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Sexualized behaviors on Facebook



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ABSTRACT

Currently, social networks are places where young people socialize and develop their digital identities. One of the most common risky behaviors among young people is sexualized behavior, which is promoted in social networks due to an interface that makes content exchange easier, for example, by sharing pictures, messages, videos, etc. This study's aim is to analyze the sexualized behaviors displayed by adolescents and young people on their Facebook profiles and the factors that allow for their distribution over social networks. In order to achieve this objective, a content analysis was performed over the course of 12 months using 100 profiles of teenagers and adolescents in Spain between 14 and 21 years of age. The results revealed differences in gender for these types of behaviors, and vulnerability factors were found to be part of this problem. The self presentation in the digital egocentrism and digital narcissism strengthen sexualized behaviors. Selfies represent a particular way of communicating with others and are responsible for most of the sexualized behaviors.

Finally, avoiding the creation and/or diffusion of sexualized behaviors is highly important, and there is an urgent need to educate young people so they can learn how to manage their virtual media.

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1. Adolescents' and young people's sexualized behaviors on Facebook

Information and Communication Technologies (ICT) – the Internet and, more specifically, social networks – have revolutionized the way adolescents communicate with each other, and they have also become an important element of socializing for young people (The Cocktail Analysis, 2012). For younger generations, online life tends to be, in most cases, an extension of offline life (Tabernerero, Aranda, & Sánchez-Navarro, 2010). However, online technology, which facilitates and amplifies social relationships and where socialization occurs in front of a screen, essentially (Subrahmanyam & Greenfield, 2008), has a series of personal (Berns, Moore, & Capra, 2009; Gómez de Giraudo, 2000; Romer, 2010), relational (Albert & Steinberg, 2011; Cid-Monckton & Pedrao, 2011; Krauskopf, 2001; Valenzuela, Ibarra, & Loreto, 2013), cultural, economic and social (Flórez, 2005; Huurre et al., 2010; Viner et al., 2012) issues behind it, which can increase or decrease risky situations and behaviors, like sexualized behavior

(De-Moor et al., 2008).

1.1. Social investigations into social networks

Virtual social networks constitute a fertile place for the study of the diffusion of the influences that affect the promotion or the prevention of risky behaviors (Christakis & Fowler, 2010). A few years ago, a study that tried to establish a way to investigate risky behaviors in social networks was performed (Moreno, Parks, & Richardson, 2007). Much of the research was performed on young people, usually with substance use as an analysis objective. Substances studied included alcohol (Beullens & Schepers, 2013), cannabis (Brockman, Pumper, Christakis, & Moreno, 2012), and tobacco (Van Hoof, Bekkers, & Van Vuuren, 2014). Health habits have also been studied (Young & Jordan, 2013). However, few studies have suggested how to work with the use of social media in this group (Moreno, Grant, Kacvinsky, Egan, & Fleming, 2012; Moreno, Kota, Schoohs, & Whitehill, 2013; Vanderhoven, Schellens, & Valcke, 2014).

One of the most common risky behaviors among youth and adolescents, and one of the less studied topics in the field of social networks, is sexualized behavior and the diffusion of sexual content (Bay-Cheng, 2003; Fantasia, 2008; Moreno, Parks, Zimmerman, Brito, & Christakis, 2009; Moreno, VanderStoep, et al., 2009; Tortajada, Araña, & Martínez, 2013), which are facilitated by

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social networks, primarily through photographs and specifically selfies.

Furthermore, the use of photographs has become a way of communicating for young people and is even preferred over text messages (Sarabia, 2014). Selfies are not something new, but the goal of total control over one's virtual image is (Nadkarni & Hofmann, 2012). People want to be liked, and it is in the search for attention that risky behaviors appear (Gonzales & Hancock, 2011; McBride, 2011; Peluchette & Karl, 2009). Adolescents pose in an erotic way in photographs and use those photographs as profile pictures without considering the consequences of over-exposing themselves on the Internet (Almansa, Fonseca, & Esparcia, 2013; Haferkamp, Eimler, Papadakis, & Kruck, 2012; Stefanone, Lackaff, & Rosen, 2011).

