). Advice on System Manipulation and Technical Advice on Production were only present together in three posts (Table C7).

Most initial posts only included one final thematic category (72.9%); however, it was possible for the posts to include two (22.3%), three (3.2%), four (1.3%), and five (0.3%) categories (Table C8). Among posts containing three or more thematic categories, most consisted within the functional frame of “Content Use and Production” (66.67%; Table C9). Overall, the distribution of thematic categories indicated a pattern of topical discussion dominated by GAI-SC use and production, while topics related to impacts and consequences of GAI-SC appeared less frequently.

Although thematic categories associated with “Impacts and Consequences” were less frequent than “Content Use and Production” categories, the descriptive engagement measures show that posts associated with the former frame received higher mean and median numbers of comments ($M = 94.72$; $Md = 26.25$) in comparison to the functional framing ($M = 32.41$;

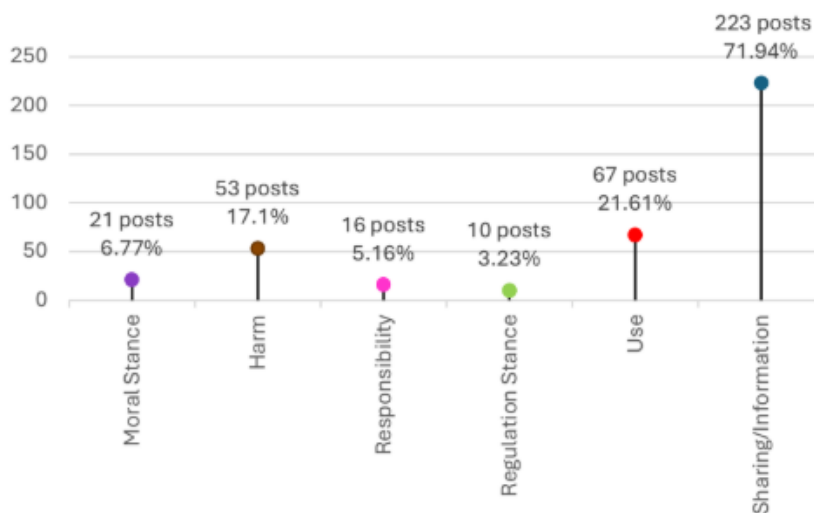
Md = 13.50; Table C10). Additional thematic category engagement material is available in Tables C11-C12. The content or orientation of these replies were not analyzed; however, the higher comment activity suggests “Impacts and Consequences” related categories prompted greater user engagement.

5.4.2 Content Construction Categories: Content Use and Production

Following the statistical analysis of the final thematic categories, the next step focuses on how users construct discussion in their initial posts about GAI-SC (RQ3). The thematic categories capture what topics of discussion are present, while the Content Construction Categories provide more detailed measures of how the discussion is constructed around GAI-SC (Figure 9).

Figure 9.

Content Construction Parent Categories Across User Posts



Use of GAI-SC was mentioned in 67 (21.61%) initial posts, overwhelmingly in the thematic categories Personal Use ($n = 38$), Requesting Advice on Production ($n = 27$), and Content Sharing ($n = 18$) (Table C13). The type of use was included in the analysis, and outlined in Table C14, where 55 initial posts were evaluated for creation of GAI-SC and 39 initial posts included for usage of GAI-SC. Sharing/Information was also analyzed and mentioned in 223 (71.94%) initial posts, where 170 initial posts were also coded in the thematic category Content Sharing (Table C15). The type of information was distributed across five variables with *content_shared* = 170, *content_question* = 45, *content_explanation* = 35, *content_promotion* = 9, and *content_selling* = 3 initial user posts (Table C16).

The 170 posts which included information about the content being directly shared on Reddit, were analyzed across four content types: label, style, setting, and identity; 133 initial posts included at least one of these four content types (Table C17). For the labeling of the content, the three most common labels were “porn” (n = 69), “sex” (n = 30), and “video” (n = 19; Table C18). The style of the content was only mentioned in 17 initial posts with *realistic* = 8, *animated* = 7, and *anime* = 2 (Table C19). Only one setting was described more than once, which was *office* = 5 (Table C20). The last content type included the identity of individuals within the shared content, which consisted of 31 initial posts across Technical Advice on Production and Content Sharing. The most common characteristics were “woman” with 14 initial posts, and the characteristics “man,” “girl,” “blonde,” and “race” with six initial posts (Table C21). Race was mentioned in eight initial posts, only within the thematic category, Content Sharing, and six different categories of identity were identified (Table C22).

5.4.3 Content Construction Categories: Impacts and Consequences

Moral Stance was mentioned in 21 (6.77%; Table C23) initial posts, where individuals opposed (n = 10) the use of GAI-SC, some were neutral or mixed about their position (n = 7), and others supported the use of GAI-SC (n = 4) (Table C24). The majority of initial posts which included a moral stance position were concentrated in Ethical Discussion (n = 15; Table C24). Harm was mentioned in 53 (17.1%) initial posts, where most posts were concentrated in the thematic categories, Content Creation of Minors (n = 13), Relationship Advice (n = 11), and Harm to Partner (n = 10; Table C25). When harm was mentioned, most users referred to harm towards women (n = 19) and harm towards minors (n = 17; Table C26).

Specifically, the most frequent targets of harm mainly referred to minors as a group (n = 17), women as a group (n = 14), and individual women (n = 12; Table C27). Of the 17 posts coded to identify minors as the target, 13 were coded as Content Creation of Minors. Additionally, accounts of women were often discussed on topics of Relationship Advice (n = 10), when referring to private citizens and Ethical Discussion (n = 4), when referring to women in a general sense (Table C28-29). Moreover, eight of the 11 posts identifying harm to GAI-SC users were coded under Addiction (Table C27).

Responsibility was present in 16 (5.16%) initial posts, where it was most frequently present in Advertisements on Social Media Platforms (n = 5), Technological Enthusiasm (n = 5), and AI Platform Concerns (n = 3; Table C30). When responsibility was mentioned, most users referred to the responsibility of the platform in which the GAI-SC is available (n = 13). Other

categories of responsibility were sparser such as responsibility of GAI-SC creator ($n = 3$), responsibility of the government ($n = 2$), responsibility of user ($n = 1$), and societal responsibility ($n = 1$; Table C31). Regulation was mentioned in ten (3.23%) initial posts and coded in Ethical Discussion ($n = 3$) as the highest thematic category (Table C32). Positions of regulation are outlined in Table C33; individuals supported regulation of GAI-SC in six cases, were neutral or mixed in two cases, and opposed regulation in two cases. The stance of users' beliefs on regulation were dispersed across several thematic categories. Opposition was most prevalent in Ethical Discussion ($n = 2$) and support was most prevalent in Advertisements on Social Media Platforms ($n = 2$; Table C32).

5.5 Intra-Coder Reliability

In past studies researching GAI-SC, intercoder reliability was employed by individuals utilizing the same codebook (Döring et al., 2025a, p. 6; Lapointe et al., 2025, p. 5; Le & Döring 2026, p. 9). Intercoder reliability could not be met in this study due to there being a single coder of the data. To address reliability, intra-coder reliability was established which incorporated re-coding the sample at two time intervals to ensure consistency (Neuendorf, 2017, p. 165; Parry, 2020, p. 14). The mean Cohen's kappa values and statistical significance were obtained by comparing the original coded variables with the re-coded variables from each time interval through crosstabulation table analysis in SPSS (Laerd Statistics, n.d.).

Intra-coder reliability was measured by re-coding 10% of the data at a two-week time interval and measured by calculations of Cohen's kappa with a mean of 0.90 and statistical significance ($p < .001$), indicating adequate agreement (Neuendorf, 2017, p. 168). A different 10% of the data set was re-coded at a three-week time interval following the initial coding. Intra-coder reliability was measured by calculations of Cohen's kappa with a mean of 0.86 and statistical significance ($p < .001$) indicating adequate agreement as well (Neuendorf, 2017, p. 168). This signified the coding structure was consistently applied across the time intervals, and the variables were sufficiently clear and interpretable to the coder.

5.6 Analysis Reflections

Analyzing the Reddit initial user posts involved exposure to sensitive and explicit material in discussions related to exploitation, addiction, and non-consensual creation of content. This occasionally generated emotional responses such as frustration and anger. For example, in discussions involving violations of consent, harassment, and AI-IBSA, particularly involving women. As a result, this may have increased the likelihood of interpreting ambiguously

labeled content as harm, even in the absence of explicit references. This reflects a possible interpretive bias due to personal beliefs and harm definitions of the researcher.

At times, emotional fatigue and discomfort occurred because of the material presented in certain users' posts. For example, when users discussed making content of family members. This challenged the role of the researcher to continuously be reflexive and interpret the findings in an organized manner that was not charged by emotional responses to the data. Repeated exposure to emotionally demanding data led to taking adequate breaks throughout the research process to avoid desensitization to the content.

Moreover, repeated exposure to GAI-SC also raised concerns of normalization, as the researcher's perception could gradually shift due to frequent engagement with the dataset. Thus, these reflexive considerations highlight how the positionality and exposure to the dataset shaped the analytical process, which further emphasizes the role of the researcher in regard to the interpretation of how users discuss GAI-SC.

6. Discussion

This chapter interprets the empirical findings presented in the previous chapter through the theoretical framework. First, the key findings of the analysis are summarized. Second, GAI-SC is situated as a digital social phenomenon within the environment of Reddit. Third, the findings are interpreted through framing theory by examining the two frames identified from the recurring patterns in the empirical material. Fourth, the identified functional frame is discussed in relation to how technological practices of GAI-SC demonstrate a participatory culture. Fifth, symbolic boundary theory is used to examine how users classified applications of GAI-SC within the evaluative frame present in the discussion. Finally, the chapter summarizes by considering how the theoretical perspectives contribute to understanding the social processes in which users discussed GAI-SC.

6.1 Key Findings

In relation to RQ1, the inductive qualitative content analysis identified 20 thematic categories to illustrate the topics of discussion present in posts. After framing theory was applied, eight of these categories provided evidence of how users orient GAI-SC discussion through a functional frame and 12 were through an evaluative frame. For RQ2, the distribution of these categories was skewed. The discussions about GAI-SC are dominated within the functional frame of “Content Use and Production,” and overwhelmingly, thematic categories present were Content Sharing, followed by Requesting Advice on Production and Personal Use. The predominance of these findings indicates GAI-SC was most often discussed through technological practicalities, rather than wider social considerations surrounding the technology. This emphasis on content and production circulation aligns with the findings of Döring et al., as the researchers observed that production-related discussions were among the most frequent topics with AI pornography (2025a, p. 6). However, in their study, they recognized higher levels of moral attitudes and legal regulations compared to the study at hand. Although, less common as overall discussions, several categories of harm and societal concerns were represented within the evaluative frame of “Impacts and Consequences.” Particular concerns became visible, harm was often concentrated towards minors and women, personal use was connected to addiction, and partner-related harm appeared alongside requests for relationship advice. Importantly, posts concerning evaluation were infrequent in comparison to functional-related posts. The rarity of these initial posts indicates an important distinction between the ways GAI-SC becomes constructed on Reddit. The findings

demonstrate users more frequently initiated posts in order to participate in GAI-SC related practices, rather than to evaluate wider social implications.

These findings suggest that Reddit discussions extend beyond simply exchanging information related to GAI-SC. Users are actively constructing understandings related to the technology and developing processes in which to communicate their knowledge. In relation to RQ3, while practical engagement with the technology dominated the overall discussions, users also simultaneously utilized the platform to discuss perceived consequences, uses, and broader implications. After the content analyses were complete, framing theory interpreted these patterns of positioning as two different frames. The findings related to RQ3 rest on the combined understanding of the 20 thematic categories and the Content Construction Categories, as the categories together provide evidence to suggest two different frames, functional and evaluative positioning of GAI-SC. The following sections interpret these empirical patterns through the previously described theoretical framework.

6.2 Digital Environment of Reddit

A digital sociology perspective situates the findings within the broad understanding that technologies are influenced by online environments (Ignatow & Robinson, 2017, p. 952). Reddit users frequently discussed various facets of GAI-SC on the platform. GAI-SC is not understood through a one-dimensional lens. Users shaped the social meanings surrounding GAI-SC, for example by, sharing technological knowledge, discussing uses, defining acceptable applications, or expressing concerns. The variety of thematic categories identified such as Advice on Content Options, AI Platform Concerns, and Religious Concerns reflect this claim. Therefore, Reddit reflects the digital sociology argument that GAI-SC is not an autonomous technological object, but is actively shaped by ongoing social processes. Even though initial discussions of impacts and consequences occurred less frequently compared to technological-related knowledge; this does not diminish the importance of these posts, and highlights how the online environment facilitated differing degrees of discussion.

The results of this study, indicate that Reddit is a digital communication tool for users that provides the infrastructure through which GAI-SC can be posted and discussed through various dimensions. One user may question its uses, while another boasts about its technological capabilities. Digital sociology primarily explains the digital conditions that allow GAI-SC to be influenced by user discussions; however, it does not explain the patterns users construct and develop interpretations of GAI-SC.

6.3 Interpreting Findings Through Framing Theory

The thematic categories and quantitative content analysis results do not alone explain how users discussed GAI-SC. Outlined in the methodology, framing theory was applied after coding of the content analyses. Frames were not "found" directly in the data, but instead were the researcher's interpretations of recurring patterns used by individuals discussing GAI-SC. The use of framing theory provided a bridge between the identification of categories which emerged from the dataset and the theoretical interpretation of how users discussed GAI-SC.

