

<http://www.youtube.com/watch?v=p-A8GvUehq4>

<http://www.youtube.com/watch?v=9XDwoK7h8PM>

0:07[applause]

0:07>>Ogi Ogas: Thank you. Shannon told me before that you guys have these talks to get exposed

0:11to new kinds of learning outside your core competency and this is probably about as far

0:15outside your core competency --

0:16[laughter]

0:16as you're gonna get.

0:18So I'm gonna give a talk today about a theory about sexual desire that we describe in our

0:25book A Billion Wicked Thoughts written by me and my co-author Sai Gaddam, he lives in

0:29India so that's why he's not here with me today.

0:32So I'm gonna talk about our theory of sexual desire.

0:36I've always thought the best and most useful scientific theories are ones that explain

0:40diverse phenomena using a single simple theory. For example, atomic theory can explain why

0:46copper is heavier than helium and it also can explain why copper conducts electricity

0:51better than helium. This is why atomic theory's so powerful it explains a diverse phenomena

0:56of electrical conductance in mass than a single theory.

0:58So I'm gonna try to do the same thing today with our theory and show how our theory of

1:02sexual desire explains what are the most popular erotic interests for women and what are the

1:07most popular erotic interests for men.

1:10And this is what we're gonna use --

1:15[laughter]

1:15one of the most popular erotic interests for women is Edward Cullen, the vampire from the

1:18Twilight series of novels by Stephenie Meyer also in the movies. I have the text behind

1:25to emphasis that he's a textual character, a fictional character.

1:27And I'm also gonna explain one of the most erotic, most popular erotic interests for

1:31men which is Shemale Porn. You may or may not be surprised to hear that Shemale Porn

1:36is one of the most popular kinds of erotica for heterosexual men all around the world,

1:42in every country in the world. And it's favored by heterosexual men not gay men, gay men are

1:47not very interested at all in Shemale Porn. Some bisexual men are interested, but it's

1:52definitely dominated by heterosexual men.

1:54So we're gonna explain today how our theory shows, explains why heterosexual women like

1:59Edward Cullen and why heterosexual men like Shemale porn. And at the end you can tell

2:06me if I was successful in persuading you or not.

2:09[laughter]

2:09So who are we and what did we do? We are both, I and my collaborator are both computational

2:14neuroscientists which means we view the mind as software. Researchers in our field try

2:19to figure out the brain software behind higher functions of the brain like language, memory,

2:24and vision.

2:25But we thought we would use the techniques and methods of computational neuroscience

2:29to try to figure out a lower function of the brain, sexual desire, which is something none

2:34of our colleagues had taken a look at yet mainly because it is controversial and political

2:39nature.

2:40And so we set out to try to figure out okay what's the most basic software of the sexual
2:47brain in terms of how it processes sexual desire. To do so we needed data and we
immediately
2:54realized there is a vast, untapped source of data about everyday people's sexual
behaviors
3:00and this is the Internet. It turns out that nobody in the field of sex research had turned
3:06to the Internet yet and tried to use it to understand people's sexual interests and sexual
3:11behaviors.
3:11So we decided to use online data and combine that from findings of neuroscience, animal
3:17studies, psychology experiments, evolutionary theory, combine all these together to try
3:21to come up with a model of sexual desire in men and women's brains.
3:26And you might be surprised to hear that the only systematic study by scientists of people's
3:31sexual desires was done more than a half century ago that's Alfred Kinsey his famous or
notorious
3:36Kinsey Reports. He surveyed about 18,000 people mainly middle aged Caucasians in the
American
3:44Northeast and asked them face to face about their sexual interests. And this is the only
3:49systematic scientific attempt to try to figure out what do men and women actually like,
what
3:53actually turns on men and women.
3:55And as you can imagine most people are not very comfortable sharing their most intimate
3:59private sexual details with a stranger, so until now the only data we've had on what
4:06men and women have liked has been survey data. So online data finally give us an
opportunity
4:11to see what people really are doing behind the anonymity of their laptops and desktops.
4:16[laughter]
4:16And many of you here who are engineers probably already have a very good sense of it.
4:20[laughter]
4:21So we tried to gather as much online data as we could that would reveal something about
4:27people's sexual behaviors.
4:28So gathered Web searches, search histories, we downloaded a million erotic stories, a
4:32half million erotic videos, we looked at online personal ads. OkCupid the online dating site
4:39shared data on about six million users, but that's all anonymous data.
4:44A couple, more than a couple, a number of porn sites were kind enough to share some
4:48of their internal data with us. For example, Porn hub which is, I don't know if it is at
4:52this moment, but it's been the most popular adult video site in the world, they shared
4:56some of their internal data.
4:57One of the most popular porn sites for women shared, Sssh.com, shared their data. So
we
5:03gathered all kinds of data, as much as we could we looked at Website traffic, porn site
5:08subscriptions, the biggest billing company for the porn industry, CCBill, shared some
5:13data with us.
5:14So we tried to gather as much different kind of online data that we could all to try to
5:18figure out what do men and women really like.
5:22[pause]
5:23So as a result of our research we realized that there's something pretty profound about
5:31the basic way that sexual desire works in the brain.
5:34So we're all born with a finite hardwired set of taste cues: sweet, salty, savory, bitter,
5:42and sour we're all born with each of these senses of taste. It's a neural subsystem and
5:48it also has its own evolutionary function. For example, we all have a taste for sweetness,
5:52sweetness detects sugar in our food, and sugar is our source of energy. So there's a
neural
5:58subsystem supporting that sense of sweetness and the reason we like things that are
sweet