There have recently been attempts to use social networks as tools for social research and for educational interventions for risky behaviors committed by young people (Linne, 2014; Wilson, Gosling, & Graham, 2012).

Moreover, it is a place where they share information related to the management of attitudes and behaviors in the process of transitioning to the adult world, which offers a huge resource for social research. One of the most important behaviors during the adolescence is the sexualized behavior. Therefore, knowing the codes and rules that young people follow in order to communicate on social networks is highly relevant and would allow for the identification of protective and risk factors that underlie and motivate sexualized behaviors.

1.2. Same concepts, different meanings

Social networks have caused a change in values and actions, such as friendship and privacy; they are being transformed by this digitalized society (Taraszow, Aristodemou, Shitta, Laouris, & Arsoy, 2010). The factors that influence the codes and rules that young people follow on social networks need to be understood so that the environment where risky sexualized behaviors occur can be conceptualized (Houck et al., 2014).

Friendship requires mutual love, knowledge and recognition by both parts (Polo, 1999). On social networks, friendship becomes a bigger concept, creating a symbiosis with communication. Here, the quality of the relationship does not seem to be the important part, and the number of friends on Facebook or the number of followers on Twitter is more important (Stefanone et al., 2011).

There is no difference between real friends and barely known people, and everyone is labeled as “friends.” In this type of friend relationship, more personal information is accessible compared to what is possible outside social networks, in the offline world: when the person wakes up, what he/she is eating, what he/she likes, what he/she thinks about certain topics, his/her new haircut, the clothes he/she buys, etc., with photographs accompanying this information. This dynamic is generally observed among the younger generation (McAndrew & Jeong, 2012).

This exposure to so many people has direct implications on privacy. On the one hand, adolescents and youngsters keep their private information from adults by limiting what their families know about them so that they can maintain a suitable image for their family and avoid disrupting their home life. On the other hand, people post large amounts of personal information without being aware that what is shared in cyberspace remains there for even longer than a person's memory lasts (Lewis, Kaufman, & Christakis, 2008; Sarabia, 2014; Waters & Ackerman, 2011).

Online social networks can influence perceptions of the peer prevalence of sexual risk behaviors, and can influence users' own intentions with regard to such behaviors (Young & Jordan, 2013). Young people perceive portraying oneself in a sexualized way

through social networking sites relatively common among their friends, and they also report feeling pressure to engage in the practice themselves (Daniels & Zurbriggen, 2016).

Besides, this change to the idea of privacy is based on two new concepts: digital narcissism and social digital voyeurism (Sarabia, 2014). It has been demonstrated that since the appearance of social networks, narcissistic features have increased compared to the past two decades (Twenge, Konrath, Foster, Campbell, & Bushman, 2008). It is necessary to clarify that this digital narcissism is not the same as narcissistic personality disorder but instead can be considered to be a peculiarity of adolescence 2.0 (Bergman, Ferrington, Davenport, & Bergman, 2011; Courtois, Mechant, De Marez, & Verleye, 2009). This digital narcissism is responsible for making boys and girls seek virtual participation and the adulation of the people who “follow” them in a particular social network (Utz, Tanis, & Vermeulen, 2012) without really caring about the real impacts these interventions can have (Carpenter, 2012). Recent studies as Hawk, Ter Bogt, Van den Eijnden, and Nelemans (2015), showed that narcissistic adolescents who feel socially disempowered might engage in exhibitionistic disclosures on Social Networking Sites. This kind of exhibitionistic disclosures on Social Networking Sites could be associated with the exhibitionistic sexualized behaviors during adolescence.

In this sense, social networks are similar to an enormous display where people present the image of themselves they wish to show to the outside world whether it is real or not. This business of attractiveness provokes digital voyeurism, which is amplified towards a social spectrum and derived from pure digital narcissism: “I want people to comment on my photos and Facebook statuses and share them and spread them to others.” At the same time, there is a need to know/see what other people post, what they are doing or, for example, what they think about a certain issue (Carpenter, Green, & LaFlam, 2011).