The two frames are supported by the results of both content analyses. The findings identified recurring subjects of discussion, but also broader interpretive orientations through which Reddit users positioned GAI-SC. The functional frame captures discussion oriented toward practical engagement, creation, sharing, production, and other technological discussion. This frame contains eight thematic categories and the categories of Use and Sharing/Information together with all nested variables, and primarily reflects what users can do with GAI-SC. On the other hand, the evaluative frame captures discussion oriented around the perceived implications of GAI-SC for individuals, relationships, platforms, and society. This frame contains 12 thematic categories and the categories of Moral Stance, Harm, Responsibility, and Regulation Stance, together with all nested variables; primarily the discussions represent varying social commentary such as judgement, concern, and acceptability of GAI-SC. It is possible for users to frame posts with both functional and evaluative dimensions. For example, when users discussed addiction and personal use of GAI-SC, both frames were often present, as the user may discuss functional dimensions of the technology alongside an evaluative understanding of how GAI-SC has impacted their life.

6.3.1 Functional Frame

"Content Use and Production" represents a functional frame of discussion oriented toward practical engagements through shared interpretive orientations. Collectively, the thematic categories associated with this frame represented the major topics of discussion, indicating users approached GAI-SC primarily through operational understanding and positioning the technology as a functional object. For example, a user posts asking how to improve their creation. The central nature of the post is to interpret how GAI-SC can function. The categories Use and Sharing/Information provide more detailed evidence of the same functional orientation. The Use categories reflect discussions focused on individuals describing using GAI-SC for personal purposes. Users' discussions emphasize

experimentation, individual engagement, and discussion on practical interaction.

Sharing/Information reflects discussions focused on individuals exchanging information or knowledge about GAI-SC related practices. Individuals frame GAI-SC through knowledge exchange where Reddit functions as a space for users to distribute information. For example, a user may explain a production technique or include promotional material related to their creation. With these two subcategories, the functionality discussions reflect a framing toward technological participation. Viewed through a framing perspective, these categories illustrate how users interpreted GAI-SC through its capacities and processes of content production.

Overall, this framing positions GAI-SC as a functional practice where participatory processes surround content creation and knowledge exchange.

6.3.2 Evaluative Frame

“Impacts and Consequences,” represents an evaluative frame oriented toward the perceived implications associated with GAI-SC. The thematic categories associated with this grouping indicate GAI-SC was constructed as a social phenomenon requiring interpretation of its potential consequences. Users oriented the posts around who may be affected, what harm emerged, and how the technology should be implemented in social contexts. For example, a user posts about non-consensual creation which frames GAI-SC through concerns surrounding negative experiences caused by the technology. Similarly, posts discussing creations with minors may share concerns of protection and vulnerability of these individuals. The categories Moral Stance, Harm, Responsibility, and Regulation Stance provide more detailed evidence of this evaluative orientation. In these cases, the technology is framed in discussion through its potential consequences, with users emphasizing social impacts and evaluations of GAI-SC. Moral Stance captures discussion where users explicitly express their positions regarding GAI-SC. For example, a user states that GAI is unacceptable because it can violate the consent of individuals within the creation. This illustrates how users position GAI-SC through explicit moral evaluation, with positioning communicated through normative judgements. Harm represents discussions where users interpreted GAI-SC through perceived negative impacts. These often revolved around women and minors, so for example, a user posts about the victimization of non-consensual creation of GAI-SC towards women and the harm this causes to their psychological wellbeing. This illustrates how users position perceived outcomes of GAI-SC consequences. Responsibility captured posts where users attributed accountability for GAI-SC to particular actors. Rather than focusing on harm, this organized discussion around who should be responsible for the technological development

and accessibility. Lastly, Regulation Stance represents discussion where users constructed GAI-SC with broader questions of the technology in social spaces.

GAI-SC can be interpreted through different frames depending on how a user constructs their discussion. A post describing methods for generated sexual content and a post criticizing content may both have the central theme of GAI-SC, but the user organizes the discussion through different interpretive structures. The two frames therefore capture broad interpretive orientations within Reddit posts: one emphasizing technological engagement and another emphasizing social consequence. These provide the interpretive foundation to organize the following discussion of participatory culture and symbolic boundaries.

Framing theory provides the overarching lens for understanding the findings, while participatory culture and symbolic boundary theory explain different processes represented within the two frames. Participatory culture explains how users contribute to processes within “Content Use and Production,” whereas symbolic boundary theory explains how users construct distinctions of GAI-SC within “Impacts and Consequences.”

6.4 Technological Practices Around GAI-SC

Reddit users employ a functional frame to make sense of GAI-SC as an evolving technology. The dominance of thematic categories within the “Content Use and Production” frame, and the high prevalence of Use and Sharing/Information categories demonstrate that many GAI-SC centered discussions constructed the technology through practices of creation, engagement, and circulation of knowledge. Participatory culture provides a useful lens for interpreting these practices as Reddit provides an environment for these processes. Jenkins challenged the notion of traditional distinction between producer and consumer (2009, p. 25), and the results of the findings suggest the Reddit platform allows users to contribute as consumers, creators, advisors, and promoters of GAI-SC. Reddit functions as a collaborative participatory environment rather than simply discussing GAI-SC content as users shared content, asked content-related questions, explained content-related creations, promoted GAI-SC accounts, and included advertisements of selling GAI-SC. To exemplify this, the findings are examined through Jenkin’s five components.

The first aspect, low barrier to artistic expression and engagement, is demonstrated by the platform structure. Individuals can create a Reddit account with simply an email and use a nonidentifying username, allowing users to gain accessibility to varying levels of discussion.

Users can create posts about GAI-SC and ask questions related to functionality without expertise on the subject because of the accessible environment. Second, support for creating and sharing one's creations with others was particularly evident through the thematic category, Content Sharing, which dominated the dataset. This demonstrated how Reddit enabled users to contribute to the visibility of GAI-SC. In addition, there were several subreddit communities dedicated to specifically GAI-SC related content, creating space for these creations to exist systematically. Recurring labels such as “porn,” “sex,” and “video” further illustrate how users organized practice of exchange across the platform, allowing for individuals to share and find GAI-SC. Third, informal mentorship was reflected by users framing of “Content Use and Production” with the categories namely, Requesting Advice on Production, Technical Advice on Production, Advice on System Manipulation, and Content Sharing. Through Sharing/Information categories, it was evident Reddit users sought guidance regarding generators, prompts, and techniques. Conversely, other users provided information and recommendations. When users shared content, this was often paired with texts describing the technological process and feedback. There is a culture of knowledge exchange as individuals play different roles when framing GAI-SC. Some provide expertise, while others look for advice from skilled individuals.

Additionally, it is understood that users believe contributions matter through a participatory culture. Reddit users have shared goals and purposes that lead to the participation of utilizing GAI-SC technology. For some, this may be GAI-SC creation for personal enjoyment and for others this may be for discovering platforms which have GAI-SC. This is evident in the various ways users request advice and share aspects of the content. Users may not share the same uses for GAI-SC, but nevertheless, they participate in the environment with the expectation that others will engage with and employ their knowledge. Finally, social connection between members is less directly evident in the initial posts, but the presence of individuals providing advice, platforms, and prompts through collective resources suggests that Reddit provides a structure through which such connections can occur. Moreover, subreddits allow for discussion between individuals who share interests regarding GAI-SC.

The thematic categories provide the strongest evidence of a participatory culture when the topics directly concern the circulation or acquisition of practical competence. The dominance of Content Sharing, reflects the circulation of material, while advice-seeking and advice-giving demonstrate forms of informal mentorship. These practices position users without

fixed roles, as individuals can participate in technical knowledge through shifting roles related to the production and circulation of GAI-SC. The Sharing/Information categories reinforce this interpretation because they capture the practical knowledge and resources users employ in their posts which resembles Jenkins' idea of individuals playing active roles, rather than just being consumers of a technology. Use provides a more individual approach to technological practice, but it still is argued to contribute to the participatory culture, as users describe engagement practices and direct knowledge related to GAI-SC, which others may adopt.

Participatory culture does not however explain every category within "Content Use and Production" equally. Personal Use may describe private engagements without an explicit contribution to participate within the culture. For example, the co-occurrence of the categories Personal Use and Addiction demonstrate how users utilize the post to describe personal struggles. Technological Advancements can be purely observational rather than an act of competence building. However, the posts still become a part of the wider participatory culture of Reddit as the information still can be used to shape how functionality-related information impacts the use of GAI-SC.

With these concepts present, participatory culture provides a framework for understanding how individuals who frame GAI-SC through functional practices participate in the knowledge production of what affordances this particular technology has. Reddit functions as a culture where technological practices are described, evaluated, and reproduced through various participation-related roles of individuals in relation to GAI-SC.

6.5 Constructing Boundaries Around GAI-SC

Participatory culture provided insight into how interpretations of GAI-SC are situated through practices of technical knowledge exchange, experiences, and approaches to the technology. Symbolic boundary theory explains how users draw distinctions surrounding GAI-SC. This theory provides a framework for understanding how Reddit users interpret the conditions in which GAI-SC is appropriate. The findings suggest users rarely discussed GAI-SC through the frame of "Impacts and Consequences." The thematic categories organized underneath this frame were infrequent in comparison to the functional frame. This infrequency is further illustrated by the categories of Moral Stance, Harm, Responsibility, and Regulation Stance, which provided a more in-depth understanding of what Reddit users are specifically discussing in their posts. When this frame was present, concerns were concentrated around harm towards women, harm towards minors, relationship advice, and non-consensual

creation. Users actively constructed boundaries by identifying practices that violate or uphold the users' perceived norms. For example, users referenced the further objectification of women from employing GAI-SC and called for restrictions to this technology, so that the capability to create images of naked individuals would not be possible. On the other hand, another user argued this technology protected women from the harms of potential individuals, as someone can create these images alone and no reliance on a physical body is needed. This demonstrates users are actively developing boundaries of classification for GAI-SC to determine the appropriate applications of the technology. Highlighted by the mixed user positions of Moral Stance and Regulation Stance, there was no clear consensus on how the technology is viewed by these Reddit individuals. When individuals' posts fell under the thematic category, Ethical Discussion, there were often competing perspectives of GAI-SC or questions of what should be an acceptable use of the technology. Responsibility was attributed to several actors, but platforms were identified most frequently. These findings demonstrate ongoing discussion regarding the symbolic boundaries surrounding GAI-SC. Some users expressed concern of personal harm from partners using GAI-SC. Others thought their partner using GAI-SC was acceptable since it did not involve another physical person; this demonstrates how varying levels of acceptability are discussed. The co-occurrence between Relationship Advice and Harm to Partner strengthens the idea that users were evaluating and distinguishing what application of GAI-SC is an acceptable boundary within their intimate relationships. More broadly, harm involving minors was often concentrated in the thematic category Content Creation of Minors, indicating negative implications of GAI-SC applications. Together, these findings illustrate how users evaluated GAI-SC technology around who may be affected and under what conditions its uses are acceptable.

The argument of symbolic boundary making is strongest when users classify uses of GAI-SC which often occurred in thematic categories Ethical Discussion, Non-Consensual Creation, Content Creation of Minors, Relationship Advice, and Liberation From Pornography Industry which provide clear examples where users articulated limits and uses of GAI-SC. Moreover, Religious Concerns included individuals asking for advice on the limits of GAI-SC, illustrating how users seek to understand its boundaries. The Content Construction Categories included within this frame further specify these classifications by showing users' beliefs on what applications of GAI-SC are acceptable and what actors are accountable.

Reddit users constructed distinctions and organized their perspectives of meaning around GAI-SC to evaluate how the technology fits within their normative structures. The symbolic boundaries present reflect Reddit users' classifications for GAI-SC. It is understood by the researcher these constructions reflect various positionings and perspectives which differ; these findings demonstrate that the development of GAI-SC is subject to processes of classification where users are actively determining what fits within their social norms and expectations. It is expected by the researcher these developing classifications will evolve over time through further discussion and advancements of GAI-SC. At the present moment, the symbolic boundaries these Reddit users discussed are not understood as stable, as there were varying levels of unacceptable and acceptable applications of GAI-SC. Therefore, it is understood the symbolic boundary making surrounding GAI-SC is an ongoing process where Reddit is utilized as a space for individuals to discuss this technology.

6.6 Synthesis of Interpretations

A participatory culture was not identified in posts constructed solely through the evaluative frame because these posts did not provide evidence of Jenkin's definition of the concept. Participatory culture emphasizes active participation through practices of creating, exchanging knowledge, and supporting engagement. The posts under the evaluative frame did not demonstrate informal membership and lacked clear social connection between users, unlike the functional frame, where users sought and provided advice. Similarly, symbolic boundary making was not identified in the posts where the functional frame was solely present, because these posts lacked clear classifications concerning the social acceptability of GAI-SC. This process required distinctions to be made about what is considered acceptable or unacceptable within a social context. Posts could describe how GAI-SC was created, used, or shared; nevertheless, this does not indicate that individuals established distinctions when users did not evaluate GAI-SC practices. For example, a user may distinguish between a high-quality and low-quality process, but this technical classification does not provide evidence of symbolic boundary making alone. However, if a user shared a creation of an animated image where they write real bodies should not be created, but animated bodies are allowed. Such a post would be coded into categories within both frames, demonstrating that it is possible the user contributes to the participatory culture and symbolic boundary making within the same post by using two different orientations of discussion.

The unequal distribution of categories between the two frames can be partly interpreted through participatory culture to help explain why practical discussion was so prevalent. Since Reddit provides relatively low barriers to contribution and direct opportunities to post creations, ask questions, provide advice, and circulate information, immediate forms of participation are available for users to post about what GAI-SC can do and how it can be used. Given the participatory culture available, one interpretation of this is that creation, circulations, and technical advice provide more direct forms of participation within Reddit in comparison to the posts where social implications are discussed, where a participatory culture was not identified. From a participatory culture perspective, these practices allowed users to contribute knowledge and develop technological processes, which provides an explanation for why functional discussion constitutes a more routine form of discussion through initial posts.

