

Abstract

This study aims to explore the correlations among sex attitude, sex behavior and networking usage. The second purpose of this study is to explore the motivation of one-night sex and burgeoning sex trade and assisted relationships. The multiple dimensions of research methods are used to collect required data. First, a sample of 1005 18-30 year-old Internet users is recruited to explore six dimensions (source of sex knowledge, sex attitude, sex behavior, making friends over the Net, and protection during sex). In general, male's sex attitude and behavior are more open than females. 80% respondents visited sexual Websites while male are more active. Respondents who visited sexual Websites are more open than those don't. The chat room and BBS discussion board the two communication channels for one-night sex. Those who have one-night sex are very different in their Internet use behaviors from those who don't have. Another approach using content analysis to study 9388 messages posted in BBS or one-night sex chat room reveals that male are more active in trying to have a one-night sex. Students are the major groups in seeking one-night sex while attractive appearance is the most important factor to achieve the one-night sex. Sex is the game of love and the way to avoid loneliness for members of one-night sex group. Five subjects who have one-night sex experiences met in a focus group to discuss their Internet usage and their sex attitude. From their point of view, Internet is the way to making fast communication, not the way to make responsibility. To have a one-night sex, they care less about the protection, and pay more attention to the feeling of sex. They also know the dangers behind of one-night sex and try to ignore it. More research should be conducted in this issue to increase our understanding.

Keywords : network usage ; sexual behavior ; AIDS ; sex attitude ; one-night sex