6:01sweet is because it helps us identify if there's energy in our food.
6:06It turns out, in analogous fashion, that we're all born with hardwired sexual cues. But
unlike
6:13taste cues men and women share the same taste cues, men and women's sense of
sweetness for
6:17example is pretty much the same. But men and women's sexual cues are very different.
It's
6:23almost as if you gave a man and a woman a peanut brittle and the man might report a
6:29sense of a taste of saltiness and the women might report a taste of sweetness. Men and
6:36women respond to the same stimulus in different ways because they have different cues.
6:43So our goal in our research was to try to identify the full range of biological cues,
6:47and of course some biological cues are heavily shaped by culture, but to identify the full
6:52range of biological sexual cues in men and women.
6:58[pause]
6:59So let me tell you in just a quick overview of the differences between male and female
7:04cues. Male sexual cues are primarily visual , that should come as no surprise to most
7:08people. Female sexual cues are primarily emotional and psychological. Now men do have
psychological
7:14cues but the men's psychological cues are usually quite different than women's
psychological
7:20cues. Another basic difference is most male sexual cues are external, they respond to
7:27what their partner is doing or what their partner looks like.
7:30Female sexual cues are both external, responding to the partner, but internal, they also
have
7:35some internal cues. For example a woman's feeling of safety, if she's hungry, if she
7:41feels desired. Internal feelings and internal physical states affect female sexual arousal,
7:47but very rarely and to a very low extent affect male sexual arousal.
7:52So let me describe some, give you some particular examples of male sexual cues, I'm not
gonna
7:57run through the whole range right now.
7:59Some of the most common and prevalent sexual cues for men are anatomical cues, parts
of
8:06the body. And what we found from our research is that there are four parts of the body that
8:12men are interested in universally, in every country we looked at including preliterate,
8:16unwired countries as well. Four body parts that all heterosexual men are interested in
8:22it's breasts, butts, feet, and the fourth body part was a big surprise to us, something
8:29we completely didn't anticipate. It turns out the fourth body part that heterosexual
8:33men are very interested in looking at is the penis.
8:37[laughter]
8:38Is that bizarre? We had that reaction at first as well.
8:43[laughter]
8:44But the data is pretty overwhelming in this. So men's search for penises almost as often
8:48as they search for vaginas.
8:50If you look at all of the top porn tube sites, these are pornographic sites that are knockoffs
8:55of Youtube, they always have a category for large penis porn. We looked at the top 35,000
9:01most popular adult sites in the world and a thousand of those 35,000 were devoted to
9:06large penises, heterosexual sites with large penises, devoted to men.
9:10Eye tracking studies they showed images of clothed men and clothed women to men and
women,
9:15the men look at the crotch of the men much more often than the women do. Men are
interested
9:22in penises, especially large penises.
9:25[laughter]
9:26Women are not so interested in the penis --

9:29[laughter]

9:29and as Congressman Weiner's recent scandal --

9:33[laughter]

9:35We looked at romance novels and erotic stories. In romance novels, even erotic romance novels,

9:41the penis is rarely just described and when it is described it's usually described in

9:46emotional terms rarely in physical terms. When men write erotic stories they always

9:50spend lavish detail describing the penis --

9:52[laughter]

9:53to the nearest half inch, to the nearest quarter inch --

9:55[laughter]

9:56the length, the girth, the veins, all of it. In male written erotica you'll get every detail

9:59about what the penis looks like. In female erotica rarely is much attention paid to it.

10:05But we did find one exception in romance novels, which I wasn't familiar with 'til I started

10:11this research, when women describe penises in romance novels they often describe it in

10:16terms of the blood, which to me as a man was very strange. The blood coursed through
is

10:20penis, the blood rocketed to his penis, his penis surged with blood. Men do not think

10:25about their penis in terms of the blood inside it, but evidently in romance novels blood

10:29dominates descriptions of the penis.

10:33So these are four body parts, anatomical cues that seem to be, men seem to have a
predisposition,

10:40a biological predisposition to pay attention to these.

10:43It's also interesting, we looked at gay porn and gay erotica as well and gay sexuality,

10:50it turns out for gay men these same four body parts are just as interesting to gay men.

10:55So all gay men universally are interested in the chests, butts, feet, and, of course,

11:01penises as well. So the male sexual brain, gay or straight, seems to be interested in

11:05these four particular body parts. And if we have time afterwards I can explain why it

11:13is that these four particular body parts are so interesting to men.

11:18>>male #1: Where is the vagina in the top ten?

11:21[laughter]

11:21>>Ogi Ogas: The vagina's interesting but we had trouble analyzing with the same
specificity

11:26for two reasons. One is that the most common word for vagina, pussy, is also slang for

11:33a woman in general, so it's hard to distinguish when a man's searching for hot pussy if
he's

11:38searching for that particular body part or for women in general.

11:42And also all pornography shows the vagina in some form, close up or not, so it's very

11:50hard to distinguish, take that out and to identify is a man specifically interested

11:54just in the vagina or something else. So it's hard to gauge exactly the popularity of that.

12:00So that may be the most popular we can't say. But the order of popularity if you're
curious:

12:03breasts are most popular, then penis, then butts, then feet. Vagina's in there somewhere,

12:09probably near the top, but it's very hard to tease apart and that's interesting that

12:15is an anatomical part.

