

**“Sex Education” as Pornography
&
“Social Contagion”
with
Spencers as a Field Study**

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I. PREFACE

The discovery of “Mirror Neurons,” the viewer’s unconscious thus non-consensual biological re-experiencing of the actor’s fear, love, shame, hate, killing, rape, etc, has revolutionized the role of mass media as establishing a cause-effect reality. The following quotes from *The New York Times*, “Cells That Read Minds,” January 10, 2006 identifies the way mirror neurons subconsciously train, groom billions of viewing men, women, and children. The following is the key to pornography as a Social Cognition

Everyday experiences are also being viewed in a new light. Mirror neurons reveal how children learn, why people respond to certain types of sports, dance, music and art, why watching media violence may be harmful and why many men like pornography.In yet another realm, mirror neurons are powerfully activated by pornography, several scientists said. For example, when a man watches another man have sexual intercourse with a woman, the observer's mirror neurons spring into action. The vicarious thrill of watching sex, it turns out, is not so vicarious after all.¹

II INTRODUCTION

This paper focuses on cutting-edge scientific findings of media mind pollution. Although libertarians often cite John Stuart Mill in the defense of individual freedom, Mill carefully circumscribed his freedom of “our fellow-creatures, *so long as what we do does not harm them.*” Mill, “On Liberty.”² Judith Reisman, in, “Freedom of Speech as Mythology or Quill Pen and Parchment Thinking in an Electronic Environment,” the *New York University Review of Law & Social Change* (1978-1979), concluded,

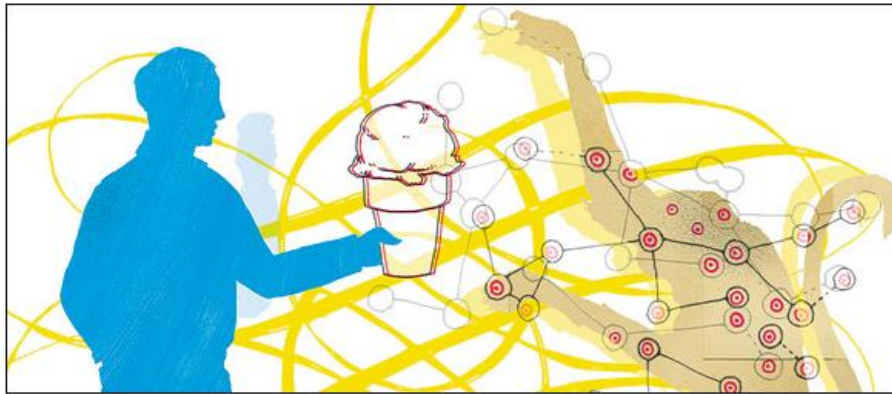
James Madison wrote in 1832 that “[a] popular Government, without popular information, or the means of acquiring it, is but a Prologue to a Farce or a tragedy or perhaps both.” I doubt he realized that his language would accurately describe the contemporary condition of the United States one hundred forty-seven years later, when billions of dollars are spent-not on public access to popular information, but on media access to the public for the growing oligarchy and its newer members: the pornographic industries. Seen in this light, “freedom of speech” is now the freedom of the corporately controlled media, “the people shapers,” to purchase the national mind.³

¹ *Id.*

² Mill, “On Liberty,” in *Utilitarianism, Liberty, and Representative Government* (New York: E.P. Dutton, 1944), p. 175. Emphasis added.

³ *Judith Bat-Ada (Reisman)*, Freedom of Speech as Mythology or “Quill Pen and Parchment Thinking” in an Electronic Environment, *New York University Review of Law & Social Change*, Volume VIII, No. 2, 1978-1979.

Cells That Read Minds



Leigh Wells

MONKEY SEE When a monkey watches a researcher bring an object—an ice cream cone, for example—to his mouth, the same brain neurons fire as when the monkey brings a peanut to its own mouth. In the early 1990's, Italian researchers discovered this phenomenon and named the cells "mirror neurons." [More Photos >](#)

Air Pollution and the Economics of Penalizing Businesses

On the issue of environmental pollution, environmental lawyer Martin Freedman and economics professor Bikki Jaggi point out that Air pollution is still a major problem in many of the large urban areas of the United States. Acid rain and smog have not been eliminated. People in the United States still die of disease caused or aggravated by air pollution. Moreover, the thinning of the ozone layer is getting worse, despite the stated desire of most countries to alleviate the problem by producing less carbon dioxide.⁴

According to Washington University economist Murray Weidenbaum, a key problem in economically penalizing air and water public polluters has been that the cost of these penalties are eventually passed on to the public in the form of higher prices. Weidenbaum writes that "improving the environment and economic growth are not mutually exclusive goals; however, they are not easily reconciled, either."⁵

Erototoxins as Environmental Pollution

Fortunately, identifying pornography, or erototoxins, as public pollution, does not require a complete rebuilding of air or water pollution facilities. Nor will it eliminate jobs in basic industries like auto manufacture or food production, etc. Eliminating the public and individual harms due to pornographic pollution can only be therapeutic. In many ways the current paper addresses how pornography is "intentional infliction of mental disturbance by extreme and outrageous conduct."⁶

⁴ Air and Water Pollution Regulation: Accomplishments and Economic Consequences. Contributors: Martin Freedman - author, Bikki Jaggi - author. Publisher: Quorum Books. Place of Publication: Westport, CT. Publication Year: 1993. Page Number: x.

⁵ Environmental Regulations vs. Economic Health. Contributors: Murray L. Weidenbaum - author. Magazine Title: USA Today. Volume: 123. Issue: 2594. Publication Date: November 1994. Page Number: 28+. COPYRIGHT 1994 Society for the Advancement of Education; COPYRIGHT 2004 Gale Group

⁶ Murray Rothbard, Law, Property Rights, and Air Pollution, The Ludwig von Mises Institute, 4/22/2006, <http://mises.org/story/2120>, July 30, 2008.

Libertarian lawyer, Murray Rothbard, writing on “Law, Property Rights, and Air Pollution” noted that ‘tort or criminal law is a set of prohibitions against the invasion of, or aggression against, private property rights; that is, spheres of freedom of action by each individual.’ The original goal of this monograph, was to offer social science support for a law suit challenging the invasion of public spaces by pornographic gateway stores, such as Spencers aligning with sales of gateway pornography such as *Playboy*.⁷ The charges of social contagion would show that these commercial entities actually aggressed against the human person’s right to the property of his or her own mind. Indeed, this contagion, this invasion of the mind and body was so successful that *Playboy* has been forced to eliminate its sexploitation due to its inability to compete. The public mind, its character, now requires such degrading, violent, images of women, *and children* that to maintain some status, *Playboy* will have to clothe women.

Its executives admit that [Playboy has been overtaken by the changes it pioneered](#). “That battle has been fought and won,” said Scott Flanders, the company’s chief executive. “You’re now one click away from every sex act imaginable for free. And so it’s just passé at this juncture.” For a generation of American men, reading *Playboy* was a cultural rite, an illicit thrill consumed by flashlight. Now every teenage boy has an Internet-connected phone instead. Pornographic magazines, even those as storied as *Playboy*, have lost their shock value, their commercial value and their cultural relevance.⁸

Although unable to pursue the law suit due to lack of finances, the scientific information is still completely adaptable for legal and for general understanding. Hence, *Spencers/Playboy* is used generically for any public pornography as social contagion.

Pornography overrides *informed consent*, the neurochemistry of the responsive brain, hijacking the undeveloped, immature, mind of the emerging adult. Pornography, in effect, purchased the “national mind” of the future. Clearly *Playboy* can no longer compete with the national mind’s recalibration to the need for violent, degrading and child pornography Milton Katz points out, in a case where the plaintiff sued for air pollution damage:

Suppose the plaintiff should claim serious damage: for emphysema, perhaps, or for lung cancer, bronchitis or some other comparably serious injury to his lungs. He would face a problem of proof of causation.... Medical diagnoses appear to have established that sulphur dioxide and other air pollutants often play a significant role in the etiology of emphysema and other forms of lung damage. But they are by no means the only possible causative factors.⁹

⁷ http://www.nytimes.com/2015/10/13/business/media/nudes-are-old-news-at-playboy.html?_r=0.

⁸ *Id.*

⁹ *Id.*, f 7; <https://mises.org/library/law-property-rights-and-air-pollution>.