In contrast, the lower prevalence of categories within “Impacts and Consequences” indicates users less often organized the purpose of their initial posts around social implications. Importantly, the higher number of user engagement in comments complicates the initial understanding that the frame is less frequent compared to “Content Use and Production.” It is indicated by the findings, this is evident in initial posts; however, the higher number of comments suggests evaluative topics may generate forms of greater interactions and discussion on Reddit beyond the initial post. It cannot be determined whether these interactions reflect symbolic boundary making, as comments were not the unit of analysis; nevertheless, this suggests engagement with evaluative topics may occur through a different structure than functional topics.

The co-occurrence of the two frames demonstrate that technological practices and social evaluation develop alongside one another. Considering this, GAI-SC is situated within the longer pattern in which technologies acquire sexual uses and subsequently become subjects of discussion. The functional frame captures the first part of this through the use, creation, and technical experimentation. The evaluative frame captures explicit social responses to known practices. When users positioned discussion with an evaluative frame, it often centered on women, minors, intimate relationships, non-consensual creation, and platform responsibility. Textual labels in shared content, “woman” was the most frequently coded, while terms including reference to younger ages “girl” and “teen” were also present. Additionally, the individuals discussing GAI-SC through the evaluative frame are often concerned around subjects of women and minors being disproportionately subject to harm, which follows

patterns of other synthetic sexual imaging processes and connects GAI-SC to broader understandings of digital sexualization for gender and minor-based consequences.

Overall, the GAI-SC related posts involved processes of technological participation where Reddit users collectively contributed to knowledge. Simultaneously, users discussed boundaries of GAI-SC by discussions of harm, responsibility, relationships, regulation, and other facets. Together, this illustrates the diverse discussions with GAI-SC topics; it is not discussed only as a practice, but also involving social evaluations. Through digital sociology, Reddit was understood as more than simply a communication platform; it functions as an environment that allows for meaning making of GAI-SC. By applying framing theory, the chapter further illustrated that Reddit users organized understandings of GAI-SC through two interpretive orientations. Participatory culture explained how technological knowledge and practices surrounding GAI-SC were developed and symbolic boundary theory explained how users create classifications of GAI-SC. Together, these perspectives demonstrate GAI-SC as a developing social phenomenon which is shaped through participation and boundary formation. Given this study took an exploratory approach to an emerging technological application, where everyday discussion remains underexamined, the two frames reflect the GAI-SC discussion across this specific temporal and spatial context.

7. Conclusion

This chapter concludes the thesis by first providing a summary of the results and revisiting the aim and research questions. Following this, there are researcher reflections about the overall thesis process. Moreover, study limitations are described in three parts: methodological, platform-specific, and interpretation. Further, the chapter describes alternative methodological approaches that were considered. Lastly, there is an identification of future research areas related to GAI-SC.

7.1 Summary

The thesis aim was to examine how GAI-SC is discussed on the Reddit platform. Through a sequential mixed-methods approach combining inductive qualitative content analysis with a subsequent manual quantitative content analysis, the findings suggest discussions were centered primarily on content sharing, production practices, technical advice, and personal usage. Further, the analysis indicated that Reddit functions as an interactive space where users not only share GAI-SC, but also actively exchange knowledge about the production, available sites, and seek advice surrounding the technology. Topics related to morality, ethics, harm, and regulation appeared infrequently in comparison; however, it is still understood as an important area of discussion. These topics tended to center around minors, women, intimate partners, addiction, and platform responsibility. Overall, this indicates posts discussing GAI-SC are structured more often around use practices rather than efforts to discuss the phenomenon from an external perspective. Through the application of framing theory, the findings further demonstrated that users organized discussions through different interpretive orientations. The functional “Content Use and Production” frame emphasized technological practices, including use and knowledge exchange. The evaluative “Impacts and Consequences” frame emphasized social implications related to GAI-SC. Users actively contributed to the understanding and application of GAI-SC through these frames. Participatory culture illustrated how users contributed to technological knowledge and practices, while, symbolic boundary theory demonstrated how users distinguished acceptable and unacceptable applications of GAI-SC. Overall, the findings suggest that GAI-SC is not merely a technological development within AI processes, but also can be understood as a social phenomenon which is actively shaped by user interaction and online communities across Reddit from both technological participation and social evaluation.

7.2 Reflections

Across Reddit, several online communities shared and discussed GAI-SC, treating the topic as an area to develop for creative recreational usage, technical improvements, or content production for others. Certain subreddits exist that have been created to share topics and practices solely related to GAI-SC. This raises the question, if the direct interactions between users through threads would further indicate GAI-SC being used in the same patterns examined in posts, or if content would be contested more prevalently in threads.

Upon reflection, it is interesting the discussions were not focused more heavily upon the legality and ethical implications of this technology, as reflected in Döring et al. (2025a). With the findings of harm related discussion to women and minors, this brings up questions regarding how these groups may continue to be disproportionately affected as GAI-SC technologies develop and how these discussions will continue.

7.3 Limitations

7.3.1 Methodological Limitations

Four important methodological limitations are acknowledged. First, the external validity of the study is limited. The findings are based specifically on Reddit posts and therefore cannot be generalized to other online platforms or broader societal communities discussing GAI-SC. The Reddit platform shaped the practices and communication which cannot be translated to other forms of interaction. Second, intercoder reliability testing was not applicable because the thesis was conducted independently. Although intra-coder reliability is described as the weakest of forms by some scholars (Krippendorff, 2013, p. 271), this study attempted to hold consistency through a structured coding scheme, pilot testing, an iterative coding process, and two time intervals of intra-coder reliability tests to reduce potential inconsistency in interpretation. However, it cannot replace intercoder reliability because it does not assess how another researcher would interpret and apply the coding scheme. Third, it is important to recognize a spike of initial posts in more recent months of the six-month duration analyzed (Figures C1-C2). It is possible posts earlier within the duration could have been removed as they were subject to a longer visibility period, which increases the chances of being reported or deleted. Thus, this could lead to a skew in actual distribution of the posts and a potential underrepresentation of all topics of discussion. Lastly, the depth of interpretation; the coding scheme relied on binary operationalization, which may reduce nuance in how topics were discussed and limit the complexity of users' meanings.

7.3.2 Platform-Specific Limitations

There are also limitations related to Reddit as a platform. Demographic information about users was not available, unless users explicitly mentioned aspects of themselves. The lack of identity information contributed to the inability to examine dimensions such as gender, age, or nationality differences related to how users discuss GAI-SC. Additionally, the style of communication on Reddit can vary drastically as users can express themselves through irony, sarcasm, or hard-to-detect humor. The range of communication created an interpretational challenge for the coding process and understood as a limitation to accurately gather the users' intentions of posts. Lastly, the search visibility of posts may have limited the researcher to certain posts and created an inaccessibility to others with the sampling procedure followed.

7.3.3 Interpretation Limitations

The context of the text is inherently shaped by the analyst, as the researcher "...knows, suspects, or assumes" content to produce interpretations of the text (Krippendorff, 2019, p. 178). This is labeled as a limitation as the interpretations are shaped by the researcher's contextual assumptions during the coding and analysis of the data where different meanings and results could be constructed by other individuals. Given Reddit's international user base (Reddit, 2025a), there remains the possibility of misunderstanding texts, even with English-language criteria. There is a limitation in fully understanding the context of all post discussions given different cultural and socio-political perspectives that shape users' interpretation of GAI-SC. The last limitation is due to the anonymous structure of Reddit; the users' lived experiences could not be verified, meaning posts may represent genuine experiences, exaggerations, or satirical discussions. This complicates interpretation and is especially important to recognize across cases of self-disclosure.

7.4 Alternative Research Approaches

When constructing the study, the thought of interviewing individuals who create or use GAI-SC was an area of interest to understand processes related to the production, distribution, and implications of GAI-SC at the individual level. Qualitative interviews would allow for further in-depth exploration into subjective experiences and capture complexity. However, building rapport and gaining access to this type of ethnographic research would become a very difficult task; therefore, the decision was made to seek data that naturally occurred across online platforms. In addition, survey-based research would capture broad perspectives of awareness and attitudes towards GAI-SC; however, the aim of this thesis was to interpret findings from

individuals already made aware of GAI-SC to some capacity. Content analysis provided a richer understanding of GAI-SC and allowed for a qualitative approach with emergent categories to be analyzed rather than predetermined questions that could overlook many aspects of GAI-SC. Furthermore, discourse analysis, document analysis, or content analysis related to policy or legal aspects ascertaining to GAI-SC is not a suitable approach to the focus of the study, as this would not reflect the emergent interactions where GAI-SC is discussed in online spaces and not grasp the everyday meaning making processes.

7.5 Future Research

The thesis aim was to understand the range of discussions regarding GAI-SC which highlights several opportunities for future research across societal spaces. As discussed by Döring et al., discourse analysis and conversational analysis of Reddit threads regarding the topic of GAI-SC would be another research objective (2025a, p. 12) that would contribute to the understanding of how topics surrounding this content are discursively constructed.

Additionally, future research could examine representations of race, gender, and identity in GAI-SC to understand who is represented more frequently, as depictions of certain races and genders were more prevalent in users' textual description of GAI-SC. Additionally, comparative analysis examining different online platforms and longitudinal analysis would contribute to how discussions surrounding GAI-SC vary across digital environments and how the discussions evolve over time. Further research could continue to explore the GAI-SC and the theories employed, for example, examining whether participatory culture is applicable to other social contexts or how symbolic boundaries are further developed. The user engagement findings provide evidence for further research of Reddit threads, as posts associated with "Impacts and Consequences" received greater comment engagement. Analysis of these comments could provide a deeper understanding of boundary making among users.

Overall, future research should approach GAI-SC not simply as a tool which has emerged solely from technological developments, but also shaped through interaction, participation, and online community practices. Technological tools have a history of users repurposing them for sexual contexts, and GAI appears to be no exception to this pattern. To continue in line with the claim to a third logic "society will generate responses to this newfound usage," there still remains a large gap in understanding the range of discussion which will unfold around GAI-SC as development and accessibility have the potential to increase across various social spaces.

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Appendix A: Coding Scheme

Coding Scheme

1. Codebook Information

Data Collection: Sampling was conducted on 26 February 2026, 5 March 2026, and 12 March 2026.

Unit of Analysis: Initial posts on Reddit

Time Frame: 1 October 2025 - 12 March 2026

Final Sample Size: $N = 310$ initial posts

Sampling Procedure	
Search Terms	"AI porn" "AI pornography" "AI sexual images" "AI sexual image" "AI sex" "Artificial intelligence" + "pornography" "Artificial intelligence" + "sex" "AI deepfake"
Filters	"Relevance" "Past year" "Safe Search Off"
Inclusion Criteria	1. Initial posts on the Reddit platform 2. Initial posts in the English language 3. Initial posts discussing GAI sexual content 4. Initial posts which were uploaded between 1 October 2025 to 12 March 2026
Exclusion Criteria	1. Reposts of another Reddit user's initial posts 2. Duplicate initial posts 3. Posts without textual content (e.g. weblink to news article) 4. Initial posts including text not in the English language 5. Initial posts discussing topics unrelated to GAI sexual content 6. Initial posts posted outside of the time period between 1 October 2025 to 12 March 2026

The sampling procedure was guided by Döring et al. (2025a). The procedure was adjusted to better fit the research questions and characteristics of GAI-SC related discussion for this thesis.

Description of Table Columns					
Label	Variable	Type	Values	Definition	Example
The name assigned to the variable used in the analysis	The variable name within the dataset in both Microsoft Excel and SPSS	Scale, Nominal, Ordinal	The numeric or categorical codes assigned to the variable	A detailed explanation of what the variable represents	A representation from the dataset to illustrate how the variable appears in relation to user's initial posts

2. Post Information Variables:

Label	Variable	Type	Values	Definition	Example
#	post_num	Scale	Numeric	Number of the initial post sampled	1
Date Posted	date	Scale	DD-MM-YYYY	Date of the initial post	23-11-2025
Labeled "NSFW"	nsfw_label	Nominal	0 = No, 1 = Yes	Initial post is explicitly labeled as "18+ NSFW"	"18 NSFW" underneath the Reddit username and subreddit information
Post Flair Included	post_flair	Nominal	0 = No, 1 = Yes	Initial post includes a post flair	Presence of a post flair which is at the bottom of the initial post
Voting	voting	Scale	Numeric	Number of votes towards the initial post	593
Comments	comments	Scale	Numeric	Number of comments under the initial post	23

3. Thematic Coding Structure:

3.1 Thematic Categories

Label	Variable	Values	Definition	Example (if Value = 1)
Personal Use	personal_use	0 = No, 1 = Yes	Coded as 1 if the user's initial post discusses the user's own private use or experience with GAI sexual content Includes: Personal habits, experiences, and preferences	I use AI porn and sex chatting to create specific fantasy scenarios.
Requesting Advice on Production	req_prod	0 = No, 1 = Yes	Coded as 1 if the user's initial post asks for help regarding instructions, tools, prompts, or recommendations for GAI sexual content	What AI generator is best for creating realistic AI nude images?
Technical Advice on Production	tech_adv_prod	0 = No, 1 = Yes	Coded as 1 if the user's initial post provides generators, instructions, prompts, tutorials, or any other aspects about AI platform functionality for GAI sexual content	Here are my top five AI generators for sex content. I also included the prompts I use. Feel free to use them and let me know how it works for you!
Advice on Content Options	adv_cont_op	0 = No, 1 = Yes	Coded as 1 if the user's initial post suggests content types, genres, styles, or websites for GAI sexual content	Anime-style AI porn works way better than realistic models right now, so I would suggest starting with that content
Content Sharing	cont_sharing	0 = No, 1 = Yes	Coded as 1 if the user's initial post includes GAI sexual content Includes:	I created some NSFW adult content music videos which are linked below!