12:17So penis and male cues.

12:18Let me talk about some female cues now. And again I'm not gonna cover them all just a

12:23few to give you a sense of it.

12:25Perhaps the most prominent and common female sexual cue is the confidence of the
man: a

12:31man's social confidence, his leadership, his dominance; alpha males are very popular in

12:37romance novels. In fact if you analyze the incidence of heroes in romance novels the

12:44ten most popular heroes in romance novels are all alpha males: kings, princes, doctors,

12:50sheriffs, generals, knights; all confident, strong leaders.

12:57 Another sexual cue for women is a man's competence: his skills, his ability to get things done.

13:03 For men not so important; whether the woman's a waitress or the CEO of Google --

13:08 [laughter]

13:08 It doesn't make much difference in terms of sexual arousal. But when a man's a waiter

13:13 or the CEO of Google it does make a difference to many women's sexual attraction to him.

13:19 Another fundamental difference between male and female cues. For men going on to online

13:26 erotic sites is a solitary enterprise. Men don't typically talk about their erotic experiences

13:32 online with other men. And if they hear about their friends' interests online that does

13:37 not influence what they look at, what they're interested in. Knowing that your buddy likes

13:41 porn stars, Jenna Jameson or Stoya will not influence your opinion of whether they're

13:47 attractive or not.

13:47 This is not the case with women, women are influenced by the opinions of other women.

13:52 Women seek out the opinions of other women in erotic content, in erotic opinions as well

13:58 as relationship opinions of course.

14:01 The most popular erotic community for women online is the FanFiction Community. If you're

14:07 not familiar with FanFiction this is an online community. It did exist before the Internet

14:12 but it absolutely exploded on the Internet.

14:14 This community's dominated by women and it consists of amateur authors who write stories

14:20 about popular books, characters in popular books, movies, and TV shows. For example the

14:25 most popular kind of FanFiction is Harry Potter FanFiction followed close behind by Twilight.

14:30 Buffy the Vampire Slayer used to be one of the most popular fandoms in FanFiction, The

14:37 Lord of the Rings, just about any TV show, movie, book, even there's FanFiction about

14:44 bands, about professional wrestlers, just about anything, but dominated heavily by books.

14:49 So in the FanFiction community women write stories about the characters or the settings

14:54 of these fandoms . It's not always romantic or erotic but the vast majority of the stories

15:00 in FanFiction are romantic and erotic.

15:02 So an amateur woman, will write a story, post it online, and then there'll be discussion;

15:07 people comment on the story, they talk about it, they talk about what turned them on in

15:10 the story, whether the story was authentic or not, whether the emotions were authentic

15:13 or not, the characters are valid, and the talking goes back and forth, long dialogs

15:18 hundreds and hundreds of comments about stories. And in fact there's even a part of FanFiction

15:24 called Meta which is talking about the process of talking about the stories.

15:29 [laughter]

15:30 So for women, erotica is a social enterprise; for men it's a solitary enterprise.

15:37 [pause]

15:39 And women respond to other women's opinion of a guy. The more women that are attracted

15:44 to a man increases the attraction of that man. So the phrase, "The best men are always

15:48 taken," is doubly true. If a man is taken by definition he's more attractive and appealing;

15:54 if a man's alone and isolated and solitary and nobody's interested in him that will reduce

15:59 his appeal just by virtue of not being taken.

16:03 So, let me think if there's any other female sexual cues I should cover. That's probably

16:09 good enough now. I can talk more, add some more later.

16:13 So these are some of the cues there's many more.

16:17 Let me talk about how the differences between the male and female brain process these

cues.

16:23 So the male sexual brain responds to any single sexual stimulus. If a computer engineer was

16:28 designing the male sexual brain ?

16:29 [laughter]

16:29 he would use an or-gate

16:31 [laughter]

16:32 because any single stimulus will turn on a man whether he sees a nice chest or sexy,

16:38 older woman walking by, or if he's a fan of BBW or BW images; any single stimulus will

16:44 trigger arousal.

16:44 The female sexual brain does not work that way. The female sexual brain if it was designed

16:49 by a computer engineer would be and-gate. The female sexual brain requires multiple

16:54 stimuli simultaneously or in quick succession before arousal is triggered.

17:00 Another fundamental difference between the male sexual brain and the female sexual brain:

17:04 the male sexual brain's physical arousal and psychological arousal are united. So if a

17:09 man is physically turned on it's a pretty safe bet he's mentally turned on as well.

17:14 Not the case in women. The female brain is designed to separate physical arousal and

17:19 psychological arousal. So a woman can be physically turned on but mentally turned off which is

17:24 something that many men find a bit baffling, but it's a common phenomenon.

17:29 So this evolved over time apparently to help protect women from cruel, sneaky, and incompetent

17:37 men [audience chuckles] that they've been faced with over the eons.

17:42 So these are two basic differences between the male and female sexual brain the way they

17:46 process the cues: the male sexual brain is or gate , the female sexual brain is and gate

17:50 [] ; the male sexual brain psychological and physical arousal are linked; they're detached

17:55 in the female sexual brain harder to get them, takes more work to get them to come together

17:59 in the female brain than in the male brain.

18:02 So these are some of the basic elements of our cue theory of sexual desire.

18:07 Now I wanna take what we've learned to apply it to Edward Cullen and Shemale Porn.