“Everyone Has Absolute Property Right Over His Or Her Own Body”

Rothbard says the libertarian theory of just property rests on the fact that “Everyone has absolute property right over his or her own body.” Libertarian lawyer William Prosser notes that, “the industry set up in the open country may become a nuisance, or be required to modify its activities, when residences spring up around it.” Similarly, Spencers set up in the neighborhood mall as a family store, not as a pornographic “adult” outlet (meaning that only adults have access to its property). People voluntarily moved into neighborhoods adjoining the Spencers malls with no warning that an “adult” pornography shop was positioned directly in the way of their strolling and shopping children.

A nuisance may be, as Prosser points out: “a disturbance of the comfort or convenience of the occupant, as by unpleasant odors, smoke or dust or gas, loud noises, excessive light or high temperature, or even repeated telephone calls.”¹⁰ A nuisance says Prosser interferes with ones “enjoyment” of his own land, and in this case of his own personhood, his own brain, mind, memory, bodily functions, due to the unsolicited activation of sexually stimulated genital mirror neurons.

The Distinction Between Visible And Invisible Pollution

The Columbia Law Review noted the distinction between visible and invisible, similar to pornography’s invisible effects on the brains and minds of all its voluntary and involuntary viewers.

In contrast, consider the case of radio waves....They are invisible, cannot be detected by man's senses, and do no harm....But suppose it is later discovered that radio waves are harmful, that they cause cancer or some other illness? Then they *would* be interfering with the use of the ***property in one's person*** and should be illegal and enjoined, provided of course that this proof of harm and the causal connection between the specific invaders and specific victims are established beyond a reasonable doubt.¹¹

Says Rothbard, if “radio transmissions are proven to be harmful” these should be subject to injunction. Relative to the visible pornographic and obscene materials prominently displayed at, say, Spencers, Rothbard notes that,

...air pollution, consisting of “visible matter, definitely constitutes an invasive interference. These particles can be seen, smelled, or touched, and should therefore constitute invasion per se, except in the case of homesteaded air pollution easements. (Damages beyond the simple invasion would, of course, call for further liability.)

Excessive noise is certainly a tort of nuisance; it interferes with a person's enjoyment of his property, including his health. Prosser writes that a landowner is not

¹⁰ *Id.*

¹¹ *Id.*

responsible for the harm caused by natural forces originating on his property. Spencer cannot in any way claim that the obscene products sold are “natural.” Says Rothbard, in sum one “does have a right to not have his air invaded by pollutants generated by an aggressor.” Those who are so aggressive are “liable for damages against the victim, even if the action is “reasonable” or accidental.”

The Role of Law in the Neighborhood.

The percentage of Internet use given over to pornography and its speedy free-fall from nudity into sadism and child pornography are ample evidence that pornography functions as an addictive social contagion—and a swift one. The public display of Spencers and *Playboy’s* “erototoxic” materials reach, thus infect, pollute, all proximate neighborhoods. Both Spencers and *Playboy* fraudulently display sex and the use of sexual appliances as harmless personal choice, as self-expression like dancing, grooming immature youth to “hook up.” Spencers and *Playboy* engage in deception and fraud, lying to children about sex, drugs, and alcohol, damaging millions of teens and emerging adults who naively believe these frauds, Spencers/*Playboy* display on our Main Streets. Ignorant of the logic behind historical American censorship laws, the polity are lured into believing that were erototoxins actually harmful, the law would have it removed, recalled, like bad tires.

Adult Taxpayers Bear the Costs of Sexual Contagion.

Exhibit B noted the neuroscientific evidence of adolescents and emerging adults as undeveloped pre-frontally, rationally, cognitively; ones brain is not fully developed until ones mid-20s.¹² The production of the brain’s own natural chemistry can become addictive during solo or partnered sex. This high arousal merged with a lack of maturity largely explains the unwise sexual decisions that produced the current teenage STD epidemic, with its emotional and financial costs equally paid for by adult society.¹³ But the source of these youthful sexual diseases are multiple sexual partners. American laws once protected those under 21 in neighborhoods, schools, and libraries, etc., from the public display or promotion of exploitive materials. Until the justice system acts on the scientific evidence of all pornography as harmful erototoxins and protects vulnerable youths from exposure, the sexual pollution of our youth harms the adults in each neighborhood.

III. DEFINING OUR TERMS

Social Contagion law builds on the legal theory of the public right to protect young and old citizens from deliberate public space pollution, from the “invisible” pollution of the public mind subsequently made visible by the mimicking of pornographic behavior. Social Contagion refers to the aggression against “the property in ones person,” ones personhood, by a business that knowingly contaminates, absent informed consent, its naïve constituency of emerging adults and adults, inflicting long term physical, psychological and emotional harm.

Although legally *Playboy/Spencers* obscene and pornographic sales displays are a “moral public nuisance,” *scientifically Playboy/Spencers* marketing *is* a neighborhood

¹² <http://hookedthebook.com/about.html>

¹³ <http://www.leaderu.com/orgs/probe/docs/epid-std.html>, <http://teenbirths.pho.org/STDReleaseClipBook.pdf>, July 28, 2008.

“social contagion.” That is, the scientific data on “*social contagion*” finds harm to *all who live contiguous to Spencers neighborhoods*.

- **Neighborhood:** 1. The quality or condition of being a neighbor; the state of being or dwelling near; proximity. 2. A...adjoining district; a region the inhabitants of which may be counted as neighbors.¹⁴
- **Social,** “living together in communities.”¹⁵
- **Contagion,** as (n): “3. the communication of an attitude or emotional state among a number of people...”¹⁶

Contagion as “From Touch” as Communication

In Latin contagion is transmission by touch or communication by contact, emotions of fear, shame, sexual excitement, hate, etc. On the evidence mere 'touch' or visual 'contact' causes the social transmission of erototoxic arousal, stimuli, confusion and trauma. *The Handbook of Social Psychology* (Lindzey and Aronsson 1985) says, social contagion is "the spread of affect or behaviour from one crowd participant to another; one person serves as the stimulus for the imitative actions of another." *The Encyclopedic Dictionary of Psychology* (Furnham 1983) defines contagion as a process and form of collective excitement "in which emotions and behavioural patterns spread rapidly and are accepted uncritically by the members of a collective."

The Neighborhood “Mall” as Main Street USA

It should be legally recognized that the mores and labor of hundreds of years of prior citizens created the “Main Streets” of our stable neighborhoods. From the days of the “wild west” an on-going battle has waged between the public right to neighborhoods supporting church, home, school and safety for women and children and the “right” of brothels and bars to line the main streets of our cities and towns. The former is fully documented as providing largely healthy, safe neighborhoods and the latter neighborhoods of crime, drugs, and violence.

The Historic Battle for Main Street.

Historically, commercial areas open to children, emerging adults and adult neighbors have required the force of law to rigidly support the mores and standards proven to be physically and psychologically healthy and protective of the safety of the most vulnerable. Historical ignorance is in evidence when lawmakers ignore the “social contagion” of “brothel mores” introduced the Main Streets of our neighborhoods. The following document seeks to outline the role of “social contagion” when the law opens our Main Streets to toxic brothel mores. What infects ones neighborhood, especially children, harms all of the residents of the neighborhood. As such, all those touched by

¹⁴ Neighborhood. (n.d.). *Webster's Revised Unabridged Dictionary*. Retrieved July 27, 2008, from Dictionary.com website: <http://dictionary.reference.com/browse/neighborhood>.

¹⁵ *The American Heritage® Dictionary of the English Language, Fourth Edition*. Retrieved July 26, 2008, from Dictionary.com website: <http://dictionary.reference.com/browse/social>.

¹⁶ Contagion. (n.d.). *WordNet® 3.0*. Retrieved July 26, 2008, from Dictionary.com website: <http://dictionary.reference.com/browse/contagion>

Spencers and *Playboy's* sexpoloitive pollution of the public space, have legitimate legal complaints against Spencers and *Playboy*.

The "Mall" is America's Newer Version of a Family Neighborhood Main Street.

Most malls create a civilized, friendly, and safe family atmosphere. One purchases there clothing, jewelry, shoes, pharmaceuticals, home and office equipment. Restaurants and cafes abound as well as one or two theaters that show first rate films. Families browse and visit here, children are brought for shoes and clothes, pizza and ice cream. The Mall appears so safe that in an unsafe world, children are often allowed to roam on their own, picking out birthday presents and meeting friends. Public toilets are discretely placed, and most Malls have pleasant couches, chairs and tables where elderly folks often recline to watch the younger shoppers.. Undercover police stroll the grounds to make sure nothing untoward occurs.