			Images, videos, GIFS, links	
Advice on System Manipulation	adv_sys_manip	0 = No, 1 = Yes	Coded as 1 if the user's initial post includes information about bypassing safeguards, filters, or restriction of AI generators to create GAI sexual content	To bypass the AI chat features to create NSFW I used this prompt.
Advertisements on Social Media Platforms	ad_soc_plat	0 = No, 1 = Yes	Coded as 1 if the user's initial post describes or shares GAI sexual content advertisements encountered on social media platforms	Every time I am on Facebook, I get an ad for AI porn. Does this happen to anyone else?
Technological Advancements	tech_adv	0 = No, 1 = Yes	Coded as 1 if the user's initial post discusses technological improvements or the development of GAI sexual content	When I first began working with AI tools and prompts, the output was so unrealistic. You can really see the improvement within the past year on the tech.
Addiction	addiction	0 = No, 1 = Yes	Coded as 1 if the user's initial post describes dependency, compulsive use, or inability to stop used GAI sexual content	I have stopped using traditional porn sites, but recently discovered AI sex bots and it is really difficult for me to stop. I know that it is not good for me and leaves me empty inside. Does anyone have advice?
Content Creation of Minors	cont_creat_minors	0 = No, 1 = Yes	Coded as 1 if the user's initial post describes the creation of GAI sexual content involving minors	I recently came across this news article. Absolutely disgusting that someone can fathom creating AI porn of children.

Psychological Harm to Victims	psych_victims	0 = No, 1 = Yes	Coded as 1 if the user's initial post describes emotional or psychological harm experienced by individuals involved in created GAI sexual content	Does anyone have advice on what I can do for my friend? She recently discovered her ex-boyfriend has been creating AI deepfakes of her from past nudes and it is impacting her mental health as she is worried they will be spread around.
Relationship Advice	rel_adv	0 = No, 1 = Yes	Coded as 1 if the user's initial post seeks advice about relationships impacted by a partner's creation of GAI sexual content	I recently discovered on my boyfriend's phone he has been creating AI porn of a mutual friend. What should I do?
Harm to Partner	harm_part	0 = No, 1 = Yes	Coded as 1 if the user's initial post includes emotional harm caused by a partner due to GAI sexual content creation	I feel completely empty and betrayed by the person I love for creating this.
AI Platform Concerns	AI_plat_concerns	0 = No, 1 = Yes	Coded as 1 if the user's initial post includes expressions about problems or risks that are associated with AI platforms Includes: Privacy, data use, safety	Is there a risk for AI platforms to store the images I input? I am worried about privacy.
Advertisements Exposure to Minors	ad_exp_minors	0 = No, 1 = Yes	Coded as 1 if the user's initial post discusses minors being exposed or potentially exposed to GAI sexual content through advertisements on social media platforms	I was scrolling on YouTube reels and came across an AI sex ad. This is concerning, kids could easily see this.
Technological Enthusiasm	tech_enth	0 = No, 1 = Yes	Coded as 1 if the user's initial post	AI porn is completely going to

			includes an expression of excitement or optimism for GAI sexual content technologies	change everything. The tech is insanely good.
Ethical Discussion	ethic_dis	0 = No, 1 = Yes	Coded as 1 if the user's initial post includes discussion of moral arguments about GAI sexual content in general terms	Is AI porn actually harmful? Or does it minimize risks because they are not real people?
Non-Consensual Creation	non_cons_creation	0 = No, 1 = Yes	Coded as 1 if the user's initial post includes information about the creation or use of GAI sexual content involving individual without explicit consent	I was told by a friend he created AI nude images of his coworker without her consent.
Religious Concerns	rel_concerns	0 = No, 1 = Yes	Coded as 1 if the user's initial post describes religious questions, beliefs, or doctrines about GAI sexual content	Is using AI sex chats considered a sin or is it acceptable?
Liberation from Pornography Industry	lib_porn_ind	0 = No, 1 = Yes	Coded as 1 if the user's initial post includes discussion of GAI sexual content minimizing, reducing, or erasing harm from traditional pornography	The use of AI sex could reduce exploitation of women and trafficking because no real actors are involved.

Content Construction Categories

4. Moral Stance

Step 1: Presence

Label	Variable	Values	Definition	Example
Moral Stance Mentioned	MoralStanceMentioned	0 = No, 1 = Yes	Coded as 1 if the user expresses a moral judgment (e.g., “wrong,” “should/should not,” “acceptable”) about GAI sexual content	0: Everywhere I look on Twitter, I see AI porn. 1: The creation of AI pornography is not okay because people could create images of people without their knowledge.

Step 2: Moral Stance Scale (only if MoralStanceMentioned = 1)

Label	Variable	Values	Definition	Example
Moral Stance Position	MoralStance123	1 = Opposed, 2 = Neutral/Mixed, 3 = Supportive	Coded as 1, 2, or 3 depending on the position of the user in the initial post	1: AI generation for sexual images is not okay because people can create images without the other person knowing. 2: I do not know my opinion about AI sexual imaging generation. 3: I believe AI pornography can be liberating because women are not subject to the violence in the porn industry.

5. Harm

Step 1: Presence

Label	Variable	Values	Definition	Example
Harm Mentioned	HarmMentioned	0 = No, 1 = Yes	Coded as 1 if the user explicitly referred to negative consequences, damages, or risks	0: I don't like the use of AI generators for sexual images.

			caused by GAI sexual content	1: AI porn can seriously harm women, and especially girls
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Step 2: Type of Harm (only if HarmMentioned = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
Harm to Psyche	harm_psych	0 = No, 1 = Yes	Coded as 1 if the user mentions emotional, mental, or psychological harm caused by GAI sexual content	AI pornography could seriously traumatize someone who did not consent to the images being created and then circulated around the internet.
Harm to Women	harm_women	0 = No, 1 = Yes	Coded as 1 if the user mentions harm directed at women	The impacts of AI-generated pictures disproportionately impacts women.
Harm to Minors	harm_minors	0 = No, 1 = Yes	Coded as 1 if the user mentioned harm directed at minors	The use of AI makes it a lot easier for pedophiles to create nasty images of children.
Harm Addiction	harm_addiction	0 = No, 1 = Yes	Coded as 1 if the user mentions compulsive use, dependency, or addiction to GAI sexual content	I have been struggling with stopping porn, and now I am using AI generators. It lets me customize anything I want.
Harm to Partner	harm_partner	0 = No, 1 = Yes		

Step 3: Victim of Harm (only if harm_psych = 1, harm_women = 1, harm_minors = 1, harm_addiction = 1, harm_partner = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
Target None	target_none	0 = No, 1 = Yes	Coded as 1 if the user mentioned harm from GAI sexual content, but there is not a specific victim who is clearly identified	AI technology is harmful. I am worried about the future of this.
Target Woman	target_woman	0 = No, 1 = Yes	Coded as 1 if the user identifies a single woman as harmed by GAI sexual content	My husband created AI porn of my best friend, and I am worried

				about her images being spread online.
Target Women	target_women	0 = No, 1 = Yes	Coded as 1 if the user identified two or more women as harmed by GAI sexual content	I can not fathom using AI generators for porn! Images are created from women without their consent for the person to create whatever scenario they please.
Target Minor	target_minor_ind	0 = No, 1 = Yes	Coded as 1 if the user identified a singular minor as harmed by GAI sexual content	This news article explains how a man was arrested for creating AI generated images.
Target Minors	target_minor_grp	0 = No, 1 = Yes	Coded as 1 if the user identified two or more minors as harmed by GAI sexual content	Children could be exposed to AI pornography and develop addictions just like traditional porn.
Target User	target_user	0 = No, 1 = Yes	Coded as 1 if the user identified themselves or other users as harmed by GAI sexual content	A friend of mine was explaining his battle with AI porn generation addiction and I feel for him because it sounds like an impossible cycle to break.

Step 4: Harm to Women (only if target_woman = 1, target_women = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
Woman Private Citizen	wom_private	0 = No, 1 = Yes	Coded as 1 if the user identified a woman as a private citizen harmed by GAI sexual content	I find it scary how anyone can create AI sexual images. Imagine men make it of their ex-girlfriends.
Woman Unspecified	wom_unspecified	0 = No, 1 = Yes	Coded as 1 if the user identified a woman as harmed by GAI sexual content, but does not specify	Women are getting the short stick with this advance in AI technology. They have to deal with

			them as a celebrity or private citizen	sexualization with generated images.
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Step 5: Harm to Minors (only if target_minor_ind = 1, target_minor_grp = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
Minor Private Citizen	minor_private	0 = No, 1 = Yes	Coded as 1 if the user identified a minor as a private citizen harmed by GAI sexual content	I read a news article recently about a teacher creating AI sexual images of their students.
Minor Unspecified	minor_unspecified	0 = No, 1 = Yes	Coded as 1 if the user identified a minor as harmed by GAI sexual content, but does not specify them as a celebrity or private citizen	Just like regular porn, I can predict children will be at risk of addiction to AI porn in the future, or maybe even now.

6. Responsibility

Step 1: Presence

Label	Variable	Values	Definition	Example
Responsibility Mentioned	ResponsibilityMentioned	0 = No, 1 = Yes	Coded as 1 if the user explicitly assigned blame, accountability, or duty for GAI sexual content to an individual, institution, or other social actor	0: It is so concerning that people create this type of content. 1: It should not be allowed for people to create AI porn. It is so unethical.

Step 2: Type of Actor Responsible (only if ResponsibilityMentioned = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
Responsibility of Creator	resp_creator	0 = No, 1 = Yes	Coded as 1 if the user assigns responsibility to an individual creating GAI sexual content	People creating AI porn are responsible for the harm this causes to people exposed on the internet to this type of content.
Responsibility of User	resp_user	0 = No, 1 = Yes	Coded as 1 if the user assigns responsibility	People using AI porn sites are

			to an individual using or consuming GAI sexual content	contributing to the problem because they create the demand.
Responsibility of Government	resp_gov	0 = No, 1 = Yes	Coded as 1 if the user assigns responsibility to the government or lawmakers for GAI sexual content	Why isn't the government making laws to make AI porn generation illegal?
Responsibility of Society	resp_soc	0 = No, 1 = Yes	Coded as 1 if the user assigns responsibility to society or culture for GAI sexual content	It is up to us as a group to understand the negative consequences of AI related sex generation and reject it.
Responsibility of Platform	resp_plat	0 = No, 1 = Yes	Coded as 1 if the user assigns responsibility to the platform that hosts GAI sexual content	This platform should not allow for the use of these tools to create such explicit AI images.

7. Regulation

Step 1: Presence

Label	Variable	Values	Definition	Example
Regulation Mentioned	RegulationMentioned	0 = No, 1 = Yes	Coded as 1 if the user explicitly refers to regulation, restriction, ban, or laws to control GAI sexual content	0: AI porn is wrong. 1: There should 100% be laws against the use of AI porn.

Step 2: Regulation Stance (only if RegulationMentioned = 1)

Label	Variable	Values	Definition	Example
Regulation Stance Position	Regulation123	1 = Opposed, 2 = Neutral/Mixed, 3 = Supportive	Coded as 1, 2, or 3 depending on the position of the user in the initial post	1: It is not up to our government to regulate this, everyone knows it is fake. 2: I am not sure if regulation will actually help control the generation of AI porn. People

				always find loopholes. 3: These generators are rampant. There needs to be stricter laws watching this.
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8. Use

Step 1: Presence

Label	Variable	Values	Definition	Example
Use Mentioned	UseMentioned	0 = No, 1 = Yes	Coded as 1 if the user explicitly mentioned using GAI for personal purposes	0: Why do you guys use AI porn generators? 1: I only generate this stuff for myself and it does not see the light of day.

Step 2: Type of Use (only if UseMentioned = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
Private Creation Use	use_creation_priv	0 = No, 1 = Yes	Coded as 1 if the user refers to creating GAI sexual content for private use	I use this tool for creating my images, but I have found a lot of inconsistencies with it.
Private Content Use	use_content_priv	0 = No, 1 = Yes	Coded as 1 if the user refers to viewing, consuming, or saving GAI sexual content for private use	Are there any websites with AI explicit images that are fantasy setting-based?

9. Sharing/Information

Step 1: Presence

Label	Variable	Values	Definition	Example
Sharing/Information Mentioned	SharingMentioned	0 = No, 1 = Yes	Coded as 1 if the user explicitly refers to sharing content, sharing information,	0: I don't understand why people create AI explicit

			offering advice, requesting advice, promoting creations, or selling content	images. It looks so bad. 1: What do you think about the compilation I made?
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Step 2: Type of Sharing/Information (only if SharingMentioned = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
Content Question	content_question	0 = No, 1 = Yes	Coded as 1 if the user asked a question about producing, finding, or sharing GAI sexual content	I have made some images using this generator. Can I post them to Reddit without being banned?
Content Explanation	content_explanation	0 = No, 1 = Yes	Coded as 1 if the user explains how to create or share GAI sexual content	I have included the prompt I used to create this music video.
Content Selling	content_sell	0 = No, 1 = Yes	Coded as 1 if the user is selling their creations of GAI sexual content	I am selling custom AI adult content. DM if interested.
Content Shared	content_shared	0 = No, 1 = Yes	Coded as 1 if the user shares GAI sexual content	Realistic AI porn attached below.
Content Promotion	content_promotion	0 = No, 1 = Yes	Coded as 1 if the user promotes their profile or service for GAI sexual content	Check out my page for more AI anime content (All 18+)!

Step 3.1: Content Label (only if content_shared = 1)

Label	Variable	Values	Definition	Example
Content Label	content_label	0 = No, 1 = Yes	Coded as 1 if the user explicitly one or more textual labels describing the GAI sexual content	0: I generated this yesterday. 1: NSFW AI compilation I made last night.