It seems that more importance is given to how many people receive “my message” rather than to who receives it. Social digital voyeurism does not have such a negative connotation in the offline world either. In fact, this kind of voyeurism promotes digital narcissism (Ong et al., 2011; Walther, Van Der Heide, Langwell, & Tong, 2008), resulting in increased interaction (both direct and indirect) between social network users (Nadkarni & Hofmann, 2012; Tong, Van Der Heide, Langwell, & Walther, 2008). This continuous search for online attention damages personal boundaries, which select and limit the information that we can share in a social media without compromising the privacy and security of the user (Debatin, Lovejoy, Horn, & Hughes, 2009). One way of being attractiveness could be showing sexually suggestive or explicit photos. For that, taking into account what other studies have brought into this field and the characteristics of digital communication among young people on social networks, the objective of this investigation was to analyze young people's and adolescents' profiles on Facebook to draw a profile of the virtual youth community, which revealed the main sexual behaviors occurring on social networks and the influence of digital friendship and privacy – digital narcissism and social digital voyeurism – on these risky behaviors.

Online social networking sites have revealed an entirely new method of self-presentation (Mehdizadeh, 2010).

A person's conception of himself or herself can be distinguished by two categories: the “now self,” an identity established to others, and the “possible self,” an identity unknown to others (Nurius & Markus, 1990). On Facebook people can withholding information, hiding undesirable physical features, and role-playing (Mehdizadeh, 2010). Seidman (2013) talks about two types of self-presentational behaviors: general self-disclosure (posting information about oneself) and emotional disclosure. She also talks about self-presentational motivations: attention-seeking and

presentation of actual, hidden, and ideal self-aspects.

The self presentation theories explained that is an expression of narcissism and self-loathing or even as a consequence of profound loneliness (Murray, 2015).

Sexual Behavior can be explained like the self presentation of sexual attitudes (van Oosten, Peter, & Boot, 2015).

Sexualized behavior on the media varied by age, race/ethnicity, sexual orientation and education level (Daniels & Zurbriggen, 2016).

Jewell and Brown (2013) establish three basic types of stereotypical sexualized behaviors: verbal (for example, making a sexual comment or joke about someone or rating someone's body), physical (for example, touching someone in a sexual way), and indirect (for example, posting a sexual message about someone on the internet). On Facebook, the sexualized behavior in young people consist in flirtatious messages as sexually suggestive or explicit photos or videos (Houck et al., 2014), in which youth people show the image of their physical development (Toma & Hancock, 2013).

Therefore, following the classification of Jewell and Brown (2013), the types of sexualized behavior on Facebook could be verbal (for example, posting a sexually suggestive message to someone's social networking profile) or indirect (posting a nude or seminude picture/video of themselves).

More concretely, Hall, West, and McIntyre (2012) established three categories of photographs/pics with sexualized behavior: ritualization of subordination, body display, and objectification. This study did not measure the level of risk of each sexualized behavior but the fact that this behavior is always risky in this age range, with consequences of unpredictable severity.

These consequences depend on multiple factors such as the range of people the publication reaches to, the feedback of the observers, or the personality and emotional state of the individual, etc.

2. Material and methods

2.1. Design

In order to perform a deep investigation without losing the young people's points of view, the methodology was based on the research codebook for the social networking sites one developed by Megan Moreno (Moreno, Egan, & Brockman, 2011), which began on the basis of health behavior theory and clinical criteria to consider intentions toward behavior and also included an emphasis on confidentiality.

One of the issues in the use of virtual social networks as an investigation tool is the nonexistence of an ethical code that regulates the structures and development of the investigations and that overcomes national and international data protection regulations and the terms and conditions established by each of the social networks. Given the low amount of literature published regarding investigation protocols for social networks, Moreno, Goniú, Moreno, and Diekema (2013) developed one of the keys to ethical regulations designed for social networks that are valid for research use and the use of those in charge of reviewing ethical protocols for research. There are so many research about the use of social networks by adolescents (Almansa et al., 2013; Herring & Kapidzic, 2015; Hinduja, Patchin, 2008). However, if we want to study about the self presentation of sexualized behavior under digital narcissism and social digital voyeurism perspective we had to work from privacy criteria. That's why the present study adopted the guidelines proposed by Moreno, Goniú et al. (2013), Moreno, Kota et al. (2013), which focus on privacy, confidentiality and consent.