IV SOCIAL CONTAGION THEORY

Social Contagion Theory Is Long Established.

Sociologist, Emile Durkheim's study of suicide (1897) reviewed "a century of 19th century contagion theory, from Lucas' *Imitation Contagieuse* to Despine's *Contagion Morale* to the then influential and contemporary theory of Tarde (1903)." Other Social Contagion studies included Le Bon (1895) to explain crowd behaviour, Baldwin (1894), Bagehot (1869), James (1880) as including an evolutionary dimension, Zipf (1935), Lovejoy (1936), Medawar (1959), Siegfried (1960), Sperry (1965), Monod (1971) and Dawkins (1976) who coined the term "meme" to describe imitation of values and beliefs passed on generationally.¹⁷ Most important, Philip Kotler's 12th edition of *Marketing Management* (2006) continues to find the obvious, that celebrity creates followers of its behaviors.

Mimetics & Social Contagion: Two Sides of the Same Coin?

Dr Paul Marsden, a research psychologist at the London School of Economics writes extensively on "social contagion research, an established field of social science" and its juxtaposition with "the nascent discipline of mimetics."¹⁸ Marsden notes:

[S]ocial scientific research has largely confirmed the thesis that affect, attitudes, beliefs and behaviour can indeed spread through populations as if they were somehow infectious. Simple exposure sometimes appears to be a sufficient condition for social transmission to occur. This is the social contagion thesis; that sociocultural phenomena can spread through, and

¹⁷ Paul Marsden, review of Aaron Lynch, *Thought Contagion: How Belief Spreads through Society*, New York, NY: Basic Books 1996, <http://jasss.soc.surrey.ac.uk/2/2/review4.html>, July 27, 2008.

¹⁸ Paul Marsden, *The Journal of Memetics: Evolutionary Models of Information Transmission* 1998 Vol 2, <http://www.viralculture.com/pubs/socialcontagion.htm>, July 27, 2008.

leap between, populations more like outbreaks of measles or chicken pox than through a process of rational choice.¹⁹

A 2004 Wharton Study Finds "Social Contagion" and The "Neighborhood Effect."

Wharton marketing professor David R. Bell's study, "Social Contagion and Trial on the Internet" tracked how word-of-mouth or other "social contagion" factors shaped consumer willingness to try novel products. Bell's data spanned roughly 30,000 U.S. zip codes" and found a 50% increase in consumers who tried an online retailer once they "talked about *or otherwise observed its use locally.*" Bell calls this a significant "neighborhood effect."²⁰

Major Forms of Social Contagion.

Marsden cites key areas of social cognition research a) emotional (the spread of mood and affect through populations by simple exposure) and b) behavioural "(the spread of behaviours through populations by simple exposure) such as "hysterical, deliberate self-harm, aggression, rule violation consumer behaviour, and financial contagions."²¹

Emotional Social Contagion

Actually, in 1872, evolutionary biologist and ethologist, Charles Darwin wrote of involuntary reflexive arousal, noting that in high arousal "sensory nerve-cells apparently excite the motor nerve-cells *without any waste of power* by first communicating with the cerebral hemispheres--the seat of our consciousness and volition, and this whether one wants to respond or not.²² In 1916 James Joyce said that pornography creates a "flesh" response; "a reflex action of the nerves."²³ In 1920 emotional social contagion was then defined by McDougall as "the principle of direct induction of emotion by way of the primitive sympathetic response." In 1991, Sullins observed "the process by which individuals seem to catch the "mood" of those around them."

Fashion as Social Contagion.

Contagion can be as mild as the "spread of consumer fashions and fads through populations" as a form of biomedical "epidemic" non rational behaviour (Marsden in press). Although the 'infectiousness' of consumer goods (Bass, Mahajan and Muller 1990, Rashevsky 1939, 1951, Rapoport 1983, Rogers 1995) is hardly traumatic, it relates quite directly to the "spread" of the *Playboy* bunny as a fashion or fad through the juvenile and emerging adult populations. Since "brand identification" is directly linked to the adoption of the brand-promoted "Lifestyle," the kinds of fashions that are spread become of critical relevance to the health of a society. Indeed the "ho" look (hooker) can

¹⁹ *Id.*

²⁰ Knowledge@Wharton <http://knowledge.wharton.upenn.edu/article.cfm?articleid=1056>, October 20, 2004, July 26, 2008.

²¹ Marsden cites the USA "June Bug" case in 1962, when 62 factory workers reported they were bitten by a mythical bug 'causing' numbness and nausea (Kerckhoff and Back 1968).

²² Charles Darwin, *The Expression Of The Emotions In Man And Animals*, London, John Murray, 1872, on line version, human-nature.com, Ian Pitchford, Robert M. Young January 23, 2002. "Volition: The act or an instance of making a conscious choice or decision; A conscious choice or decision; The power or faculty of choosing; the will."

²³ James Joyce, *Portrait of the Artist as a Young Man*, Penguin, Twentieth-Century Classics, New York, 1916, pp: 240 - 241

be said to have severe fallout for some young girls, dressed as “hos” and then, to their dismay, treated as such.

V. EARLY FILMS PROVE CAUSE-EFFECT CONTAGION

Four Famous Early Mass Media Social Contagion Examples:

Before media leaders targeted teens and females as future tobacco consumers, mass media had played a largely positive influence on society.²⁴ The 1920’s nascent commercial radio brought classical music and elegant dramas into American homes, often for the first time with short and tactful advertisements. The Golden Age of Radio followed with cowboy adventures, vaudeville-comedy and drama. The Hays, US Film Production Code of 1930 effectively ended exploitive films whose nude actresses and sexually orgy scenes had almost ended film attendance.

This forced self-censorship by the film industry was followed by “The Golden Age of Hollywood Film” dramas, musicals, and comedies. During World War II patriotism drove most media programming, starring people like singer Kate Smith, comedians and celebrities like Bob Hope, Cary Grant, Jimmy Stewart, Myrna Loy, Bing Crosby and Judy Garland.. After the war, television swept the nation and the heroes and heroines of Jack Benny, Father Knows Best, Leave it to Beaver Gunsmoke, Dragnet, Dinah Shore, I Love Lucy, etc., became the movers and shapers for morality, style and behavior. Four early major media events are classic and proven cause-effect examples of Media Social Contagion:

(1) A Film That Caused Racial Violence.

The Birth of a Nation (1915). An early example of media social contagion is the racial violence directly caused by D.W. Griffith’s *The Birth of a Nation*, a film that even resurrected the defunct Ku Klux Klan.²⁵

[A] progressive coalition of blacks and whites gathered to agitate against its racist depiction of the Negro and its historically revisionist leanings [as] “a deliberate attempt to humiliate ten million Americans.” There were riots in Boston and other “abolitionist” cities, and shooting of blacks by enraged whites. The film deepened “the divide between North and South.”²⁶

Although *Birth of a Nation* was feted by the movie industry, the public was another matter. The film proved a direct action causal effect on the viewers’ emotions and then attitudes and violent conduct.

²⁴ A strong argument is made that the 1452 Gutenberg Bible, the first substantial mass produced book printed with movable type, changed the world, spreading Christianity to the literate and encouraging public literacy. Thus to read the word of God, <http://www.ideafinder.com/features/everwonder/won-printbook.htm>, July 26, 2008.

²⁵ <http://www.sparknotes.com/film/birhofanation/context.html>, July 27, 2008.

²⁶ <http://www.nathanielturner.com/birhofanation.htm>, July 27, 2008.

One Film Saved Hairdressing, Another Crippled Undershirts.

(2) *Platinum Blonde* (1931) and (3) *It Happened One Night* (1934).

Communication studies often stress media social contagion. During the Great Depression, when food itself was scarce, money was found to for hair dye. Why? “Jean Harlow sported a dazzling head of hair in the 1931 film, millions of women followed suit.”²⁷

Clark Gable managed to virtually destroy the undershirt industry in the United States....In *It Happened One Night*, Gable took off his shirt revealing that he wasn't wearing an undershirt! (You have to realize that wearing undershirts at that time was simply "a given" for men.) Overnight, it seems that men in the country decided that undershirts were not necessary after all — and that was the end of that little accessory.²⁸

Harlow saved thousands of hairdressing jobs. Clark Gable crippled the undershirt business. Both films proved a direct action, mass media contagion.