18:14 [pause]

18:16 So the reason cue theory can explain both Edward Cullen and Shemale Porn is that they're

18:24 both examples of erotical illusions, what we call erotical illusions. Let me explain

18:29 to you what an erotical illusion is. Computational neuroscientists love to analyze optical illusions

18:34 and these are two optical illusions that in my department we analyzed or spent a lot of

18:40 time trying to figure out because optical illusions reveal the software of visual perception.

18:47 Optical illusion the whole is greater than the sum of the parts so like the one on the

18:52 left that's called an Ehrenstein disc, you see a brighter white disc, the bright white

18:58 button in the center. Here you see an illusory triangle. The triangle seems to pop out. So

19:02 these I think, these are inputs that are tricking the brain into seeing things that aren't quite

19:07 there.

19:07 And there's another one ?

19:09 [pause]

19:09 nothing is moving but if you stare at it it looks like things along the periphery are

19:16 moving. This is tricking the movement perception, the movement software, movement perception

19:23 software of the visual cortex.

19:26And these work by combining different visual cues in novel ways, different geometric and
19:31color cues, in novel combinations in ways that kind of trick out the software designed
19:37for visual perception.

19:38The most --

19:41[pause]

19:43that's Mona Lisa, very dim unfortunately. The most popular of optical illusion in all
19:52of art is probably Mona Lisa's smile which you can't see too well here; Mona Lisa's smile
19:58famous for being enigmatic, mysterious. And the reason it's so bewitching and enigmatic
20:07is because Leonardo da Vinci painted it an optical illusion. It was first figured out
20:12by Margaret Livingstone she's a computational neuroscientist at Harvard.

20:16So our brain processes high resolution information separately from low resolution
information,

20:22there's two separate circuits. In our fovea in the center of our retina we process high
20:27resolution information and that gets sent down one circuit, in the periphery of our
20:31vision we process low resolution information.

20:33So if you look at the mouth of Mona Lisa, if you look directly at the mouth it seems
20:39calm and tranquil, but as soon as you look away to her forehead and eyes, I'm sorry this
20:44is not brighter, as soon as you look away from the mouth it looks like she's smiling
20:49and teasing. And the reason is Leonardo da Vinci painted it so the high resolution
version

20:55of her mouth is flat, her mouth is almost a horizontal line, but the low resolution
21:01goes up to the cheekbones and it's kind of grin like the Joker in Batman, very strong
21:06grin.

21:06So the brain's simultaneously processing these in different streams in the brain; one
stream

21:11is saying it's smiling, one stream's saying it's not and that gives it this magical, enigmatic
21:16quality. Again it's by combining two separate visual cues in this new way kind of tricks
21:21the brain.

21:22So that's something very similar to what's happening with the sexual brain with an
erotic

21:28illusion. An erotic illusion combines different sexual cues in new combinations to trick
out

21:33the sexual brain.

21:35So let me talk about Shemale Porn. Again this is very popular among heterosexual men;
gay

21:42men are not interested in Shemale Porn. This was a surprise, when we went into this we
21:48had no idea that Shemale Porn was going to be so popular. Obviously this is something
21:52that men aren't comfortable talking about but the data is quite overwhelming about that
21:58this is universally popular, immensely popular.

22:01So why are straight men so interested in Shemale Porn? And this actually has clinical
implications

22:10too. I've been talking with sex therapists as a result of our research, and sex therapists
22:14have had no idea what an interest in this meant. One of the fears that wives of men
22:21had when they discovered this on their husbands' browsers was that maybe their
husband's gay.

22:26And the clinicians had no idea of that was true or not and no way to think about it so
22:31we think the answer is no, there's nothing gay about liking Shemale Porn; it's an erotic
22:36illusion. It combines the female anatomical cues that we talked about breasts, butt, feet,
22:44all the curves of a female body with the other cue of a penis. [audience giggles] Which
we

22:47now see the penis is a cue that triggers sexual interest in men and it combines them into
22:54a single gestalt. If you talk to fans of Shemale Porn they usually say something like, "Oh
22:58she's very beautiful, she's very lovely, and there's an extra something that just pops
23:03out of my brain and