Regarding privacy, Moreno, Goniú et al. (2013), Moreno, Kota et al. (2013) consider it unnecessary to ask for permission to use information that is posted publicly on the Internet, where anyone can access it, as long as two conditions to respect confidentiality are

maintained to avoid damaging the subject's economic and working situations and their reputation. The first condition is to record the information in a way that prevents the person from being directly identified.

The second one states that spreading the gathered information, except for the publications drawn from the research, is forbidden. A special mention was made on the consent of minor participants in this type of research. They assert that the researcher must contact them, often by a friend request, and as is in the offline world, the authorization of the parents/legal guardians is necessary, except in cases where the research does not carry any risks for the minor participants.

The next consideration was to define what criteria guide profile inclusion and exclusion to examine sexualized behaviors, and determined how the codebook could accurately track profile exclusions. The inclusion criteria were: live in Spain, be between 14 and 21 years old, be the owner of Facebook profile, and be an active profile. The criterion for considering a profile to be active was the existence of a post made within one week of the date in which the analysis was made. Other investigations, like the one by Brockman et al. (2012), lengthen this period and assume that a profile is active when an interaction exists within the last 30 days. The criterion chosen was the one requiring a post within the last 7 days, which was justified by the high frequency of use that exists in social networks (IAB & Elogia, 2013, 2014).

The codebook was designed so that names and contact information were not collected as identifiers.

Then, we defined the variables of research interest and began developing coding schemes for these variables. The first step was to establish the concept of sexualized behaviors. As it mentioned before and following the studies of Brickell (2012), Harrison and Budworth (2015), Houck et al. (2014) and Young and Jordan (2013), it was made the consideration of sexualized behaviors on Social Networking Sites the behaviors in which the people show erotic content or sexually explicitly (image or text). The second step in developing these coding schemes involved applying the codebook to a sample of Facebook profiles. Often this coding resulted in identification of further keywords or photographs linked to the sexualized behaviors, and a list of example terms and pictures that might be considered but that do not represent the sexualized behaviors following the approach of the researchers.

2.2. Materials

After all criteria were developed, we established the process of coding profiles. Because this study was exploratory and descriptive, our strategy was to collect data until we determined that these prevalences were stable despite the addition of any additional data. All of the information was transferred to a database - codebook-created in the SPSS (Statistical Package for the Social Sciences) 19 statistical program so that it could be analyzed. The variables were gender, actual age, age when he or she joined Facebook, days since the most recent profile update, number of friends, whether the profile was public or private, and the number of selfies posted on it. Additionally, variables for information related to the existence of risky behaviors were created. A Word document was created in which images related to sexualized behaviors were collected. The line numbers for each picture were matched to the line numbers of the profiles in SPSS 19. The pictures in this article are distorted to ensure the confidentiality of those who took part in the study.

2.3. Participants

The target population was adolescents and young adults in Spain between 14 and 21 years of age with an active profile on

Facebook. The research focused on these years because, in Spain, 14 years of age is the common minimum age for using social networks, and the age of 21 marks the end of early youth. Facebook was chosen as the unit of study because it is the main social network used among the group being studied (Moreno, Kota, et al., 2013).

The sample was composed of 100 profiles. Using observational research, the first 100 profiles were reviewed. Those profiles were the ones to which the researchers were allowed access in order to extract information related to sexual behaviors posted during the previous year (June 2013 – June 2014). The research design (exploratory) was considered convenience sampling in spite of it wasn't representative.

The final sample was largely composed of minors (60% between 11 and 17 years of age). The mean age was 16 years, while the mean age was 17.22 years, with a standard deviation of 2.44. Regarding the gender of the participants, 65% were girls. Although the database was designed to account for the minimum age required to hold a Facebook account (14 years old), a review of the profiles, including an analysis of the photographs and text – for example, wishing friends a happy birthday – and checking the age at which the Facebook account was opened, revealed that 40% of the total sample started their Facebook accounts before the age of 12 years. There were no significant differences in gender for falsifying one's age in order to access Facebook ($\chi^2 = 16,638$ sig = 055).

2.4. Procedure

In order to access the target population, a Facebook profile from a Spanish Cultural Association was used. It was created and managed for cultural purposes in 2010, and it contained no identification and had no relationship with the social researchers.