(4) *Radio Sent the Nation to the Hills: “War Of The Worlds,” October 1938.*

Actor, director, Orson Wells’ radio hoax drama sent thousands of people into the streets, heading for the hills when they believed a broadcast of H.G. Wells’ *War of the Worlds*, that Martians invaded New Jersey.

“In November 1944 the broadcast caused a panic in Santiago, Chile, and in February 1949 in Quito, Ecuador where “an angry mob to surround[ed] the radio station and burn[ed] it to the ground,”²⁹ proving media contagion as a direct action, causal effect.

VI. SEXUALLY EXPLOITING “MIRROR NEURONS”

Mirror Neurons and Pornography as an ‘Emotion-Sharing’ Paradigm

UCLA psychologist Patricia Greenfield explained, "Mirror neurons provide a powerful biological foundation for the evolution of culture." *Strange as it seems only recently have scholars been recognizing that culture can even shape biology.* "But now we see that mirror neurons absorb culture directly, with each generation teaching the next by social sharing, imitation and observation."³⁰ English professor Suzanne Keen writes:

The....phenomenon of *spontaneously matching feelings*, suggests that human beings are basically similar to one another, with a limited range of variations...[so] that the *structural similarities* in people's physiological and cognitive response systems *cause similar feelings to be evoked by similar events* (Hoffman, Moral Development).³¹

²⁷ <http://www.independent.co.uk/news/uk/this-britain/bright-lights-big-business-571529.html>, July 26, 2008.

²⁸ <http://www.cybercollege.com/frtv/frtv004.htm>, July 26, 2008.

²⁹ http://www.museumofhoaxes.com/hoax/Hoaxipedia/War_of_the_Worlds, July 26, 2008.

³⁰ http://www.nytimes.com/2006/01/10/science/10mirr.html?_r=1&pagewanted=all&oref=slogin, July 27, 2008 (Emphasis added)

³¹ <http://www.highbeam.com/doc/1G1-151548142.html>, July 31, 2008, at 62.

Spontaneously Matching Feelings

Animal and human “mirror neurons” are designed to mirror “another's actions and emotional reactions.” These allow us to identify with another person, “even to the point of responding physically, as when, watching a baseball player swing at a pitch, one feels one's own muscles flex.”³² Mirror neurons must therefore respond similarly to pornographic scenes of artificial lust, estrus, mating signals.

Often, *despite the viewers resistance, s/he “feels one’s own muscles flex,” mirroring lust. “Spontaneously matching feelings”* of sexual desire are normal to lovers in private. But when billions of men, women, and children view pornographic images, spontaneous “matching feelings” of sexual desire must metastasize among some millions of lusting, frustrated viewers, into jealousy, feelings of betrayal by the image, sadosexual social contagion.

Media’s Moral Public Nuisance: Mirror Neurons as Social Contagion:

Neuroscientist Richard Restak and his colleagues supply hard evidence as to how the speed of technological change accelerates a “moral public nuisance” into a “social contagion.”³³ Prior common sense observation has long been supported by experiential evidence, but now that evidence is in color, visible on images taken from functional Magnetic Resonance Imagery (fMRI) machines—actual images of the brain at work thinking, planning, solving puzzles, etc. Mass media is designed to shape human emotions, hence cognitions, of society. Even unseen background noise from radio and television--especially fear or sex messages-- “eventually sticks to an audience like glue.”

Dr. Nicola Alipanah quotes from Dr. Restak’s findings, that omnipresent media “help shape decision making at a subconscious level. Like it or not, repeated messages enter our soft wired brain and eventually become part of our hard-wiring.”³⁴ Dr. Restak reports what the research has long proven, that we are both the vectors and recipients of what he and others have identified as “social contagion.” Why? Because “*perceiving an emotion activates the same brain circuits used to generate that emotion.*”³⁵ Restak explains that we “are hardwired to 'resonate with other brains,' a result of our essentially social nature.”

We can watch someone drink a cup of tea and the same areas of our brains will activate as if we ourselves were drinking that tea. We begin to mimic the dialect of people from other parts of the country merely by spending a few days with them. Husbands and wives who have been married for decades often look alike, largely because they have mimicked each others'

³² Empathy. (n.d.). *The American Heritage® New Dictionary of Cultural Literacy, Third Edition*. Retrieved July 30, 2008, from Dictionary.com website: <http://dictionary.reference.com/browse/empathy>, July 30, 2008.

³³ Nicola Sater Alipanah, MD reviewing Richard Restak, *Unraveling the Mysteries and Marvels of the Brain*, *The Washington Times*, November 12, 2006, p. B08.

³⁴ *Id.*

³⁵ *Id.*

mannerisms for so long that they have developed similar facial expressions and wrinkle patterns.³⁶

Tales Of Crime, War, Sexual Peccadilloes.

Dr. Restak confirms the obvious, neuroscientists have shown we respond more intensely to negative than positive stimuli. Tales of “crime, war, sexual peccadilloes and other discouraging subjects” get past the competitive noise of other benign or even pleasant media information. Repetition leads to familiarity. The more familiar something is “the more likely it is that we believe its veracity.” The bunny brand is now ubiquitous. Dr. Alipanah says;

[O]ur memories are so plastic that they can be altered by the introduction of new information, and we can be completely unaware that we have new memories of old events. *We will believe that is what we have known all along.* Quite intimidating really.³⁷ (Emphasis added)

Emotional Contagion as Social Contagion.

We mentioned emotional contagion earlier as well, but without identifying the fact that emotional contagion would require the activation of our mirror neurons. So, intimidating indeed. Dr. Restak warns we must “transcend our automatic thoughts with effort and awareness” in order to “stay one step ahead of the advertisers, political or otherwise.” This new understanding is also critical for the bench and the bar. Writing in *Narrative*, (2003) English Professor Suzanne Keen says that there is a “*neural basis for human mind reading and emotion sharing that underlay empathy.*”³⁸

[T]he activation of mirror neurons in the brains of onlookers can be recorded as they witness another's actions and emotional reactions” [such as the onlookers' mirror neurons response] to a coach's demonstration of technique or.... pornography.... Just hearing about the actions of another lights up mirror neuron areas during fMRI imaging of the human brain.³⁹

A Neuronal Primitive Emotional Contagion.

Professor Keen says, “Experts on emotional contagion, the communication of one's mood to others” have recorded a neuronal “primitive emotional contagion, or “the tendency to automatically....converge emotionally.”” And, new studies explain “a component of our empathy as arising from our physical and social awareness of one another, from birth.”

Emotional Contagion Is Shared “Socially.”

The discovery of mirror neurons explains why, as story-sharing creatures emotional **contagion** is shared “socially.” Research finds this emotional contagion at

³⁶ *Id.*

³⁷ Alipanah, *Id.*

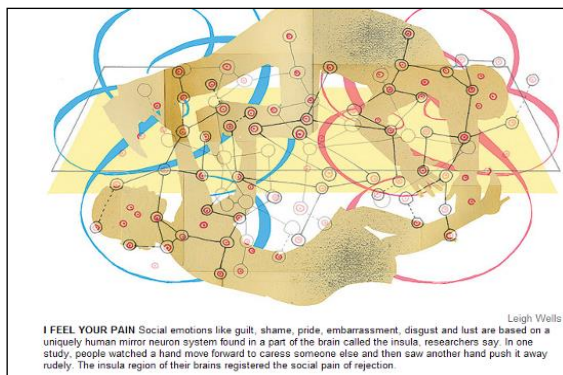
³⁸ Suzanne Keen, *Narrative*, Volume 14, Number 3, <http://www.highbeam.com/doc/1G1-151548142.html>, Ohio State University Press, p. unclear, October 1, 2006, July 24, 2008, <http://www.highbeam.com/doc/1G1-151548142.html>, July 28, 2008.

³⁹ *Id.*

work “when subjects see videos, experience virtual reality through computer interfaces, and simply hear narration about others.” Story-telling, via media or face to face, “tacitly trains young children and members of the wider social group to recognize and give priority to culturally valued emotional states” and “activates our expectations about what emotions mean.