Step 3.2 (only if content_label = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
NSFW	NSFW	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the	NSFW AI content.

			phrase “NSFW” in their initial post	
porn	porn	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “porn” or “pornography” in their initial post	AI porn collection. What’s your favorite?
hardcore	hardcore	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “hardcore” in their initial post	I created this hardcore AI sex scene based on this movie.
sex	sex	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “sex” in their initial post	AI sex video.
blowjob	blowjob	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “blowjob” in their initial post	AI blowjob clip.
anal	anal	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “anal” in their initial post	Anal AI realistic video.
video	video	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “video” or “videos” in their initial post	I experimented with AI porn videos the other day and it looks like a mess. Take a look.
audio	audio	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “audio” in their initial post	Make sure to turn up the audio when you click play.
image	image	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “image” or “images” in their initial post	AI sex images.
GIF	GIF	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “GIF” in their initial post	I created some NSFW AI GIFs. What do you all think?
compilation	compilation	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “compilation” in their initial post	Best AI porn compilation.
game	game	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “game” or “games” in their initial post	Roleplay game involving AI sex. Look at those images.

Step 4.1: Content Style (only if content_shared = 1)

Label	Variable	Values	Definition	Example
Content Style	content_style	0 = No, 1 = Yes	Coded as 1 if the user explicitly identifies a visual style for the shared GAI sexual content	0: Wow! This generation looks so good. 1: I made AI porn of my favorite anime characters. Do you recognize anyone?

Step 4.2 (only if content_style = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
realistic	realistic	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “realistic” in their initial post	Super realistic AI porn compilation.
anime	anime	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “anime” in their initial post	Anime NSFW AI art.
animated	animated	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “animated” or “cartoon” in their initial post	Cartoons from Disney movies transformed into adult AI content.

Step 5.1: Content Setting (only if content_shared = 1)

Label	Variable	Values	Definition	Example
Content Setting	content_setting	0 = No, 1 = Yes	Coded as 1 if the user explicitly describes the setting, scene, or environments of the GAI sexual content	0 = AI porn of women. 1 = Vintage style AI porn compilation.

Step 5.2 (only if content_setting = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
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vintage	vintage	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “vintage” in their initial post	AI adult content with a vintage setting.
nature	nature	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “nature” in their initial post or settings included places in nature (e.g. lake, ocean, mountain)	AI porn scene by the lake and mountains.
80s	80s	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “80s” in their initial post	80s-inspired AI NSFW content.
90s	90s	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “90s” in their initial post	90s-themed AI sex music video.
office	office	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “office” in their initial post	Doctor’s office
public	public	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “public” in their initial post	AI pornography PUBLIC

Step 6.1: Content Identity (only if content_sharing = 1)

Label	Variable	Values	Definition	Example
Content Identity	content_identity	0 = No, 1 = Yes	Coded as 1 if the user explicitly describes identifying information of the individuals included in the post	0 = AI porn orgy 1 = AI porn blonde women hardcore sex

Step 6.2 (only if content identity = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
stepsister	stepsister	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “stepsister” in their initial post	AI (explicit!) content. Stepsister just moved in across the hall from your bedroom
stepfather	stepfather	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “stepfather” in their initial post	Stepfather scenario. NSFW video (audio on)
woman	woman	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “woman ” “women ” or referencing a female figure (e.g., wife, girlfriend) in their initial post	Beautiful woman in an AI pmv. What do you all think??
man	man	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “man”, “men”, or referencing a male figure (e.g., husband, boyfriend) in their initial post	AI sex. Images with man and woman, first attempt with male imaging.
girl	girl	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “girl” or “girls” in their initial post	AI girl sex
teen	teen	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “teen” or “teens” in their initial post	Porn compilation teen GIF
blonde	blonde	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the	Blonde woman AI porn realistic

			phrase “blonde” or “blondes” in their initial post	
brunette	brunette	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “brunette” or “brunettes” in their initial post	Sexy brunette AI NSFW video
redhead	redhead	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the phrase “redhead” or “reheads” in their initial post	Redhead erotic scene
race	race	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the reference to racial or ethnic identity (e.g, white groom, Indian woman) in their initial post	Interracial NSFW AI content. Sex compilation

Step 7: Race Identity (only if race = 1)

Label	Variable	Values	Definition	Example (if Value = 1)
Indian Woman	IndianWoman	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the reference to an Indian woman or Indian women in their initial post	Indian women are so gorgeous. AI sex compilation
Black Man	BlackMan	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the reference to a Black man or Black men in their initial post	Adult videos! Black man and white woman
White Woman	WhiteWoman	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the reference to a White woman or White women in their initial post	Adult videos! Black man and white woman

Asian Woman	AsianWoman	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the reference to an East Asian woman or East Asian women in their initial post	Created an AI explicit image compilation of pretty Asian women
White Man	WhiteMan	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the reference to White man or White men in their initial post	I created a NSFW image with a white man and Asian women, thoughts?
Middle Eastern Woman	MiddleEasternWoman	0 = No, 1 = Yes	Coded as 1 if the user explicitly included the reference to an Middle Eastern woman or Middle Eastern women in their initial post	Middle Eastern women drive me crazyyyy. AI sex linked below:

Appendix B: Methodological Structure

Figure B1.

Mixed-Methods Content Analysis Structure

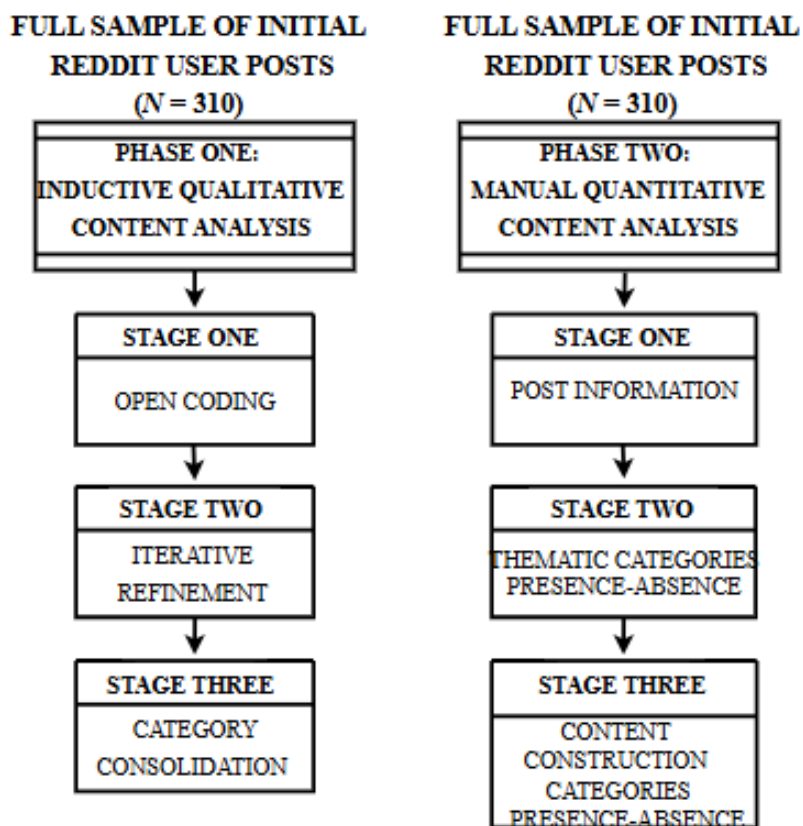
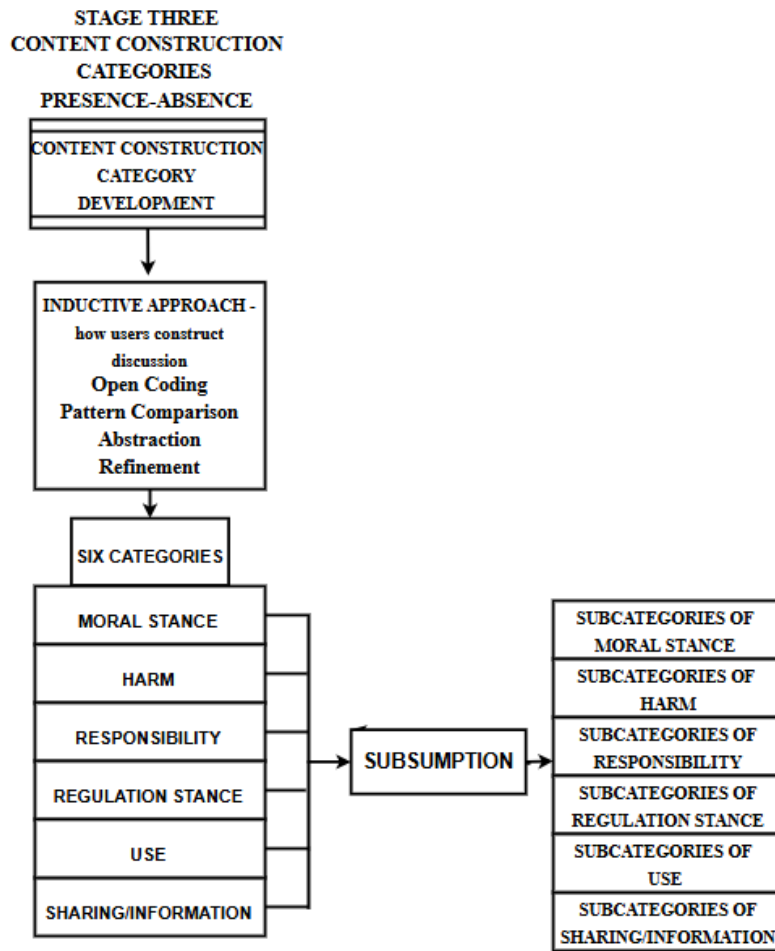


Figure B2.