23:03[laughter]
23:03I can't really describe it."
23:05[laughter]
23:05And there's always a sense of the inexplicable when they talk about it.
23:09[laughter]
23:09"There's something magical and strange, I don't really know what's going on." It's very
23:12similar to the way people talk about the Mona Lisa's smile and about optical illusions too.
23:17There's just a sense that there's something that they can't quite put their finger on
23:22even though there is something that they definitely can put their finger on.
23:26[laughter]
23:26We know that this is a visual tricking of the brain and not something more psychological
23:32because as we even see here at first it was all actual transsexual Shemale Porn
consisted
23:38all of transsexual and oh I should say please don't call your transsexual friends
Shemales.
23:43Shemale's a derogatory term, it implies that you're working in the sex industry. So
Shemale's
23:47a standard term within the adult industry but you shouldn't use that with any transsexual
23:51friend that does not work in the adult industry.
23:54Shemale Porn was originally all human transsexuals, live transsexuals but eventually
erotic artists
24:01started drawing transsexuals, started drawing Shemales and that made it very clear
exactly
24:06what men were interested in because the art was exactly all of the female, all of the
24:13sexual cues for men that they find arousing: young women, busty, small feet, butts.
Here's
24:21some more erotic Shemale art, hard to see but that might not be so bad.
24:28[laughter]
24:28Young women, high school girls in school outfits a lot like anime but always with a very
large
24:35package down below, the specific visual elements that arouse a man. In fact
pornographers have
24:42recently learned that they don't even need to use actual transsexuals. What they've done
24:46now is they use women, usually buxom women, and have them wear very realistic strap
on
24:52penises. And then there's websites devoted to this, there's one site called futanari.com,
24:57that was the first to do this and became very popular.
25:00So by having real women with realistic but fake penises they don't have to get actual
25:05transsexuals to do it, but men are still interested showing that there's not some
underlying psychological
25:11thing going on, it's just pure visual trickery of the male sexual brain.
25:17So what's interesting about erotical illusions is an erotical illusion for a man does not
25:24work on women, and erotical illusions for women does not work on men. So imagine for
25:29a second the opposite of the Shemale, maybe a man with a bald head, big muscles, tats
25:37all over, a cigar, and a vagina. So --
25:40[laughter]
25:40there is such a [inaudible] hard to see. This is Buck Angel the most popular and
perhaps
25:50the only porn star who is a female to male transsexual. It's hard to see but he does
25:57have muscles, tats all over his body, he's smoking a cigar, he's got bald head, a beard,
26:02and he still has his vagina.
26:04So heterosexual women do not show sexual interest in Buck Angel. There is a group of
people
26:11that are very sexually interested in Buck Angel and that's gay men which is what we

26:15would predict from cue theory. Gay men are interested in Buck Angel, heterosexual women
26:20aren't. There may be some out there, we did a brief survey and weren't able to come up
26:26with any in the traffic to Buck Angel sites there was no women visiting Buck Angels porn
26:32sites.
26:32So let's look at the erotical illusion for women. Andrew Cullen is a vampire, he's a
26:40vampire in Stephenie Meyer's Twilight series of novels.
26:43Over the past decade paranormal romance, as a sub-genre of romance novels, has just exploded.
26:50It's the most popular kind of romance novels now, paranormal romance, dominated by authors
26:55like Stephenie Meyer, Laurell Hamilton, Charlaine Harris who wrote the series of True Blood
27:01based upon J.R. Ward; many, many authors, many books about paranormal romance. They
27:08feature heroes who are supernatural: vampires, werewolves, wizards, things like that.
27:14Definitely the king of paranormal romance is the character Edward Cullen. So he is an
27:22erotical illusion, a female erotical illusion 'cause he combines a number of different female
27:27psychological cues into this novel concoction.
27:31For example, he's 100 years old so he's experienced, he's confident, he's competent but he's in
27:38the body of a hot teenager. So he combines the experience and maturity which men are
27:43attracted to with a hot young body. All the girls at the high school where he goes are
27:50very interested in him but he shows no, he pays no attention to all the girls at high
27:55school, he only pays attention the heroine of the series, Bella. He is the ultimate alpha
28:01male. Whenever human boys, near-human boys, bully his girlfriend, Bella, he can swoop
28:07in, literally swoop in, --
28:08[laughter]
28:09and beat the crap out of all of them without breaking a sweat. In fact he is also an alpha
28:16among alphas because he is pretty dominant among other vampires as well. So he's an ultimate
28:25alpha male.
28:27[pause]
28:29There's a few more. The great thing about paranormal romance and the reason it's exploded
28:35in my opinion is because it allows female authors to manipulate all these cues in new
28:40ways to exaggerate certain qualities. Oh and another really important one.
28:45So Edward Cullen lusts after Bella with a powerful desire because he lusts after her
28:52blood. He's a vampire, he wants to drink her blood so he's got this powerful, overwhelming
28:56attraction to her, but he proves his love to her by never giving in to it. So it's almost
29:00an adolescent, female fantasy because he's always desiring her, endlessly, powerfully
29:05desiring but he always holds off. So it's endless desire without consummation. To point
29:11out people think that it's just adolescents interested in this; no women 20's, 30's, 40's,
29:16we saw many women in their mid to late 40's who are just absolutely sexually obsessed
29:22with Edward Cullen. So it's not just something that appeals to younger women.
29:29[pause]
29:29The reverse of this is not true. Men are not interested, for the most part, in Twilight
29:35novels or similar novels and romantic, erotic stories about female vampires, there isn't
29:42any that has broken out among men. Men don't find this particularly interesting.
29:49So there's many, many other erotical illusions, I'll just mention a few that people often
29:54wanna hear about.
29:56Facials. Facials, which women for the most part find disgusting. We know that from, we