Narratives in prose and film infamously manipulate our feelings and call upon our built-in capacity to feel with others.” Early studies in empathy recognized the on-lookers emotional contagion as a social contagion. *Science* reported a person’s brain witnessing a loved one’s pain was activated in the “affective parts of the brain’s pain matrix (in the anterior insula and anterior cingulate cortex, the lateral cerebellum, and the brainstem).” Professor Tania Singer’s results affirm the findings on mirror neurons. “*For the first time, brain images supporting the long-standing introspective account of empathy have been recorded.*”⁴⁰

“Cells That Read Minds.”



In 2006 *The New York Times* reported on the ground-breaking discovery of mirror neurons. “Mirror neurons reveal how children learn, why people respond to certain types of sports” and “why watching media violence may be harmful and *why many men like pornography.*” (Emphasis added).⁴¹ We now know that humans have “multiple mirror neuron systems” that cause us to experience other people’s emotions. Parma University, Italy’s Dr.

Giacomo Rizzolatti said, “We are exquisitely social creatures... Our survival depends on understanding the actions, intentions and emotions of others.” He continued, “Mirror neurons allow us to grasp the minds of others not through conceptual *reasoning but through direct simulation. By feeling, not by thinking.*”⁴² (Emphasis added)

Understanding Emotions by Feeling, Not By Thinking.

Of course, how we experience another’s emotions is a key issue. A rapist, a teenage boy or girl, a nun, a policeman, a research professor, a judge, jury members, all commonly “feel” a biophysical, reproductive response that mirrors a woman signaling pornographic lust. How do people handle that unsolicited, unloving, genital “feeling” brought about by a stranger? Most people, the rapist, teenage boy or girl, nun, policeman, research professor, judge, jury members, etc., are confused, shamed, deny they have experienced this automatic cellular response. However, says Rizzolatti, “[d]ifferent mirror neurons fire when “someone kicks a ball, sees a ball being kicked, hears a ball

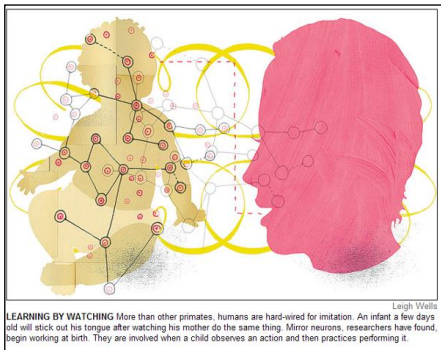
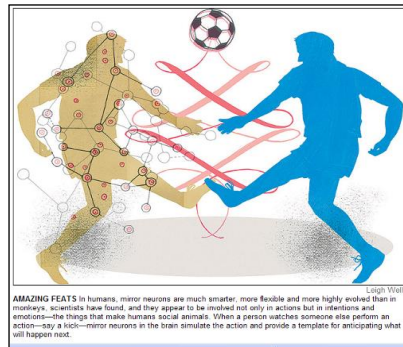
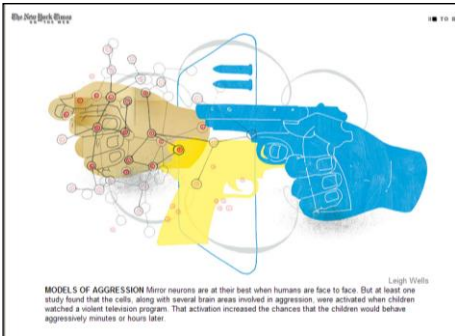
⁴⁰ Keen, http://www.accessmylibrary.com/coms2/summary_0286-18037690_ITM, July 31, 2008.

⁴¹ http://www.nytimes.com/2006/01/10/science/10mirr.html?_r=1&pagewanted=all&oref=slogin, July 25, 2008’

⁴² *Id.*, *NYT.*, Mirror neurons, found in the premotor cortex, the posterior parietal lobe, the superior temporal sulcus and the insula, fire in response to chains of actions linked to intentions.

being kicked and says or hears the word "kick."⁴³ Like it or not, our mirror neurons fire in response to pornographic images.

A Reproductive Brain Template For That Action.



Dr. Marco Iacoboni, a University of California, Los Angeles neuroscientist explains, "Circuits in your brain, which we do not yet

entirely understand, inhibit you from moving while you simulate." It is especially relevant for the global public responses to erototoxins that "you have in your brain a template for that action based on your own movements." Indeed, every human being has a "reproductive" brain template, designed for species survival.

This template assures our reenacting pornography as a bodily social contagion. Proof of pornography's mirroring template is seen in society at large. Most researchers tend to think in positive, "empathetic" terms about mirrored emotions. Says Dr. Iacoboni, "And if you see me choke up, in emotional distress...mirror neurons in your brain simulate my distress...you literally feel what I am feeling." True. Unfortunately however, one may "feel what" an enemy feels—but with a thrill of pleasure and sadistic satisfaction.

Theodor Lipps, an early empathy theorist proposed that expressions of emotion trigger automatic motor mimicry in viewers—again highly applicable to the easy automatic addiction of men, women and children to erototoxins. These five slides from *The New York Times* article **Cells That Read Minds**, demonstrate the established science of mirror neurons, including, as seen in the final slide, the cause-effect of violent television on children's violent behavior. Of course, thousands of studies have already established the cause-effect of such images on subsequent vile and violent behavior.⁴⁴

⁴³ *Id.*

⁴⁴ The Surgeon General's Scientific Advisory Committee on Television and Social Behavior (1972), the sole inquiry primarily concerned with television violence, concluded that viewing violent programming increased the aggressive and antisocial behavior of some young viewers (Comstock, 2002). In March 1972, Surgeon General Jesse Steinfeld told Congress that there is a causal relationship between televised violence and antisocial behavior, and that it is sufficient enough to warrant appropriate and immediate remedial action (Husesmann & Taylor, 2003). The Committee concluded that not all children are affected and not all children are affected the same way, but there is evidence that television can be harmful to young viewers. By the time the Surgeon General's inquiry into television began, about 50 experiments had been published showing that violent exposure increases scores of aggression immediately after viewing (Comstock, 1980). <http://swj.cjcenter.org/archives/5.1/4%20Slotsve.pdf>, July 31, 2008.

The finding of a neuronal mirroring of media aggression however is new. Just as important for the current case, no data exist that can show sexual media differ from violent media in their cellular effect, so that sexual images too are cause-effect brain stimuli. In fact, bodies, re-crafted as sexual and glamorized in the media, are constantly, daily, seen by both willing and unwilling viewers of all ages. Guns are not. Moreover, unlike sexual behavior, guns and violence still carry a cultural stigma and often very serious criminal penalties.

Since 1759 Emotional Contagion, Motor Mimicry and Inner Imitation

In 1759 the economist Adam Smith said people observing people, display “motor mimicry.”⁴⁵ In the 1890s Lipps wrote of “motor mimicry” and empathy “as **inner imitation.**”⁴⁶ Thanks to the fMRI studies, these early researchers are now empirically confirmed due to the discovery that “mirror neurons play an important role in recognizing another person's emotional states and intentions when observing his behavior.” The authors note that “emotions can be caught in several ways.”

“Catching” Emotions as Social Contagion: Adolph Hitler, Dr. King.

Developmental theorists distinguish between what they call primitive empathy or emotional contagion, and what they see as conscious “socially beneficial” empathy. This new understanding helps decode “group behaviors which have shaped history.” Examples of emotional contagion as a social contagion are, “Hitler fanning hatred to his listeners, Martin King spreading a message of love.” Professor Elaine Hatfield et al, argue that our new knowledge addresses “the awesome contemporary power of celebrityhood and of the mass media as these agencies of large-scale emotional and cognitive contagion continue to expand their capacities to define reality for billions of people.”⁴⁷

Social Contagion as “The Crowd Mind.”

Professor Andrew Adamatzky, an English mathematician at the University of the West of England, Bristol, writes, “The crowd-mind emerges when formation of a crowd causes fusion of individual minds into one collective mind,” a rather precise description of the viewers of a pornographic film or magazine. Such viewers are “derationalized by passion, deactualized by memory, ideas and purposes are reborn as irrational beliefs and symbols” [Moscovici (1985)] Adamatzky notes the loss of individuality and resulting “emotional, impulsive and irrational behavior,” leading to “distortion and hyper-responsiveness to local neighbors” and finally “distortion of traditional forms and structures” [Zimbardo (1969)]. Rephrasing Ortega y Gasset, we can say that the crowd-mind does “not care to give reasons or even to be right.” Adamatzky says this typifies the

⁴⁵ Hatfield, Elaine, John T. Cacioppo and Richard L. Rapson, “Emotional Contagion,” *Studies in Emotion and Social Interaction*, Cambridge and New York: Cambridge Univ. Press, 1994, p. 4.