When the analysis of the content began, the profile had established 3,249 friendships, and those that included the person's age were selected for the sample.

Later, a private message was sent with a passive consent form that informed subjects about the main elements of the research: who it was performing it, its purpose and the content that was intended to be extracted from the profiles. It also secured the confidentiality of the gathered data, both textual and graphic. If the subjects had any doubts about participating, they just had to reply to the message. If a profile was that of a minor, he or she had to tell his or her parents or guardians in order to accept or decline participation in the study. As these are personal profiles, it is possible that the minor made the decision on his or her own. However, the study was designed so that there could be no harm to the participants through the concealment of any data or images that could expose the subjects' identities. In the end, no messages declining participation were received. The participants were also asked to spread information about the research among their friends, in accordance with the snowball method.

Once the database was completed with the information extracted from the 100 profiles, content analyses was carried out based on the studied variables.

3. Results

Regarding the analysis of the profiles, factors that characterize each profile personally and make adolescents and young people more vulnerable to the risks derived from spreading sexual content on social networks were taken into account.

3.1. Privacy, friendships and profile updates

Of the participants, 84% were careful with the privacy of their profiles, with no differences found between genders ($\chi^2 = 1786$

sig = 181). Regarding the number of friendships, 37% of the participants had more than 500 friends; the mean number of friends was 706.1 and the mode was 156. Significant differences were found when comparing median public and private profiles' number of friends ($\chi^2 = 19,544$ sig = 001). Profiles containing more selfies with erotic content often belonged to adolescents with more than 700 friends (27.1%). A review of the profile update data indicated that 45% of the sample had updated their profile in the last 24 h, 28% had updated it between two and six days prior and the final 27% had updated their profiles in the last seven days. There were no significant differences in the profile update data between those who posted selfies and those who did not ($\chi^2 = 3289$ sig = 915).

3.2. Selfies and sexualized behaviors

It was found that 70% of the analyzed profiles were composed entirely of selfies; this rose to 81% when including profiles in which half of the total published material was selfies. Selfies follow their own code. The photographs are used for distinct purposes, which can be placed into one of three different groups, depending on the principal motivation: for fun, to boast about achievements or moments that are perceived as special (the most common and easiest form of risky behavior), and to get the attention of others to improve one's self-esteem. These three options were considered because they comprehended the most common cases that have been found in the revision of the literature (Almansa et al., 2013; Fleuriet, Cole, & Guerrero, 2014; Murray, 2015). Sometimes, a photograph can be classified as being part of more than one of the groups presented but no change was made.

Furthermore, these selfies are used as a tool to send messages both to specific people and to those in the general public who follow the posts. In order to get this attention from the public, a hashtag and/or comment is added to the picture, for example, #single. During the analysis of the profiles, it was observed that selfies are more commonly used by underage people ($\chi^2 = 36,339$ sig = 000). Of that group, 91.7% had selfies for all of the posts in their profiles, while 45% of young people from 18 to 21 years of age did not have any selfies at all on their Facebook walls.

Images considered erotic and sexualized were observed in 60% of these profiles. Of these, 63.3% were profiles of girls; even boys' profiles contained these types of images due to them publishing and sharing their girlfriends' selfies. Some graphic and textual examples that were found during the course of this study. One example is the photograph of girls with red lips pose as lesbians and graze their tongues, several risk factors can be identified.

The first one is that, even though the image appears in a private profile with 157 friends, this specific image was not set as private, allowing anyone to see it. The second factor is the interaction in the comments that the picture provokes: "Such a perfect baby girl, fuuuck", which encourages these girls to keep posting these types of photos. The third factor, and possibly the most worrisome one, is the positive reinforcement she receives from her family.

The girl's aunt was the only person to "like" the photograph the two times it was posted to Facebook. However, in another picture, where a girl appears sitting on a bed in only a long shirt, the following description can be seen: "princesses on the street bitches in the bed." This comment, along with the photo, posted in a private profile with more than 500 friends, in other words, with a large distribution, can lead people to think that this girl is promiscuous.

During the analysis of the 100 profiles, homosexual poses were only found among the girls' photos.