30:02 talked to some of the female erotic sites and they always have surveys about what women
30:07 wanna see in erotic videos and facials is always at the very bottom of the list; for
30:11 men it's usually at the top of the list. Why are men interested in it? It's an erotical
30:15 illusion. It combines psychological cues with visual cues in ways that aren't possible with
30:21 any other place. They're almost like emoticons expressing emotion, having emotional
connection
30:28 with the visual moment.
30:32 Another, this is a Humantauria, another erotical illusion for men. This one's not so
common
30:38 but it kind of reveals the nature of sort of erotic trickery.
30:41 Another erotical illusion for women is Slash fiction. Slash is a sub-genre, I shouldn't
30:48 even say sub-genre 'cause it's just about as big as Fanfiction, the parts of FanFiction
30:53 that aren't Slash.
30:56 Slash fiction are stories about two men, usually two strong, dominant, masculine men
who share
31:03 their emotional side with each other, fall in love, and have sex; not always have sex,
31:08 having the emotional sharing is the important part just like it is in a romance novel.
31:12 Here's a representation of Slash Edward Cullen the vampire and Jacob Black the
werewolf from
31:18 Twilight a very popular pairing within Slash fiction.
31:22 This is erotical illusion for women; it combines, the reason women read romance novels
is because
31:28 their stories of men revealing their tender side, their emotional side of strong dominant
31:33 revealing the tender side. So this just basically doubles up all the cues; this is analogous
31:38 to men like looking at lesbian porn, two women making out and kissing regardless of
their
31:43 personality and character.
31:45 In Slash fiction, the emotions of the two men, the revealing of emotion of sharing their
31:50 secret parts with each other, that's always the focus. The sex is in there too, sometimes,
31:55 depending on the author, but it's always the emotional connection; Slash is very
emotional.
31:59 You'd never make, mistake Slash fiction for erotica written by a gay man.
32:05 So these are some erotical illusions and one thing worth considering is just how different
32:11 these are, just how different Edward Cullen is from Shemale Porn or the Humantauria is
32:17 from Slash fiction.
32:20 The male and female sexual brain, down at the most basic operation we're talking, of
32:24 course, now just its fundamental level not talking about sexual relationships which are
32:28 far more complex and complicated, but just at the basic level of how our sexual brains
32:32 work. The male and the female brain are very, very different.
32:40 [pause]
32:41 And that's it.
32:46 [applause]
32:47 >> male #2: So I'm curious about, so for example you said that let's say the Shemale
Porn was
32:56 of interest to heterosexual men. How can you tell that from the kind of data that you were
33:01 able to collect?
33:01 >> Ogi Ogas: Sure.
33:02 >> male #2: Billing data or whatever?
33:03 >> Ogi Ogas: So the most common way is we talked to people that run Shemale sites
and we talked
33:11 to Shemale porn stars and they say their fans are heterosexual men from interacting with
33:17 them.
33:17 There was actually an academic study that went into a Shemale bar in Chicago and

interviewed
33:22the men there to ask their sexual preference and I think about 70 percent were straight
33:27men and 30 percent were bisexuals and there were no gay men at the bar.
33:31Also from search histories, if you look at search histories, people that search for
Shemale
33:36Porn either search for heterosexual stuff in addition or bisexual stuff. There's not
33:45any clear indication of somebody searching for Shemale and gay porn. There is once in
33:48a while but it's very rare compared to somebody searching for Shemale Porn and hot
teens for
33:54example.
33:55[pause]
33:55>>male #3: So in these videos does Shemale usually like attracting the male or
attracting
34:01the female? Does that have an effect on like whether bi men watch it or straight men
watch
34:07it?
34:08>>Ogi Ogas: There may. So we haven't, that's something we haven't disentangled the
point.
34:13We mainly tried to look at just the images themselves. But you're right there's some
34:18Shemale Porn they're having sex with men, some Shemale Porn they're having sex with
34:23other Shemales. And who those different variations appeal to we didn't look at that yet,
but
34:29probably bisexuals are probably interested in the interaction. Whereas a lot of Shemale
34:37erotica now is just images like those images I showed you so I would speculate that you
34:43can see a difference between what straight men and bisexual men are interested in but
34:46we don't know.
34:48>>female #1: Do you have anything like cultural studies like where [inaudible] --
35:00>>Ogi Ogas: Yes.
35:02>>female #1: and then like also if you looked at a lot of Asians, like Asian idols are a
35:02really big thing?
35:02>>Ogi Ogas: Yes.
35:02>>female #1: If you look at their idols and all the guys they're really [inaudible] ?
35:03>>Ogi Ogas: Yes. So I wanna talk about Japan.
35:04The important thing about Japan is so Internet came up there was erotic art from all
around
35:10the world and Japanese erotic art has just dominated the Internet because in our opinion
35:16they do the basic visual cues that interest men the best. An anime girl, young, busty,
35:24round butts, curvy, small feet, high pitched voice, all the biological cues that interest
35:31men across cultures. We think that's why Japanese anime has just crushed all other
erotic art
35:37and there's actually erotic art in just about every country in the world, but only Japanese
35:41erotic art rose to universal popularity.
35:47Also another interesting cultural difference, so I talked about the four body parts that
35:52are universal: breasts, butt, feet, and penises but depending on the culture other body
parts
35:58are also interesting. So in Japan, for example, men are very interested in something
called
36:03the absolute territory which is a strip of thigh here below a skirt and above a thigh
36:08high stocking; was like the most popular fetish for awhile, might still be, while we were
36:14doing our research it was the most common search absolute territory.
36:17In India the belly, the stomach is an erogenous zone; lots of searches for bellies in India
36:23probably because they present the belly as erotic interest.
36:26In Victorian England supposedly the ankle was considered very erotic.
36:31So there is cultural variability in even what men, the anatomical parts that men are