⁴⁶ “Empathy,” *Stanford Encyclopedia of Philosophy*, Mar 31, 2008, <http://plato.stanford.edu/entries/empathy>, July 26, 2008.

⁴⁷ Hatfield, *ibid*, p. 11.

crowd-mind - the right not to be reasonable: "the reason of unreason" [Ortega y Gasset (1985)]⁴⁸.

Moral traditions are Lost in Revolutions When Men Are Morally Lost.

In his famous 1920 ground-breaking book, *The Behavior of Crowds: A Psychological Study*, Claremont Colleges Professor of social philosophy and psychology, Everett Dean Martin quotes: "Moral traditions are the guides which no one can afford to neglect. They are in the mores, and they are lost in every great revolution of the mores. Then the men are morally lost." Martin quotes the French social psychologist, Gustave Le Bon on the French Revolution as a gruesome example of social contagion:

To elements recruited from the lowest dregs of the populace are added by contagion a host of idle and indifferent persons who...shout because there are men shouting, and revolt because there is a revolt, without having the vaguest idea of the cause of the shouting or revolution. The suggestive power of the environment absolutely hypnotized them.⁴⁹

The recent massacres, "four hundred thousand dead and 2.45 million displaced in Darfur; 5.4 million dead in fighting in the Democratic Republic of Congo since 1998;⁵⁰ epidemic levels of violence against women and children, especially often of Christians, in Uganda, Burma, Bosnia, Nigeria, Pakistan and elsewhere, can all be laid down as tragic examples of crowd behavior, of social contagion gone disastrously awry.

Media Caused "Ego-Emotions" or Media "Co-Emotions"

Leaders in the Communications field confirms the obvious, "The emotions that develop during media reception do not differ fundamentally from everyday situations not influenced by media... (physiological responses, motor expression, action tendencies, feelings) or specific media emotions." The authors cite to personal "ego-emotions" or media "co-emotions" (also called "socio-emotions").⁵¹

Long before the discovery of mirror neurons, prototypical result of media reception is "emotional contagion" when the viewer observes "the emotional expressive" behavior of a media person and imitates it without understanding how the emotion evolved. This reflects motor imitation of emotional expressive behavior.

Empathy requires the ability to map the feelings of others onto our own nervous system. Until recently, there was no plausible mechanism to explain

⁴⁸ Andrew Adamatzky, *Dynamics of Crowd-Minds: Patterns of Irrationality in Emotions, Beliefs And Actions*, World Scientific Publishing, 2005. See also Gatherer, D. *The Spread of Irrational Behaviours by Contagion: An Agent Micro- Simulation. Journal of Memetics - Evolutionary Models of Information Transmission*, 2002, 6, also see. http://www.worldscibooks.com/chaos/etextbook/5797/5797_preface.pdf, July 28, 2008.

⁴⁹ Everett Dean Martin, *The Behavior of Crowds: A Psychological Study*. Harper: New York. 1920, 180.

⁵⁰ <http://www.womensmediacenter.com/ex/073108.html>, July 31, 2008, August 2, 2008.

⁵¹ Werner Wirth and Holger Schramm, "Media and Emotions," *Communication Research Trends*, September 1, 2005, at 8. https://www.researchgate.net/publication/233387230_Media_and_Emotion.

how such a mapping might occur. The discovery of mirror neurons, however, suggests that the nervous system is capable of mapping the observed actions of others onto the premotor cortex of the self, neural substrate for empathy. [The research finds] data on mirror neurons now explains this form of emotional and social contagion...⁵²

For example, a media image of a person seen “masturbating” or engaged in other sex activity, despite the act’s cognitive and moral abhorrence to the viewers, would affect individual and social emotional contagion and would strive to activate motor imitation.

VII. MEDIA CONTAGION MUTATES

Aggressivity as Social or Emotional Contagion.

Social contagion research finds aggressive behaviour infectious in angry crowds (mobs) (Bandura 1973, Reicher 1984, Lachman 1996), backed by experimental evidence (Bandura, Ross and Ross 1963, Wheeler and Caggiula 1966, Wheeler and Levine 1967, Wheeler and Smith 1967, Goethals and Perlstein 1978). Aggressivity contagion is developed further elsewhere in this paper.

Rape Epidemic Making a Hoax Of Civilization

Sociologist and priest Andrew Greeley reported, “The rape epidemic continues, apparently undiminished...A recent study found “28 percent of [co-eds] have been victims either of rape or attempted rape since they were 14 years old - 15 percent actually raped and 13 percent the targets of attempted rape.” Almost one out of 20 “young men in the study admitted that they had either forced sex on a woman or tried to.” Greeley states:

The peculiar mixture of the *Playboy* philosophy and perverted feminism, which is called the "new permissiveness" or the "sexual revolution," makes college campuses especially nasty patches of the jungle in which women must live.”⁵³

College women often don’t report rape now because their permissiveness means they are unsure if “rape” is the proper term if they are forced by men they know.⁵⁴ The change is blatant from prior years of social contagion that expected women to be chaste and men to protect their chastity and their honor. In 2015 things are significantly worse.

Responding to a [survey commissioned by the Association of American Universities](#), 27.2 percent of female college seniors reported that, since entering college, they had experienced some kind of unwanted sexual contact — anything from touching to rape — carried out by incapacitation, usually due to alcohol or drugs, or by force. Nearly half of those, 13.5 percent, had experienced penetration, attempted penetration or oral sex.

⁵² [Neuroimage](http://www.ncbi.nlm.nih.gov/pubmed/14980562), 2004 Feb;21(2):601-7; <http://www.ncbi.nlm.nih.gov/pubmed/14980562>.

⁵³ Andrew Greeley, *Chicago Sun-Times*, May 10, 1987.

⁵⁴ *Id.*

The survey bolstered findings from previous studies but stands out for its sheer size — 150,000 students at 27 colleges and universities took part last spring — and for the prominence of the institutions involved, which include many of the nation’s elite campuses, including all of the [Ivy League](#) except Princeton.

“Several of the most respected ones had some of the highest rates of sexual assault by force or incapacitation for undergraduate women — 34.6 percent at Yale, 34.3 percent at the University of Michigan, and 29.2 percent at Harvard.”⁵⁵

These are to be our future leaders, judges, entertainers, writers, teachers, police, social workers, professors, legislators, mayors, military leaders, clergy, doctors, dentists, fathers, mothers, brothers. Can such predators, or even their victims, be relied upon?

Sports Rape, “Rule Breaking” as “Social Contagion.”

The contagion of special interest here is “rule breaking or violation” which repeated cultural, media increases with exposure, e.g.: teenage smoking, speeding, substance abuse, delinquency, youth sex, and criminality. A very public example of “rule breaking” is seen in the college and professional sports figures arrested for drugs, drunk driving, and rape. England, like the USA recorded such celebrity sports violence. In 2003 a group of soccer players were accused of raping a 17-year-old girl in London introducing the term 'roasting' to the public. Britain's major newspaper, the *News of the World* reported on 5 October 2003:

The soccer rape allegations have exposed an appalling new sex culture among young football stars called 'roasting'. It is based on seducing girlsand degrading them with group sex and partner swapping....'Roast, like a chicken,' said party organiser Nicholas Meikl....[She] gets stuffed'. I've noticed a change in the last three or four years. Girls are more up for it nowadays than ever before. Orgies are definitely happening.' 'Footballers are like pop stars...wealth and celebrity it's unbelievable'Before, I didn't get involved in sharing girls. But the more I've moved around with footballers, the more I've seen they just share their girls around.'....'young players coming up now...are all doing it, white guys just as much as black guys.'⁵⁶

The English sociologist authors say that this “crisis” of professional football is part of “the celebrity 'deviance', put up for mass consumption.” They find “rape and sexual deviance [is] a titillating performance for widespread public consumption. There is no 'moral panic' only a soap opera scandal.” The social contagion spreads, seen as “living soaps and reality TV.” Rape stories give the *News of the World* status, reaching 10 million, it’s the most read paper in Britain.