Another risk factor found in sexualized behaviors is the lack of inhibition produced by the consumption of substances; the captured moments are immediately posted on social networks.

3.3. Sexual predators

Cases of grooming were also found, with people trying to get young girls' pictures by promising that they would make them famous.

In this case, there were no reactions to this post, although there were cases in which young people took note of pedophiles on the social network.

Another example is mobile screenshots that a 15-year-old boy posted on his Facebook profile. He has 1.845 friends and 1.147 followers. His profile is full of provocative selfies and some videos of himself; he has also posted his phone number.

4. Discussion and conclusions

The objective of the study was to identify the factors that facilitate sexualized behaviors among young people and adolescents on Facebook. A total of 100 profiles were analyzed. The results showed that privacy settings are a facilitating factor for sexualized behaviors. The role of profiles with more than 700 friends is one in which the person can be in the spotlight, disregarding the intimacy they are losing in exchange for fame.

Jacques Lacan called this "extremity" in 1958 (Tello, 2013). Facebook loses the role of being a social network where people share content, opinions, and pictures, instead becoming "MY social network, where I have followers with whom I share what happens to ME and what I think." What is interesting at these ages and what gets other people's attention are the rebellious and law-breaking attitudes (Ridout, Campbell, & Ellis, 2012) that feed social self-esteem (Cava, Murgui, & Musitu, 2008). The exhibition of sexual content could be used to attract people and, moreover, this is the magnified digital social egocentrism and narcissism magnified.

Other studies support (Buffardi & Campbell, 2008; Mehdizadeh, 2010) and oppose (Ong et al., 2011) these results. The hypothesis states that the more narcissistic a person is, the more friends he or she will have on Facebook. Besides, people with social anxiety perceive social networks as a highly useful tool for close self-revelation (Valkenburg & Jochen, 2007), which creates a stronger need to communicate using the Internet, consequently creating a greater need for friends and followers. This can be specially important in the sexualized behaviors. Learning how to handle and experimenting with risky behaviors is part of development from preadolescence to adulthood (Estévez & Emler, 2011; Luengo et al., 2008; Pedreira & Martín, 2000).

Facing risky situations at an age when the person is not psychologically ready is the first risk factor (Isorna & Saavedra, 2012).

This situation occurs on social networks when an underage person falsifies his/her birthday to create an account before the age of 14. This research demonstrated that only 7.5% of the adults opened their Facebook accounts before the minimum age allowed, but this number increases to 23.3% for the underage boys and girls. Cases have even been observed in which 11-year-olds had profiles. They interacted with people of their own age (who had also falsified their ages) and with other groups formed by older people, where interactions may involve influences and the promotion of behaviors and experiences not typical for their age (Fournier & Clarke, 2011; Moreno, Parks, et al., 2009; Moreno, VanderStoep, et al., 2009; Young & Jordan, 2013).

As it has been seen, one of this behavior is sexual behavior and the information obtained from the profiles related to sex and sexuality offers a variety of conclusions. On the one hand, it has been observed that girls are more prone to publish, share and comment on provocative and suggestive photographs, in most cases, selfies, that promote the act of eroticizing bodies. This result is consistent with the conclusions of a recent study by Meier and

Gray (2014) that show that it is common to find lesbian and other poses that emphasize women's femininity in the analyzed profiles, always with the goal of seduction. On the other hand, boys attempt to show off their muscles and athletic bodies. Research by Siibak in 2010 and Tortajada, Araña and Martínez in 2013 also found these differences between males and females.

In both cases, boys and girls believe that they are able to identify pedophiles who try to contact them through their profiles, so they assume they cannot be in danger of being victims of pornography. This conclusion supports the one obtained by Dowdell, Burgess, and Flores (2011).

Besides, it is as if girls tried to please through seduction to obtain social approval while boys presented themselves as seducers, reproducing the male chauvinist dominant culture and its norms and values (Bryant, 2008; Ringrose, Harvey, Gill, & Livingstone, 2013; Siibak & Hernwall, 2011).