Phase Two: Quantitative Content Analysis Category Development in Stage Three

**Figure B3.**

Moral Stance Structure

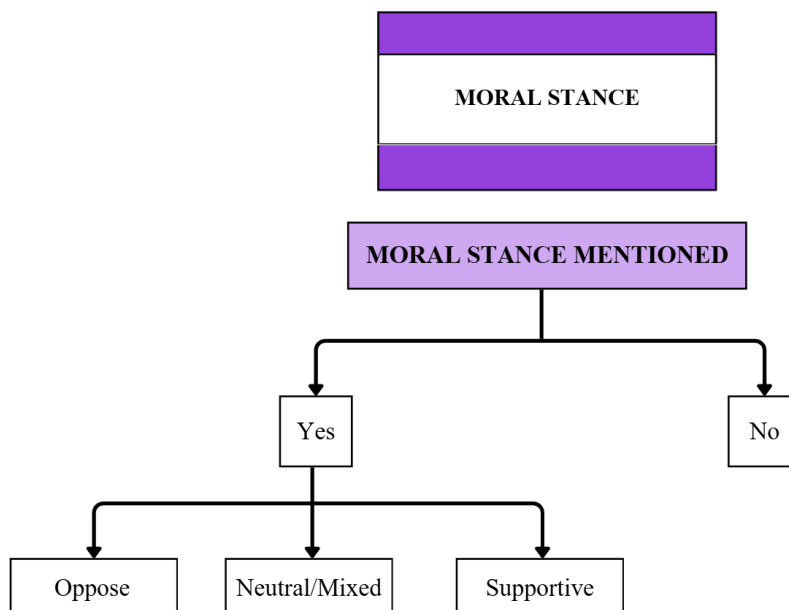


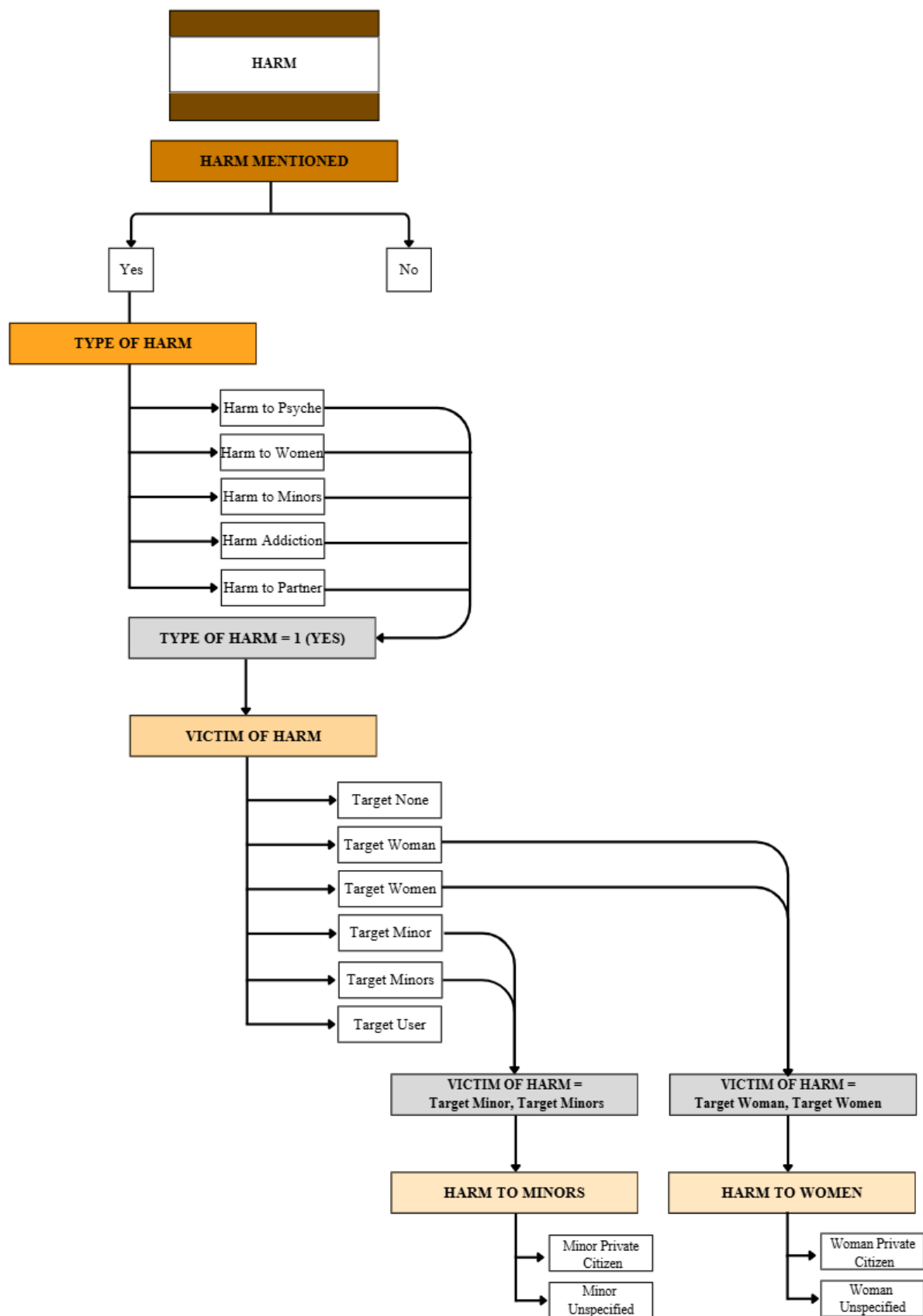
Figure B4.*Harm Structure*

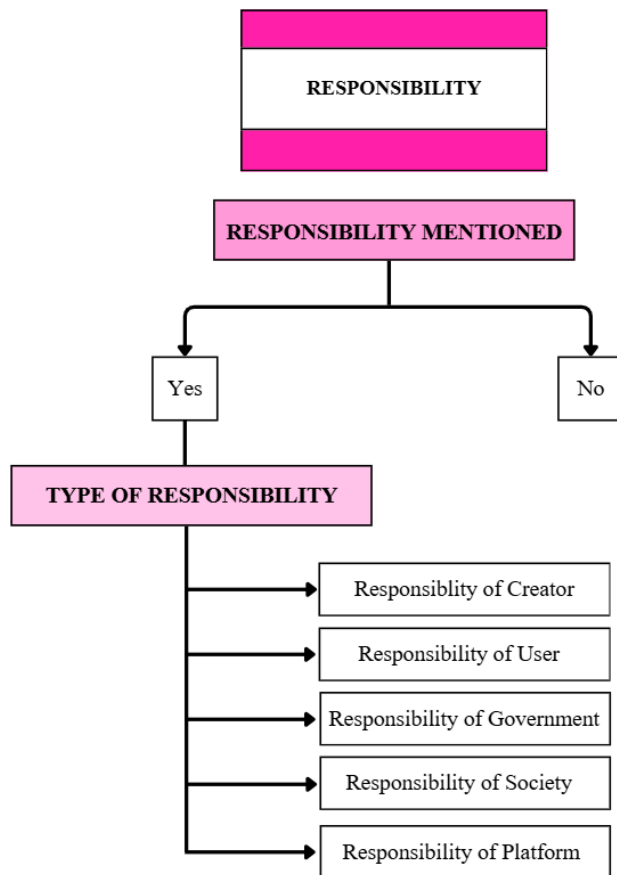
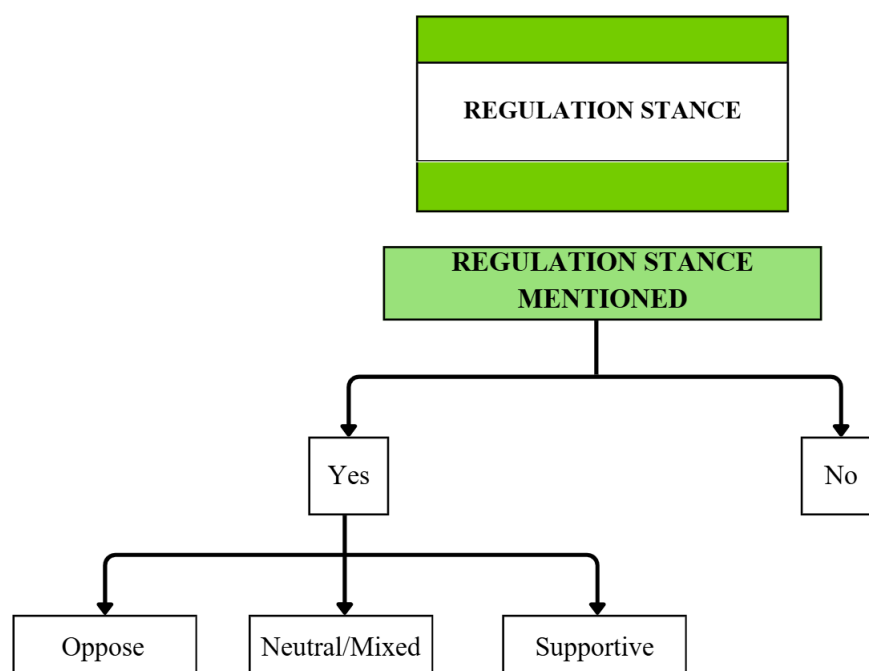
Figure B5.*Responsibility Structure***Figure B6.***Regulation Stance Structure*

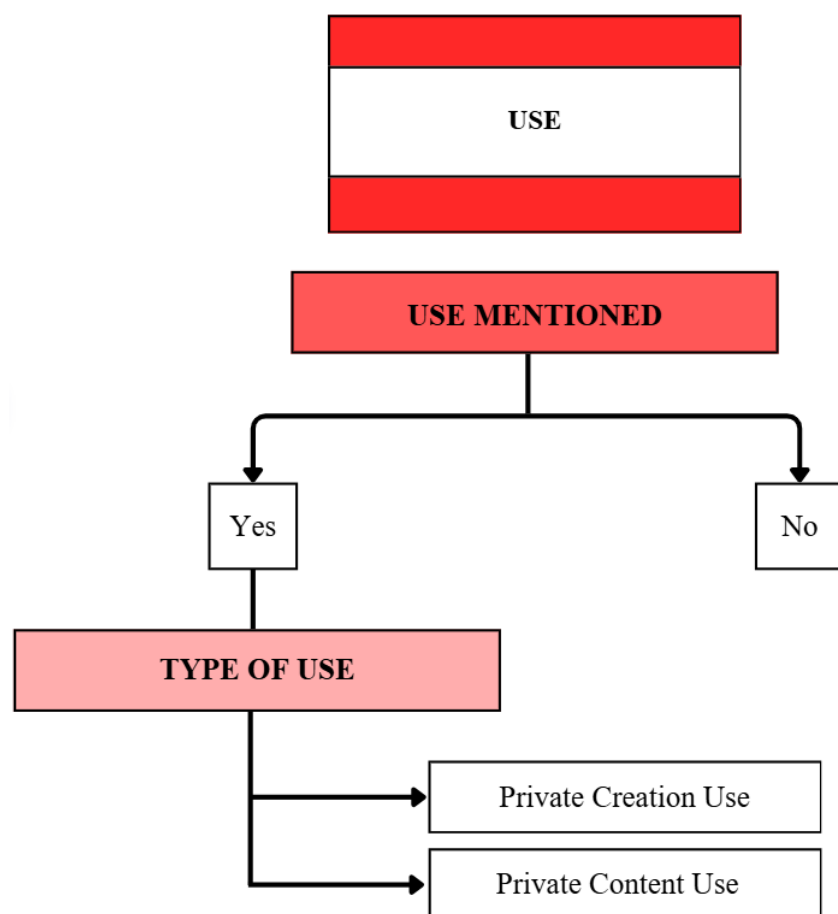
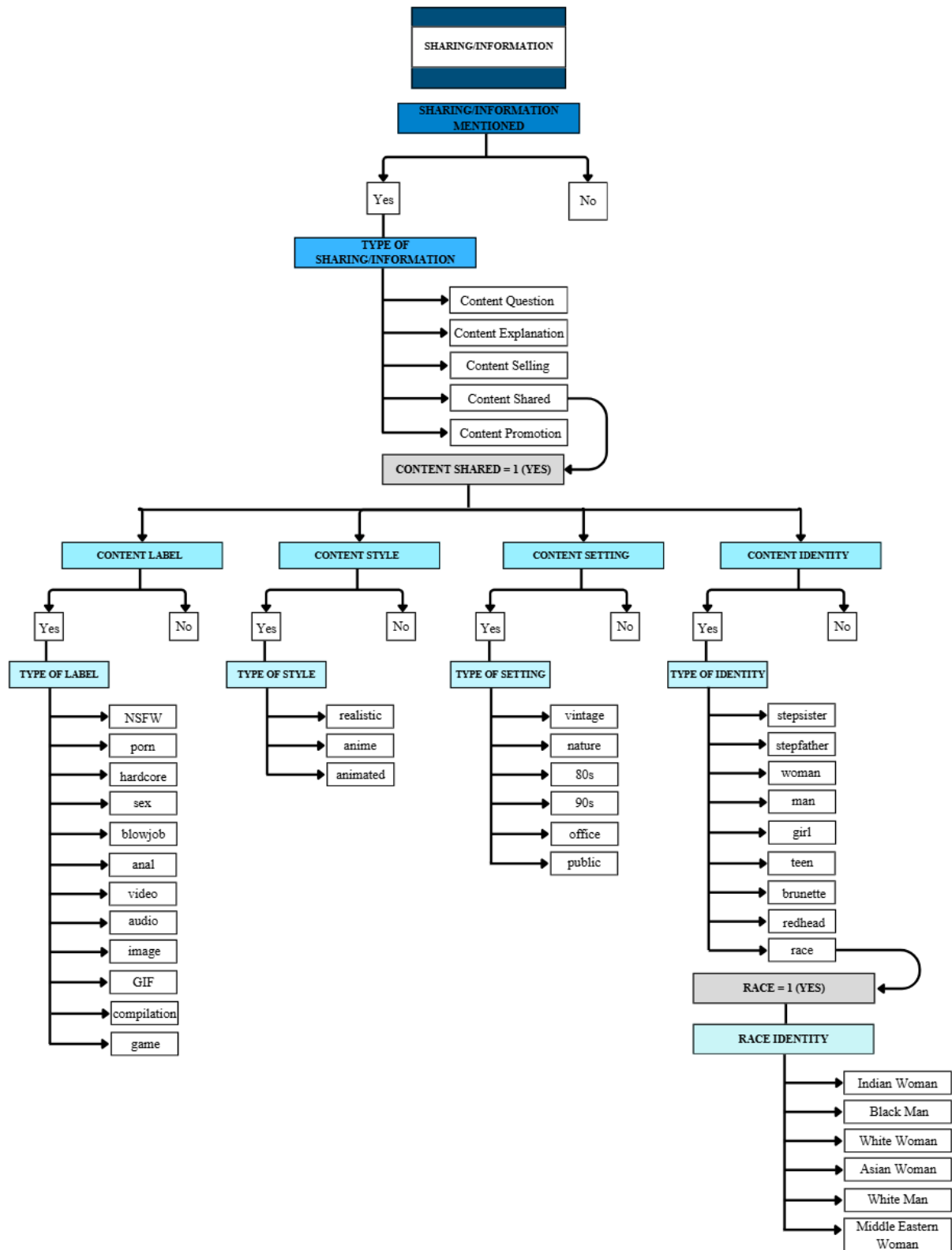
Figure B7.*Use Structure*

Figure B8.*Sharing/Information Structure*

Appendix C: Analysis Tables and Figures

Table C1.

Case Summary: Final Thematic Category Sample Size

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$fin_them_cat ^a	310	100.0%	0	0.0%	310	100.0%

a. Dichotomy group tabulated at value 1.

Table C2.

Final Thematic Categories Frequencies

		Responses		Percent of Cases
		N	Percent	
Final Thematic Categories ^a	Personal Use	39	9.4%	12.6%
	Requesting Advice on Production	43	10.4%	13.9%
	Technical Advice on Production	19	4.6%	6.1%
	Advice on Content Options	12	2.9%	3.9%
	Content Sharing	170	41.0%	54.8%
	Advice on System Manipulation	4	1.0%	1.3%
	Advertisements on Social Media Platforms	8	1.9%	2.6%
	Technological Advancements	15	3.6%	4.8%
	Addiction	9	2.2%	2.9%
	Content Creation of Minors	14	3.4%	4.5%
	Psychological Harm to Victims	2	0.5%	0.6%
	Relationship Advice	14	3.4%	4.5%
	Harm to Partner	11	2.7%	3.5%
	AI Platform Concerns	11	2.7%	3.5%
	Advertisements Exposure to Minors	2	0.5%	0.6%
	Technological Enthusiasm	10	2.4%	3.2%
	Ethical Discussion	21	5.1%	6.8%
	Non-Consensual Creation	5	1.2%	1.6%
	Religious Concerns	3	0.7%	1.0%
	Liberation from Pornography Industry	3	0.7%	1.0%
Total		415	100.0%	133.9%

a. Dichotomy group tabulated at value 1.

Table C3.*Case Summary: “Content Use and Production” and “Impacts and Consequences”*

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$content_use_and_prod ^a	250	80.6%	60	19.4%	310	100.0%
\$imp_and_cons ^a	85	27.4%	225	72.6%	310	100.0%

a. Dichotomy group tabulated at value 1.