⁵⁵ <https://www.aau.edu/Climate-Survey.aspx?id=16525>; <http://www.nytimes.com/2015/09/22/us/a-third-of-college-women-experience-unwanted-sexual-contact-study-finds.html>.

⁵⁶ Tony Blackshaw and Tim Crabbe, *New Perspectives on Sport and Deviance: Consumption, Performativity, and Social Control*, Routledge, New York: 2004, pp. 1 103, 133 176 177 178 179 180 182 196 206 208.

“[I]n the age of consumer capitalism” combining rape with celebrity produces a saleable commodity.” Rape is retailed “glamorized” and “sexed up’ for our consumption.”⁵⁷ Footballers who “didn’t get involved in sharing girls” but who do so now that “roasting” is glamorized exemplify the erototoxic social contagion retailed in every neighborhood by Spencers and *Playboy*.

Deliberate Self-Harm as a Social Contagion

Deliberate Self Harm, (DSH), suicide is a researched category of social contagion (Phillips 1974, 1980, 1982, Stack 1987, 1990, Higgins and Range 1996, Gould 1990, 1996, Gould, Wallenstein and Kleinman 1987, Gould, Wallenstein and Davidson 1989, see Marsden 1998 for a ‘memetic’ overview).

As an accepted risk factor in suicide research, the “overwhelming evidence has prompted the establishment of several government programs to minimize the effects of suicide contagion.” The pioneering sociologist Emile Durkheim said, "No fact is more readily transmissible by contagion than suicide." (Le Suicide [1897] 1951:141)⁵⁸

Social Contagion Reflected in Suicide, Homicide Rates:

Following is a summary of the pioneering empirical research on measurable suicide social contagions conducted by University of California at San Diego sociologist David Phillips. Just as the evidence finds seduction of women and children by tobacco advertisers into tobacco use and addiction, the following studies establish suicidal media social contagion.

The impact of mass media violence on aggression has almost always been studied in the laboratory....The paper presents the first systematic evidence indicating that a type of mass media violence triggers a brief, sharp increase in U.S. homicides. Immediately after heavyweight championship prize fights, 1973-1978, U.S. homicides increased by 12.46 percent. The increase is greatest after heavily publicized prize fights. The findings persist after one corrects for secular trends, seasonal, and other extraneous variables. Four alternative explanations for the findings are tested. The evidence suggests that heavyweight prize fights stimulate fatal, aggressive behavior in some Americans.⁵⁹

⁵⁷ *Id.*

⁵⁸ <http://pespmc1.vub.ac.be/conf/memepap/marsden.html>, July 27, 2008.

• ⁵⁹ In David P. Phillips, “The Impact of Mass Media Violence on U.S. Homicides,” *American Sociological Review*, Vol. 48, No. 4, American Sociological Association, Aug., 1983, pp. 560-568.

| The Werther Effect: Fact or Fiction - Summary of Research by D.P. Phillips | |
|---|---|
| Key findings and Conclusion | Source |
| SS Suicide rates increased significantly after suicide stories were reported newspaper stories. The increase was proportional to the amount of newspaper coverage devoted to the suicide stories | American Sociological Review 1974 Vol. 39:340-54 |
| SS Car accident fatalities increased following media representations of suicide implying that some car accident fatalities were in fact imitative suicides | Science 1977 196: 1464-65 |
| SS Car accident fatalities , particularly those resulting from single-car accidents increased significantly three days after a suicide story was publicised in the newspaper press. The increase was proportional to the intensity of the publicity, and the age of the accident victim was positively correlated with the age of the suicide story victim. There was also a corresponding correlation between murder-suicide stories and multiple car crashes involving passenger deaths. | American Journal of Sociology 1979 Vol. 84 No.5: 1150 -1174 |
| SS Daily US suicide rates increased significantly (for a period of less than ten days) following the appearance of highly publicised suicide stories on television evening news programmes. | American Sociological Review 1982 Vol. 47: 802-809 |
| SS Suicide rates , motor vehicle fatality statistics and non-fatal accidents all rose immediately following the transmission of fictional televised suicide stories in 1977. | American Journal of Sociology 1982 Vol. 87 No. 6: 1340-1359 |
| SS Homicides in the US increased following heavyweight championship prize-fights in a relationship that persisted after correction for secular trends, seasonal and other extraneous variables. The increase was found to be largest following heavily publicized fights. | American Sociological Review 1983 Vol. 48 (Aug): 560-568 |
| SS Between 1973 and 1979 teenage suicides increased significantly following 38 nationally televised stories of suicide. The intensity of publicity devoted to the suicide stories was significantly correlated to its effect on teenage suicide rates | New England Journal of Medicine 1986 Vol. 315 No.11: 685-9 |

“11 Years, 11 Suicides” Critics Say Jumping Deaths Are A ‘Contagion’

Since 1995 Massachusetts Institute of Technology students have 38 percent more suicides than Harvard, and higher rates compared to 10 similarly tough elite science and engineering university programs, and 60 percent more counseling cases. MIT undergrads committed suicide 53 percent more than 17- to 22-year-olds nationwide and were “three times more likely to kill themselves than college students nationally” most by jumping out of windows. Madelyn Gould, a psychiatry professor at Columbia University, said this reveals a pattern of MIT "suicide contagion" - victim begetting victim in the same small community.

"It appears there's a culture at MIT that has reinforced suicide and jumping as a means of escaping," said Gould, an authority on suicide and contagion. "Somehow they've normalized that jumping out a window is OK." ⁶⁰ It may be relevant that almost all universities are pornography marketers, selling various “skin” magazines and often videos in the bookstore, many having pornography “festivals” during the semester. MIT has had open access to pornography and pornography “courses” to acclimatize students to its use, etc., while the campus rape rates have skyrocketed over the last 50 years, putting

⁶⁰ Patrick Healy, “11 YEARS, 11 SUICIDES,” *The Boston Globe* February 5, 2001.

campus coeds at higher risk than women in the larger society. Despite its wide consumption, media contagion is an issue seldom discussed at the university level:

Violence is Socially Contagious

The New York Times reported on epidemiologist/physician and infectious diseases expert Gary Slutkin's findings on violence. Slutkin says violence mimics other "infections like tuberculosis and AIDS." Like other infections "we're trying to interrupt the next event, the next transmission, the next violent activity." As with the spread of pornography, "the violent activity predicts the next violent activity like H.I.V. predicts the next H.I.V. and TB predicts the next TB." He would shift how we think about violence from a moral issue (good and bad people) to a public health one (healthful and unhealthful behavior). This is wholly applicable to pornography which, as "erototoxins" qualify as toxic, unhealthy behavior. That erototoxins are "immoral" would be a function of their being unhealthy behavior.

A Measles Pattern- "Divorce Is Contagious"

In *Sexuality and the Law*, Professor of Law, University of Toronto Brenda Crossman cites a "new crisis of infidelity" that arguably is "reaching epidemic proportions," often framed as a "**contagion.**" "Computer sex, telephone sex, and email flirtations are all included within the ambit of adulterous relationships that violate the marital relationship." An article in the *Wall Street Journal* announced, "divorce is contagious." Citing an Ohio study, the *WSJ* showed that office divorces can break out in what the researchers called "a measles pattern." Couples need to "vaccinate their marriages." One analyst says "preventing affairs begins by being aware that "no one is immune." She adds that "[p]reventing affairs is not like having a one-time inoculation--or even getting occasional booster shots. It's more like taking a pill every day for the rest of your life."⁶¹

Undervalued, Expensive & Difficult: Young Women Talk About Motherhood.

Social Contagion is similarly applicable to fertility, abortion, number of children born to a couple, and certainly to children born out of wedlock. There has been considerable public debate in Australia around falling fertility rates. In this peer reviewed paper, Jane Maree Maher presents 16 young women's views of motherhood. The evidence strongly suggests that "workplace change, in terms of flexibility, family-friendliness and gender discrimination, is slowing and perhaps stagnant in Australia."

The research cites Australian women, like "American women postponing marriage and motherhood; at the same time they are achieving unprecedented levels of labour force participation and education attainment." Maher states that the women who "participated in this study clearly indicated that their decisions about motherhood would be made with attention to social, political and economic factors."⁶² Seldom admitted is the legitimate fear by young women that their husbands will fall for a younger woman in

⁶¹ Brenda Crossman, *The New Politics Of Adultery*.(Sexuality And The Law), *Columbia Journal of Gender and Law*, January 1, 2006. <http://www.highbeam.com/doc/1G1-142636628.html>, July 31, 2008.