attracted
36:37to but breast, butt, feet, and penises do seem --
36:45[sound of bells]
36:48In Japan, another interesting thing about Japan for the women is there's probably
greatest
36:51comfort with reading gay stories, stories about two gay men among heterosexual women
36:56in Japan, very popular and usually --
36:58[pause]
36:59comic books or TV shows will put out a special Slash version, a gay version, of the
characters
37:08even if they're not gay in the actual original series to appeal to this. But there's much
37:13more comfort among girls and women in Japan reading stories about two men falling in
love
37:20as well and often having more feminized boys in some of these stories as well.
37:28[pause]
37:28Another question.
37:29>>male #4: Uh, yeah, you talked about the last major study being done as being Alfred
37:35Kinsey.
37:35>>Ogi Ogas: Yes.
37:36>>male #4: Where is the work of Masters and Johnson in the 60s, and 70s fit in?
37:39>>Ogi Ogas: They focused on the physiology of sex.
37:43>>male #4: Okay.
37:44>>Ogi Ogas: They had people come into the lab and have sex and watched like
anatomical
37:51changes things like that. They focused on the actual physical process of intercourse
37:56rather than what turned people on.
38:00Though one finding that we thought was pretty interesting is based on what they saw
and
38:04this is a bit subjective, it has to be subjective, they think gay people have better sex than
38:11straight people, that gay people have more satisfying sex.
38:14And they had gay couples in the lab they always accorded greater sexual time and they
seem
38:17to be more comfortable and have a better time than men and women. So there might be
some
38:23sexual benefit to sharing the same sexual cues with somebody else perhaps it's just
38:27a greater familiarity with the anatomy. It's not clear exactly what that might be but other
38:32surveys too that have asked about sexual satisfaction tend to find that gay people find
sex more
38:35satisfying.
38:35But yeah Masters and Johnson focused on the physiology they didn't look at are people
38:43attracted to animals or Shemales or anything like that.
38:44[pause]
38:44>>male #5: You mentioned the four body parts and then you mentioned those people
who are
38:52into lesbian porn which seems to go together. There is one missing body part.
38:58>>Ogi Ogas: The vagina?
38:59>>male #5: No you said there were four body parts: breasts, bottom, penis which is
obviously
39:06missing in this lesbian porn. So why is that still very popular.
39:09>>Ogi Ogas: Well you don't need all the cues. Remember any single cue --
39:13>>male #5: Oh it's ignored.
39:13>>Ogi Ogas: Yeah any single cue is enough.
39:15Just a pair of breasts and nothing else --
39:20[laughter]

39:21can be, go to completion let's say.

39:25[laughter]

39:26It's very rare women like to look at a man's chest and nothing else and manage to get to
39:35completion.

39:35[pause]

39:35>>female #2: So you talked about gay and straight men.

39:36>>Ogi Ogas: Yes.

39:36>>female #2: What did you find out about lesbians?

39:37>>Ogi Ogas: We did not focus on lesbians as much unfortunately. We only wanted to
report

39:45results if we could talk to actual fans of the erotica. So we talked to a lot of gay

39:52men. In fact I personally watched a whole lot of gay porn with my gay friends just to

39:56get familiar with it. [chuckles].

39:58And for the Shemale Porn we found people who are fans of that. But the truth was we
tried

40:04to approach lesbians but they were always uncomfortable sharing their sexual reaction

40:09and sexual experiences with us, I'm a heterosexual man. I have a few lesbian friends but
I wanted

40:15to go outside just my friends for that because that's what we did for everything else.

40:20But having said that, we can see a few conclusions. What lesbians are interested in is
very different

40:26from what gay men are interested in. Also before I say anything, homosexuality in men

40:33is almost certainly biological, like you're born gay if you're a man. With women it's

40:38much more ambiguous. Some women are born gay but women, by the nature of their
sexuality,

40:46can also become lesbian.

40:48One reason is because their cues their sexual cues are not tied to physicality they're tied

40:52to the emotions, their tied to the psychology. So like Anne Heche she was married to a
man,

40:58after she was married to a man then she dated Ellen Degeneres for awhile and then she
went

41:05and married another man. Very, very rare to find the opposite where there's a guy with

41:09married to a woman, is gay for awhile and then goes back; very rare, I don't know of

41:14any. But the reason is because female sexuality and lesbian sexuality are much more
fluid,

41:19much more dynamic. In fact, female sexuality in general is much more fluid and
adaptive.

41:24Men's sexual interests are formed during adolescence roughly between ages 12 and 22
roughly and

41:31then they're fixed pretty much for life. What a guy likes when he's 20 is almost certainly

41:36what he's gonna be liking at age 40.

41:38Not the case with women. Women's sexuality is designed to be fluid, flexible, adaptive.

41:43What a woman likes at age 20 might be very different than what she likes at age 40.

41:48The reason for this fundamental difference is because the information men and women
need

41:54to determine a good sexual partner is very different.

41:57For a man what he's interested in is a healthy body, a body that can have children and
so

42:03a single glance provides enough basic information to know is the woman healthy and
capable of

42:09having children. And that doesn't change. What's a healthy woman when a guy is young

42:12is the same as what a healthy woman is when he's 40.