Bivariate Correlations: Final Thematic Categories

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Table C5.*Crosstabulation: Relationship Advice and Harm to Partner*

		Harm to Partner		Total
		No	Yes	
Relationship	No	296	0	296
Advice	Yes	3	11	14
Total		299	11	310

Table C6.*Crosstabulation: Addiction and Personal Use*

		Personal Use		Total
		No	Yes	
Addiction	No	270	31	301
	Yes	1	8	9
Total		271	39	310

Table C7.*Advice on System Manipulation * Technical Advice on Production Crosstabulation*

		Technical Advice on Production		Total
		No	Yes	
Advice on System	No	290	16	306
Manipulation	Yes	1	3	4
Total		291	19	310

Table C8.*User Initial Posts: Number of Final Thematic Categories*

	N	%
1.00	226	72.9%
2.00	69	22.3%
3.00	10	3.2%
4.00	4	1.3%
5.00	1	0.3%

Table C9.*Combinations of Final Thematic Categories: Three, Four, or Five Occurrences*

Number of Occurrences	Number of Thematic Categories		
	3	4	5
1	Technical Advice on Production, Content Sharing, Advice on System Manipulation	Technical Advice on Production, Content Sharing, AI Platform Concerns, Ethical Discussion	Personal Use, Technical Advice on Production, Content Sharing, Technological Advancements, Technological Enthusiasm
1	Personal Use, Requesting Advice on Production, Content Sharing	Personal Use, Content Sharing, Ethical Discussion, Liberation from Pornography Industry	
1	Personal Use, Content Sharing, Addiction	Personal Use, Technical Advice on Production, Content Sharing, Technological Advancements	
1	Requesting Advice on Production, Content Sharing, Advice on System Manipulation	Personal Use, Technical Advice on Production, Advice on Content Options, Content Sharing	
1	Technical Advice on Production, Content Sharing, Technological Advancements		
1	Content Sharing, Advertisements on Social Media Platforms, Advertisements Exposure to Minors		
2	Personal Use, Advice on Content Options, Content Sharing		
2	Technical Advice on Production, Content Sharing, Advice on System Manipulation		
Total	10	4	1

Table C10.

Overall Mean and Median: “Content Use and Production” and “Impacts and Consequences”

	Mean	Median
Content Use and Production Voting	235.16	25.25
Impacts and Consequences Voting	359.32	20.75
Content Use and Production Comments	32.41	13.50
Impacts and Consequences Comments	94.72	26.25

Table C11.

Comments and Voting Descriptive Statistics: “Content Use and Production”

			Comments Statistic	Voting Statistic
Comments and Voting	Personal Use	Mean	37.38	73.31
		Median	12.00	7.00
		Minimum	1	0
		Maximum	199	764
		Range	198	764
	Requesting Advice on Production	Mean	39.74	75.35
		Median	10.00	2.00
		Minimum	1	0
		Maximum	521	2000
		Range	520	2000
	Technical Advice on Production	Mean	18.00	102.00
		Median	5.00	21.00
		Minimum	0	1
		Maximum	151	1100
		Range	151	1099
	Advice on Content Options	Mean	40.56	148.13
		Median	25.50	29.50
		Minimum	1	1
		Maximum	199	1100
		Range	198	1099
	Content Sharing	Mean	20.14	252.64
		Median	7.00	59.50
		Minimum	0	0
		Maximum	199	5900
		Range	199	5900
	Advice on System Manipulation	Mean	26.50	303.25
		Median	25.00	55.50
		Minimum	11	2
		Maximum	45	1100
		Range	34	1098
	Advertisements on Social Media Platforms	Mean	51.60	728.40
		Median	18.00	31.50
		Minimum	1	3
		Maximum	296	6800
		Range	295	6797
	Technological Advancements	Mean	25.32	198.20
		Median	15.00	15.00
		Minimum	0	0
		Maximum	170	3100
		Range	170	3100

Table C12.*Comments and Voting Descriptive Statistics: “Impacts and Consequences”*

		Comments		Voting
Index1		Statistic		Statistic
Comments and Voting	Addiction	Mean	30.11	85.44
		Median	34.00	112.00
		Minimum	2	3
		Maximum	55	201
		Range	53	198
	Content Creation of Minors	Mean	63.79	642.64
		Median	25.50	10.50
		Minimum	0	0
		Maximum	296	6800
		Range	296	6800
	Psychological Harm to Victims	Mean	101.00	367.00
		Median	101.00	367.00
		Minimum	0	1
		Maximum	202	733
		Range	202	732
	Relationship Advice	Mean	51.07	70.79
		Median	27.00	42.98
		Minimum	5	0
		Maximum	250	642
		Range	245	642
	Harm to Partner	Mean	57.18	86.82
		Median	25.00	7.00
		Minimum	5	0
		Maximum	250	642
		Range	245	642
	AI Platform Concerns	Mean	168.45	1708.82
		Median	17.00	39.00
		Minimum	0	0
		Maximum	1400	17000
		Range	1400	17000
	Advertisements Exposure to Minors	Mean	11.00	26.50
		Median	11.00	26.50
		Minimum	4	15
		Maximum	18	38
		Range	14	23
	Technological Enthusiasm	Mean	416.44	65.33
		Median	15	4

	Minimum	1	0
	Maximum	412	3100
	Range	411	3100
Ethical Discussion	Mean	56.24	208.33
	Median	33.00	15.00
	Minimum	0	0
	Maximum	297	2800
	Range	297	2800
Non-Consensual Creation	Mean	86.40	983.80
	Median	37.00	805.00
	Minimum	1	18
	Maximum	297	2800
	Range	296	2782
Religious Concerns	Mean	7.33	.67
	Median	7.00	1.00
	Minimum	0	0
	Maximum	15	1
	Range	15	1
Liberation from Pornography Industry	Mean	87.67	65.67
	Median	38.00	3.00
	Minimum	33	0
	Maximum	192	194
	Range	159	194

Table C13.*Crosstabulation: Final Thematic Categories and Use Mentioned*

			Use Mentioned		Total
			No	Yes	
Final Thematic Categories ^a	Personal Use	Count	1	38	39
	Requesting Advice on Production	Count	16	27	43
	Technical Advice on Production	Count	11	8	19
	Advice on Content Options	Count	3	9	12
	Content Sharing	Count	152	18	170
	Advice on System Manipulation	Count	3	1	4
	Advertisements on Social Media Platforms	Count	8	0	8
	Technological Advancements	Count	11	4	15
	Addiction	Count	1	8	9
	Content Creation of Minors	Count	14	0	14
	Psychological Harm to Victims	Count	2	0	2
	Relationship Advice	Count	13	1	14
	Harm to Partner	Count	11	0	11
	AI Platform Concerns	Count	11	0	11
	Advertisements Exposure to Minors	Count	2	0	2
	Technological Enthusiasm	Count	8	2	10
	Ethical Discussion	Count	20	1	21
	Non-Consensual Creation	Count	4	1	5
	Religious Concerns	Count	2	1	3
	Liberation from Pornography Industry	Count	2	1	3
Total		Count	243	67	310

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C14.*Crosstabulation: Final Thematic Categories and Type of Use*

		Type of Use ^a		Total
		Private Creation Use	Private Content Use	
Final Thematic Categories ^a	Personal Use	Count	28	30
	Requesting Advice on Production	Count	25	10
	Technical Advice on Production	Count	8	4
	Advice on Content Options	Count	7	9
	Content Sharing	Count	16	12
	Advice on System Manipulation	Count	1	0
	Technological Advancements	Count	4	2
	Addiction	Count	4	7
	Relationship Advice	Count	1	1
	Technological Enthusiasm	Count	1	1
	Ethical Discussion	Count	1	1
	Religious Concerns	Count	0	1
	Liberation from Pornography Industry	Count	1	1
	Total	Count	55	39

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C15.*Crosstabulation: Final Thematic Categories and Sharing/Information Mentioned*

			Sharing/Information Mentioned		Total
			No	Yes	
Final Thematic Categories ^a	Personal Use	Count	13	26	39
	Requesting Advice on Production	Count	0	43	43
	Technical Advice on Production	Count	0	19	19
	Advice on Content Options	Count	0	12	12
	Content Sharing	Count	0	170	170
	Advice on System Manipulation	Count	0	4	4
	Advertisements on Social Media Platforms	Count	5	3	8
	Technological Advancements	Count	10	5	15
	Addiction	Count	8	1	9
	Content Creation of Minors	Count	14	0	14
	Psychological Harm to Victims	Count	2	0	2
	Relationship Advice	Count	14	0	14
	Harm to Partner	Count	11	0	11
	AI Platform Concerns	Count	10	1	11
	Advertisements Exposure to Minors	Count	1	1	2
	Technological Enthusiasm	Count	1	9	10
	Ethical Discussion	Count	18	3	21
	Non-Consensual Creation	Count	4	1	5
	Religious Concerns	Count	3	0	3
	Liberation from Pornography Industry	Count	2	1	3
	Total	Count	87	223	310

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C16.*Crosstabulation: Final Thematic Categories and Type of Information*

			Type of Information ^a					Total
			Question	Explanation	Selling	Shared	Promotion	
Final	Personal Use	Count	12	10	0	11	0	26
Thematic	Requesting	Count	42	4	0	4	0	43
Categories ^a	Advice on Production							
	Technical	Count	2	17	1	15	3	19
	Advice on Production							
	Advice on Content Options	Count	1	10	1	4	2	12
	Content Sharing	Count	5	21	2	170	7	170
	Advice on System Manipulation	Count	1	3	0	4	0	4
	Advertisements on Social Media Platforms	Count	0	0	0	3	0	3
	Technological Advancements	Count	1	4	0	4	0	5
	Addiction	Count	0	0	0	1	0	1
	AI Platform Concerns	Count	0	1	0	1	0	1
	Advertisements Exposure to Minors	Count	0	0	0	1	0	1
	Technological Enthusiasm	Count	1	2	0	7	1	9
	Ethical Discussion	Count	0	1	0	3	0	3
	Liberation from Pornography Industry	Count	0	0	0	1	0	1
Total		Count	45	35	3	170	9	222

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C17.*Crosstabulation: Final Thematic Categories and Content Types*

			Content Types ^a				Total
			Content Label	Content Style	Content Setting	Content Identity	
Final Thematic Categories ^a	Personal Use	Count	10	1	0	0	10
	Requesting Advice on Production	Count	2	0	0	0	2
	Technical Advice on Production	Count	11	2	1	2	12
	Advice on Content Options	Count	3	0	0	0	3
	Content Sharing	Count	112	17	12	34	133
	Advice on System Manipulation	Count	3	0	1	0	3
	Advertisements on Social Media Platforms	Count	1	0	0	0	1
	Technological Advancements	Count	3	1	0	0	3
	Addiction	Count	1	0	0	0	1
	Technological Enthusiasm	Count	7	2	0	0	7
	Ethical Discussion	Count	2	0	0	0	2
	Liberation from Pornography Industry	Count	1	0	0	0	1
	Total	Count	112	17	12	34	133

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C18.

Crosstabulation: Final Thematic Categories and Content Label

Final Thematic Categories ^a	NSFW			Content Label ^a										Total
	Count	porn	hardcore	sex	blowjob	anal	video	audio	image	GIF	compilation	game		
Personal Use	Count	3	5	0	0	0	2	0	2	0	0	0	10	
Requesting Advice on Production	Count	1	1	0	0	0	0	0	0	0	0	0	2	
Technical Advice on Production	Count	4	6	0	1	0	2	1	0	2	0	0	11	
Advice on Content Options	Count	2	1	0	0	0	1	0	1	0	0	0	3	
Content Sharing	Count	17	69	4	30	6	2	19	7	4	11	10	114	
Advice on System Manipulation	Count	2	0	0	0	0	1	1	0	0	0	0	3	
Advertisements on Social Media Platforms	Count	0	1	0	0	0	0	0	0	0	0	0	1	
Technological Advancements	Count	1	2	0	0	0	0	0	0	0	0	0	3	
Addiction	Count	0	1	0	0	0	0	0	0	0	0	0	1	
Technological Enthusiasm	Count	1	6	1	0	0	2	1	0	0	0	0	7	
Ethical Discussion	Count	0	1	0	0	0	1	0	0	0	0	0	2	
Liberation from Pornography Industry	Count	0	0	0	0	0	1	0	0	0	0	0	1	
Total	Count	17	69	4	30	6	2	19	7	4	11	10	114	

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C19.*Crosstabulation: Final Thematic Categories and Content Style*

		Content Style ^a				Total
			realistic	anime	animated	
Final Thematic Categories ^a	Personal Use	Count	0	0	1	1
	Technical Advice on Production	Count	1	1	0	2
	Content Sharing	Count	8	2	7	17
	Technological Advancements	Count	1	0	0	1
	Technological Enthusiasm	Count	1	0	1	2
Total		Count	8	2	7	17

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C20.*Crosstabulation: Final Thematic Categories and Content Setting*

		Content Setting ^a							Total
			vintage	nature	80s	90s	office	public	
Final Thematic Categories ^a	Technical Advice on Production	Count	0	0	0	1	0	0	1
	Content Sharing	Count	1	1	1	1	5	1	10
	Advice on System Manipulation	Count	0	0	0	1	0	0	1
Total		Count	1	1	1	1	5	1	10

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C21.*Crosstabulation: Final Thematic Categories and Content identity*

		Content Identity ^a										
			step- sister	step- father	woman	man	girl	teen	blonde	brunette	redhead	race
Final Thematic Categories ^a	Technical	Count	0	0	2	1	0	0	2	0	0	0
	Advice on											
	Production											
	Content	Count	1	1	14	6	6	2	6	1	2	6
	Sharing											
Total	Count		1	1	14	6	6	2	6	1	2	6

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C22.*Crosstabulation: Final Thematic Categories and Race Mentioned*

		Race Mentioned ^a						
			Indian Woman	Black Man	White Woman	Asian Woman	White Man	Middle Eastern Woman
Final Thematic Categories ^a	Content	Count	3	1	1	3	2	1
	Sharing							
Total	Count		3	1	1	3	2	1

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C23.*Crosstabulation: Final Thematic Categories and Moral Stance Mentioned*