The images that contain erotic content are meant to receive as many "likes" as possible on social networks, and the main objective of them is to have the biggest impact on friends and/or followers. Pages in which two boys or girls compete to have the most popular picture are becoming more and more popular on Facebook. These pages not only encourage sexist behaviors but also are a lure for pedophiles. These pages work in the following way: people post a photograph in which they appear to be attractive (sexy) to compete with other photographs. Sometimes, the pages make the winners – always girls – their profile and cover photographs (there are four girls in the cover photograph) (Sarabia, 2014).

None of the analyzed profiles included the use of homosexual behaviors for the purpose of seducing males. Given the gender representation of the profiles, it is suggested that even though social networks are a new form of communication, behavioral expectations – the roles of boys and girls – have remained old-fashioned, with masculine supremacy prevailing (Manago, 2013; Vandenbosch & Eggermont, 2012).

Nevertheless, a developing pattern has been observed in the photographs that are published on the profiles based on ages and genders. In this study, it has been observed that when a person approaches 21 years old, photographs tend to lose the sensual and sexual role that was so predominant among girls, and selfies and other type of photographs in which the objective is to immortalize a particular moment become more popular. Besides, the picture is created during a specific moment or situation, much the opposite of the sexualized selfies, for which seduction is a goal and the time when the photograph is taken is unimportant.

Even though there is a change in the content of the pictures, the frequent use of Facebook sometimes has consequences for both young and adult women in terms of negative body image (Thompson & Lougheed, 2012). A larger sociocultural influence – Facebook – is associated with greater dissatisfaction with one's body and a lower assessment of general physical self-esteem (Vaquero-Cristóbal, Alacid, Muyor, & López-Miñarro, 2013).

Thus, the consequences go further than possible exposure to sexual predators or the creation and diffusion of inappropriate norms of sexual behavior (Black, Schmiede, & Bull, 2013; Doornwaard, Moreno, Van den Eijnden, Vanwesenbeeck, & Ter Bogt, 2014; Moreno, Brockman, Wasserheit, & Christakis, 2012). The need created by the search for compliments not only causes changes in body image but also can affect how young people perceive themselves, resulting in eating disorders (Tiggemann & Slater, 2013).

Thus, this type of communication involves the following element: the digital narcissism, which is directly related to the number of friends and/or the people with whom the content is shared (Brandtzaeg, Lüders, & Skjetne, 2010; Nosko, Wood, & Moleman, 2010; O'Keeffe & Clarke-Pearson, 2011). It seems that

young people and adolescents prefer publishing their own pictures, receiving positive feedback from their peers and meeting new people to retaining their privacy (Utz et al., 2012). This kind of behavior could affect the manner how adolescent and youth create and diffuse sexual content in social networks.

4.1. Implications of the conclusions

Social networks bring the opportunity to research the sexual behaviors of youth (Moreno, Brockman, Rogers, & Christakis, 2010), but some ethical guidelines to regulate the extraction of information would be needed.

The changing factor on top of which any risky behavior is grounded in a young person is not a lack of knowledge or aptitudes, for example, not being aware of the negative effects of posting provocative photographs on the internet, but rather the existence of certain attitudes, beliefs and perceptions that influence risk-taking behavior, which is more generalized and frequent in the adolescent stage (Isorna & Saavedra, 2012). Social networks are, on their own, places where social norms must be understood; thus, it is necessary to acquire skills in order to manage the virtual environment, and introducing an awareness of risks (Moreno, Brockman, et al, 2010) would allow young people to be aware of the dangers they face, specially sexual behaviors (Daniels & Zurbruggen, 2016).

5. Limitations

One of the main limitations is the sample because stratified sampling was not performed. The sample is not representative of the whole population of adolescents and young people using Facebook in Spain. The fact that Facebook is a social network that can be used by people from any race, culture or socioeconomic status must also be taken into account; it is a virtual representation of every type of group that exists in the offline world. It would be an anthropological matter to detect and analyze all of these groups so that they could be represented.

An important factor is that the study was able to access a sample of minors, with 60% of the participants between 11 and 17 years old, because little research has been performed to study underage people's profiles, like that of Fournier and Clarke (2011) or Moreno et al. (2007), who worked with a sample of adolescents between 14 and 17 years of age. On an educational level, it is necessary to know the risky habits and behaviors that currently can be observed among young people and adolescents on their Facebook profiles in order to design precautionary programs that adequately portray reality.

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