42:15But for a woman she needs a man who's going to be committed, who's gonna stick
around,

42:19who is going to be kind to her and her kids, who's gonna be competent enough that he
can
42:25take care of her and provide for her. And the kind of man that is capable of doing that
42:30does change; it changes from culture to culture, it changes from age to age.
42:35So a woman needs to be a little more flexible. Also that's another reason why women are
so
42:40interested in the opinions of other women because to determine what makes a good
man
42:43is a much more difficult project, much more complicated project.
42:46We say in our book and I believe it the female brain is more sophisticated than the male
42:52brain because it has to do more sophisticated long term planning. It has to figure out if
42:57a guy is going to be good over a long period of time which requires a lot more
sophisticated--if
43:02you're writing a computer program, if you are writing robot, creating a robot for a
43:06male brain and a female brain it would be much, much harder to program the female
brain
43:09--
43:09[sound of something dropping]
43:11than the male brain.
43:12[pause]
43:13>>female #3: Well what's special about the feet?
43:16>>Ogi Ogas: So that surprised us. I mean we've all heard of foot fetishes and before we
did
43:22our research there was no conventional wisdom about it, there was no theory about why
men
43:27were interested in feet. It wasn't even known how popular it was but it turns out to be
43:32very popular in every culture, also both gay men and straight men.
43:36One of the theories about feet has been that since women wear fancy shoes and high
heels
43:41that attracts the men's attention to it. But of course gay men aren't attracted to men
43:42who are wearing fancy shoes and gay men are just as interested.
43:50But there's also a study, a guy went into some preliterate cultures in Iran, Brazil,
43:54New Guinea, cultures that aren't on the Internet, and found out in all cultures men are
always
44:00interested in smaller than average feet, smaller than average. Women are interested in
average
44:04size feet, but men are interested in smaller than average feet in all cultures. And that's
44:09what we see in online foot erotica too. The feet are almost always smaller.
44:14The reason we think all of the body parts that men are attracted to are connected with
44:20estrogen. Estrogen indicates a woman's health and fertility because it's connected with
44:26her level of energy.
44:27So if a woman's not getting enough nutrition and she's not getting enough health her
estrogen
44:31levels drop and if her estrogen levels drop her anatomical parts don't necessarily grow
44:38as much as a woman who is getting healthy nutrition. So breasts, butt, they're both
44:44connected with estrogen.
44:46It turns out estrogen also controls bone growth; it determines when the end of a bone
stops
44:52growing, so estrogen controls the length of the foot as it turns out. So we think that's
44:58yet another reason men are interested in feet.
45:00It's also the case that when women get pregnant their feet get larger. So for a man a
pregnant
45:05woman would not be a good sexual object because you're not going to be able to
reproduce obviously

45:09so a larger foot would be an indication of a less likely for a woman to be fertile as
45:16well.
45:16So there's some biological reasons I think to explain it but our book is the first to
45:23really lay this out so it's gonna need some more research from other people.
45:28It's clearly the case men are interested in feet all around the world like Rex Ryan, coach
45:32of the New York Jets.
45:34[laughter]
45:35>>female #4: What about the kink communities?
45:38>>Ogi Ogas: What?
45:40>>female #4: The kink communities.
45:42>>Ogi Ogas: So, do you have any particular in mind?
45:44[laughter]
45:44>>female #4: BDSM would be a good place to start.
45:46>>Ogi Ogas: What's that BDSM?
45:52>>female #4: Yes, BDSM.
45:58>>Ogi Ogas: So --
45:59[pause]
45:59BDSM, so there are many, we now know, before we did the research it wasn't known the
popularity
46:04of different kinks, it was just all guessing. Now we actually have from our research clear
46:10idea of what kinks are common and what are common.
46:16So now we know Shemale Porn, from example, common, BDSM also very common.
46:18We think what's going on behind BDSM, so this is something very new that is not in the
research
46:24before we did ours and not in literature. One of the most fundamental aspects of human
46:31sexuality in the male and female brain is dominance and submission.
46:34We all come wired to prefer dominance over submission. This basic fact explains so
much
46:40erotica, male erotica and female erotica, but it's absolutely not mentioned at all
anywhere
46:44in the scientific literature.
46:46But from our research it became very clear. So BDSM is a piece of that but so much
male
46:51pornography is determined whether it's dominant, showing a man dominating a woman,
or is it
46:57a man getting dominated by the woman?
47:00So it appears that the majority of heterosexual men come born, come wired to prefer
sexual
47:06dominance, to be the one to be on top. A minority of men, a very large minority of men,
however
47:11come wired to be sexually submissive, they prefer submission porn.
47:18This reflects what we see in rats and chimpanzees too. It turns out in the rat brain and
chimpanzee
47:25brain we've identified there's a part of the brain that controls sexual dominance and
there's
47:29a part of the brain that controls sexual submission. But the fascinating thing is that both
the
47:33dominance and submission parts of the brain are in everybody, they're in both males and
47:37females.
47:37So it appears to be the case in humans as well that we all come with the ability to
47:43be sexually dominant or sexually submission but one of them get wired up.
47:47Interestingly gay men are much more likely to be sexually submissive. The majority of
47:52gay men are likely to be sexually submissive; the majority of straight men are likely to
47:56be sexually dominant. In fact the only difference, the only difference we could find

between

48:01 gay sexuality and straight sexuality, besides the fact that gay men like men and straight
48:05 men women, the only difference is that gay men are more likely to enjoy sexual
submission

48:11 and straight men are more likely to enjoy sexual domination.

48:13 In every other way gay pornography and straight pornography are absolutely
indistinguishable.

48:17 Gay interests and gay behaviors align, absolutely indistinguishable from straight men.
Gay men

48:21 do not behave like women online at all, they behave even more like men than straight
men

48:28 do.

48:28 [laughter]

48:29 [pause]

48:29 >> Shannon: Well thank you so much for coming. I think we'll go ahead and sign some
books

48:36 --

48:36 >> Ogi Ogas: Oh sure.

48:38 >> Shannon: and feel free to chat and get some lunch.

48:43 Okay, thank you.

48:44 >> Ogi Ogas: Thank you.

48:46 [applause]