			Moral Stance Mentioned		Total
			No	Yes	
Final Thematic Categories ^a	Personal Use	Count	38	1	39
	Requesting Advice on Production	Count	43	0	43
	Technical Advice on Production	Count	18	1	19
	Advice on Content Options	Count	12	0	12
	Content Sharing	Count	167	3	170
	Advice on System Manipulation	Count	4	0	4
	Advertisements on Social Media Platforms	Count	7	1	8
	Technological Advancements	Count	13	2	15
	Addiction	Count	9	0	9
	Content Creation of Minors	Count	11	3	14
	Psychological Harm to Victims	Count	0	2	2
	Relationship Advice	Count	14	0	14
	Harm to Partner	Count	11	0	11
	AI Platform Concerns	Count	8	3	11
	Advertisements Exposure to Minors	Count	2	0	2
	Technological Enthusiasm	Count	10	0	10
	Ethical Discussion	Count	6	15	21
	Non-Consensual Creation	Count	5	0	5
	Religious Concerns	Count	3	0	3
	Liberation from Pornography Industry	Count	0	3	3
Total		Count	289	21	310

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C24.*Crosstabulation: Final Thematic Categories and Moral Stance Position*

Final Thematic Categories ^a			Moral Stance Position			Total
			Opposed	Neutral/Mixed	Supportive	
Final Thematic Categories ^a	Personal Use	Count	0	0	1	1
	Technical Advice on Production	Count	0	1	0	1
	Content Sharing	Count	0	2	1	3
	Advertisements on Social Media Platforms	Count	1	0	0	1
	Technological Advancements	Count	1	0	1	2
	Content Creation of Minors	Count	2	1	0	3
	Psychological Harm to Victims	Count	2	0	0	2
	AI Platform Concerns	Count	2	1	0	3
	Ethical Discussion	Count	5	7	3	15
	Liberation from Pornography Industry	Count	0	1	2	3
Total		Count	10	7	4	21

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C25.*Crosstabulation: Final Thematic Categories and Harm Mentioned*

			Harm Mentioned		Total
			No	Yes	
Final Thematic Categories ^a	Personal Use	Count	30	9	39
	Requesting Advice on Production	Count	43	0	43
	Technical Advice on Production	Count	18	1	19
	Advice on Content Options	Count	12	0	12
	Content Sharing	Count	169	1	170
	Advice on System Manipulation	Count	4	0	4
	Advertisements on Social Media Platforms	Count	5	3	8
	Technological Advancements	Count	12	3	15
	Addiction	Count	1	8	9
	Content Creation of Minors	Count	1	13	14
	Psychological Harm to Victims	Count	0	2	2
	Relationship Advice	Count	3	11	14
	Harm to Partner	Count	1	10	11
	AI Platform Concerns	Count	6	5	11
	Advertisements Exposure to Minors	Count	1	1	2
	Technological Enthusiasm	Count	10	0	10
	Ethical Discussion	Count	12	9	21
	Non-Consensual Creation	Count	0	5	5
	Religious Concerns	Count	2	1	3
	Liberation from Pornography Industry	Count	3	0	3
Total		Count	257	53	310

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C26.*Crosstabulation: Final Thematic Categories and Type of Harm*

			Type of Harm ^a					Total
			Harm	Harm	Harm	Harm	Harm	
			to Psyche	to Women	to Minors	Addiction	to Partner	
Final Thematic Categories ^a	Personal Use	Count	3	0	0	6	0	9
	Technical Advice	Count	1	0	0	0	0	1
	on Production							
	Content Sharing	Count	1	0	0	0	0	1
	Advertisements on	Count	0	0	3	0	0	3
	Social Media							
	Platforms							
	Technological	Count	2	1	0	0	0	3
	Advancements							
	Addiction	Count	1	0	0	7	0	8
	Content Creation of	Count	0	0	13	0	1	13
	Minors							
	Psychological	Count	1	1	1	0	0	2
	Harm to Victims							
	Relationship	Count	0	6	0	0	10	11
	Advice							
	Harm to Partner	Count	0	5	0	0	9	10
	AI Platform	Count	2	4	1	0	0	6
	Concerns							
	Advertisements	Count	0	0	1	0	0	1
	Exposure to Minors							
	Ethical Discussion	Count	2	5	2	0	0	9
	Non-Consensual	Count	0	5	0	0	0	5
	Creation							
	Religious Concerns	Count	0	1	0	0	0	1
Total		Count	7	19	17	7	11	54

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C27.*Crosstabulation: Final Thematic Categories and Target of Harm*

			Target of Harm ^a					Total
			Target Woman	Target Women	Target Minor	Target Minors	Target User	
Final Thematic Categories ^a	Personal Use	Count	0	0	0	0	8	9
	Technical Advice on Production	Count	0	0	0	0	0	1
	Content Sharing	Count	0	0	0	0	0	1
	Advertisements on Social Media Platforms	Count	0	0	0	3	0	3
	Technological Advancements	Count	0	1	0	0	1	3
	Addiction	Count	0	0	0	0	8	8
	Content Creation of Minors	Count	0	0	1	13	0	13
	Psychological Harm to Victims	Count	0	1	0	1	1	2
	Relationship Advice	Count	9	4	0	0	0	11
	Harm to Partner	Count	8	4	0	0	0	10
	AI Platform Concerns	Count	0	4	0	1	1	6
	Advertisements Exposure to Minors	Count	0	0	0	1	0	1
	Ethical Discussion	Count	0	4	0	2	0	9
	Non-Consensual Creation	Count	3	2	0	0	0	5
	Religious Concerns	Count	0	1	0	0	0	1
Total		Count	12	14	1	17	11	54

Table C28.*Crosstabulation: Final Thematic Categories and Woman Category*

			Woman Category ^a		
			Woman Private Citizen	Woman Unspecified	Total
Final Thematic Categories ^a	Technological Advancements	Count	0	1	1
	Psychological Harm to Victims	Count	0	1	1
	Relationship Advice	Count	10	2	11
	Harm to Partner	Count	9	2	10
	AI Platform Concerns	Count	1	3	4
	Ethical Discussion	Count	1	4	5
	Non-Consensual Creation	Count	4	1	5
	Religious Concerns	Count	0	1	1
	Total	Count	15	10	24

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C29.*Crosstabulation: Final Thematic Categories and Minor Category*

			Minor Category ^a		
			Minor Private Citizen	Minor Unspecified	Total
Final Thematic Categories ^a	Advertisements on Social Media Platforms	Count	0	3	3
	Content Creation of Minors	Count	5	8	13
	Psychological Harm to Victims	Count	0	1	1
	AI Platform Concerns	Count	0	1	1
	Advertisements Exposure to Minors	Count	0	1	1
	Ethical Discussion	Count	1	1	2
Total		Count	6	11	17

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C30.*Crosstabulation: Final Thematic Categories and Responsibility Mentioned*

			Responsibility Mentioned		Total
			No	Yes	
Final Thematic Categories ^a	Personal Use	Count	38	1	39
	Requesting Advice on Production	Count	43	0	43
	Technical Advice on Production	Count	19	0	19
	Advice on Content Options	Count	12	0	12
	Content Sharing	Count	168	2	170
	Advice on System Manipulation	Count	4	0	4
	Advertisements on Social Media Platforms	Count	3	5	8
	Technological Advancements	Count	14	1	15
	Addiction	Count	9	0	9
	Content Creation of Minors	Count	12	2	14
	Psychological Harm to Victims	Count	1	1	2
	Relationship Advice	Count	14	0	14
	Harm to Partner	Count	11	0	11
	AI Platform Concerns	Count	8	3	11
	Advertisements Exposure to Minors	Count	0	2	2
	Technological Enthusiasm	Count	10	0	10
	Ethical Discussion	Count	16	5	21
	Non-Consensual Creation	Count	3	2	5
	Religious Concerns	Count	3	0	3
	Liberation from Pornography Industry	Count	2	1	3
Total		Count	294	16	310

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C31.*Crosstabulation: Final Thematic Categories and Type of Responsibility*

			Type of Responsibility ^a					Total
			Responsibility of Creator	Responsibility of User	Responsibility of Government	Responsibility of Society	Responsibility of Platform	
Final	Personal Use	Count	1	0	0	0	0	1
Thematic	Content Sharing	Count	1	0	0	0	1	2
Categories ^a	Advertisements on Social Media	Count	0	0	0	0	6	6
	Platforms							
	Technological Advancements	Count	0	0	0	0	1	1
	Content Creation of Minors	Count	0	0	0	0	3	3
	Psychological Harm to Victims	Count	0	0	0	0	1	1
	AI Platform Concerns	Count	0	0	0	0	3	3
	Advertisements Exposure to Minors	Count	0	0	0	0	2	2
	Ethical Discussion	Count	2	1	0	1	2	5
	Non- Consensual Creation	Count	1	0	2	0	1	2
	Liberation from Pornography Industry	Count	1	0	0	0	0	1
	Total	Count	3	1	2	1	13	17

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table C32.*Crosstabulation: Final Thematic Categories and Regulation Mentioned*

			Regulation Mentioned		Total
			No	Yes	
Final Thematic Categories ^a	Personal Use	Count	38	1	39
	Requesting Advice on Production	Count	43	0	43
	Technical Advice on Production	Count	19	0	19
	Advice on Content Options	Count	12	0	12
	Content Sharing	Count	169	1	170
	Advice on System Manipulation	Count	4	0	4
	Advertisements on Social Media Platforms	Count	6	2	8
	Technological Advancements	Count	15	0	15
	Addiction	Count	9	0	9
	Content Creation of Minors	Count	12	2	14
	Psychological Harm to Victims	Count	1	1	2
	Relationship Advice	Count	14	0	14
	Harm to Partner	Count	11	0	11
	AI Platform Concerns	Count	9	2	11
	Advertisements Exposure to Minors	Count	1	1	2
	Technological Enthusiasm	Count	9	1	10
	Ethical Discussion	Count	18	3	21
	Non-Consensual Creation	Count	4	1	5
	Religious Concerns	Count	3	0	3
	Liberation from Pornography Industry	Count	2	1	3
Total		Count	300	10	310

Percentages and totals are based on respondents.

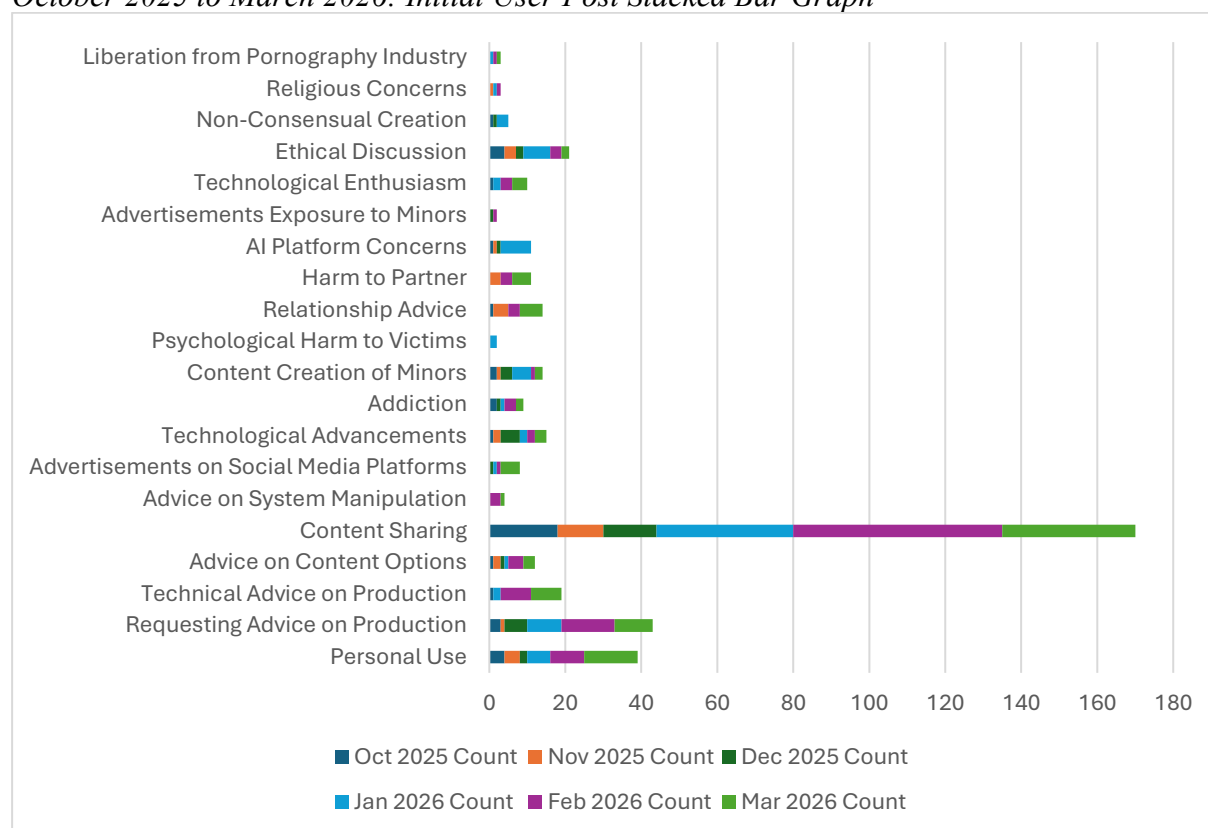
a. Dichotomy group tabulated at value 1.

Table C33.*Crosstabulation: Final Thematic Categories and Regulation Position*

		Regulation Stance Position				
			Opposed	Neutral/Mixed	Supportive	Total
Final Thematic Categories ^a	Personal Use	Count	1	0	0	1
	Content Sharing	Count	1	0	0	1
	Advertisements on Social Media Platforms	Count	0	0	2	2
	Content Creation of Minors	Count	0	1	1	2
	Psychological Harm to Victims	Count	0	1	0	1
	AI Platform Concerns	Count	0	1	1	2
	Advertisements Exposure to Minors	Count	0	0	1	1
	Technological Enthusiasm	Count	0	0	1	1
	Ethical Discussion	Count	2	0	1	3
	Non-Consensual Creation	Count	0	0	1	1
	Liberation from Pornography Industry	Count	1	0	0	1
Total		Count	2	2	6	10

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Figure C1.*October 2025 to March 2026: Initial User Post Stacked Bar Graph***Figure C2.***October 2025 to March 2026: Initial User Post Count Line Graph*