⁶² JaneMaree Maher, "Undervalued, Expensive & Difficult," *Youth Studies Australia*, June 1, 2005.

a few years, leaving the wife and children to fend for themselves. Such a rational belief would also circulate through social networks and impact fertility decisions.

An Obesity Pattern, Friends Are Contagious:

According to a 2007 study in the *New England Journal of Medicine* health behaviors spread from friend to friend. Researchers find that if friends are fat one has a higher probability of obesity, suggesting “obesity is “socially contagious,” spreading from one person to another like a disease.⁶³ “People come to think that it is okay to be bigger since those around them are bigger, and this sensibility spreads,” said the lead scientist. “Consciously or unconsciously, people look to others” to assess food portions, amount of exercise and “how much weight is too much.” The Harvard investigators reported, “**Social effects....are much stronger than people before realized....we’ve not only shown that obesity is contagious but that thinness is contagious.**”⁶⁴

Although this study supports social contagion, it does not necessarily mean the obese subjects rejected the body standards of celebrities and media. An email exchange with the lead Harvard researcher, Nicholas Christakis, confirmed that although the researchers asked their subjects about dieting efforts—a common factor among those who are overweight—they have not as yet analyzed the data. Although social contagion is confirmed among friends, the huge increase in western obesity and the concomitant growth in diet plans and pills confirms that most obese subjects—even thin people—prefer to be thinner in a thin conscious society. Clearly social contagion from the outside world is at work as obesity is commonly a sign of frustration at being unable to attain the thin cultural ideal.⁶⁵

“Smoking, Like Obesity, Is Socially Contagious”

In a prior Exhibit Big Tobacco was documented as deliberately seducing teens or tween-age smokers. Katherine Hobson writes, “[j]ust as the chicken pox virus can cut a swath through a kindergarten class, so, too, it seems, can health behaviors cascade through groups of friends, neighbors, family members, and coworkers.”

Spencers pornographic and obscene sales would also, “cascade through groups of friends, neighbors” etc., mutating into a pornographic/obscenity social network. Research finds overweight is “socially contagious.” “Healthy behaviors, weight loss, quitting smoking, are also transmitted through **social** networks.... the community.” (For our purposes, also note that pornography use is transmitted through social networks, the community, changing the neighborhood, the community.) “Group norms” are important,” impacting if one “drinks heavily, independent of his or her personal beliefs.” This “contagion” can be harnessed for health, say the researchers, by first “working through the children...in their community; kids would come home and say, ‘We need to eat more fruits and vegetables.’”

⁶³ Denise Gellene, *Los Angeles Times*, “Study Finds Being Fat Could Be Contagious,” *The Cincinnati Post* Cincinnati, OH, July 26, 2007.

⁶⁴ Nicholas Christakis, “The Spread of Obesity in a Large Social Network over 32 Years,” <http://ucsdnews.ucsd.edu/newsrel/soc/07-07ObesityIK-.asp>, July 29, 2008.

⁶⁵ <http://www.msnbc.msn.com/id/14140990>, <http://www.guardian.co.uk/science/2005/jun/27/sciencenews.research>, July 29, 2008.

Although the public health community didn't understand that changing behavior "had anything in common with the common cold," Spencers and *Playboy* have long changed communities by "working with the children." In fact, advertising and marketing professionals have been training their students in social contagion techniques for roughly six decades.⁶⁶

Sexual Violence in Three Pornographic Media: Toward a Sociological Explanation.

The authors say their article provides "the first systematic and methodologically coherent comparison among three contemporary pornographic media." The authors found that the standard addiction patterns held: "not only increasing levels of violence as we moved from one medium to the next, but also a dramatic shift from magazines and videos on the one hand and the Usenet on the other when we examined both level of violence and the gender of victim and victimizer."⁶⁷ Surely such exposure at the university level of social networks would cause significant secret trauma among large numbers of students, especially those who were already among the large number of early child molest victims.

As Pornography Users Spread, They Too Infect Others.

"[T]reatment of the most infectious spreaders is the most effective strategy known and now accepted in the world." Some results are in...[I]ndependent researchers hired by the Justice Department... conclude that...shootings or attempted shootings [dropped] by 16 percent to 27 percent more than it had declined in comparable neighborhoods." Dr. Slutkin likens the violence contagion to prior infectious diseases like malaria, smallpox and leprosy. Although he appears to be missing the media contagion component, his description of social contagion is certainly well documented.⁶⁸

VIII. SPENCERS BROTHEL PARAPHERNALIA SOLD ON MAIN STREET

A Brothel Merchandise Outlet Store

Wharton Professor Bell's 50% increase in online novel purchases would apply to stores like Spencers, also "talked about" and "observed ... locally." Moreover, Spencers sells a wide selection of novel, brothel paraphernalia in store and online, with no verification of the age of purchasers required. The "stripper pole" (right) is purchased in Spencers store and on its online store. One online commenter wrote that its better to buy online because "you look kind of akward [sic] when you purchase a stripper pole in the store."⁶⁹ The



⁶⁶ Katherine Hobson, "Smoking Is Socially Contagious," U.S. News & World Report, May 21, 2008. <http://www.highbeam.com/doc/1G1-179284628.html>, July 31, 2008.

⁶⁷ Martin Barron, Michael Kimmel, Sexual Violence in Three Pornographic Media: Toward a Sociological Explanation, *The Journal of Sex Research* May 1, 2000.

⁶⁸ By Alex Kotlowitz, "Blocking the Transmission of Violence," *The New York Times*, May 4, 2008. http://www.nytimes.com/2008/05/04/magazine/04health-t.html?_r=2&oref=slogin&pagewanted=all, July 28, 2008.

⁶⁹ <http://www.spencersonline.com/back-to-school-2008> (the general site), July 27, 2008.

neighborhood fallout from these paraphernalia is seen in Spencers carefully vetted buyer comments describing how girlfriends were encouraged to strip and perform, etc., because of the pole.

A “Stripper Pole” for Adults or Children, Whoever



Spencers reports: “83% of respondents would recommend this [pole] to a friend.” One of several “commenter’s” says: “Yes, I would recommend this to a friend. set up the pole, invite over some friends, stand back and let the good times roll, it brings out the adventerous [sic] side in people who always wondered what a stripper feels like.” Along with the sale of sadomasochistic handcuffs, the strong push for drinking “games” above right, descriptions of sex acts in various books, and the sale of promotional materials for marijuana, Spencers is a “brothel merchandise outlet” supplying neighborhood sex party themes.

Violating Spencers Innocent, Sexually Abused Child Shoppers.

“It is estimated that 1 in 4 girls and 1 in 6 boys will have experienced an episode of sexual abuse while younger than 18 years.”⁷⁰ Such children are especially suggestible and vulnerable. Spencers brothel paraphernalia inevitably cause many child sex victims innocently browsing Spencer’s to consciously or unconsciously revisit their sexual trauma. Sex abuse, re-experienced in Spencers trivializing sex tools displayed as fluffy handcuffs and posters of public sex images, would justify past or present child sexual abuse. These “tools” will be used by predators to further entrap and control victims. The public sale on Main Street USA of sex tools tells victims of such tools that their victimization was just normal sexual expression, as they were told originally by their predator(s). Public display of these sex tools (deliberately fraudulently called “toys” by Big Pornography) inadvertently supports a sexually predatory criminal sub culture. Its victims will seldom report.

Playboy Actively Reaches “The Next Generation Down” in Spencers

In store, Spencer is licensed to pander the *Playboy* brand to groom little girls to self-identify with its bunny and its pornographic, addictive Lifestyle. CEO Christie Hefner says *Playboy* is “an active brand marketing partner, not a passive licensee.” *Playboy* plans, she says to “stretch” our brand down to “the next generation.” Although *Playboy* is strictly a nude entertainment venue, as “[s]eventy percent of the *next generation down* believes the mobile phone is an entertainment device,” *Playboy* aggressively crafts “mobile games” *without any nudity*.⁷¹

⁷⁰ National Center for Victims of Crime, 2008, “The numbers of boys affected may be falsely low because of reporting techniques”; <http://www.ncvc.org/ncvc/main.aspx?dbName=Document Viewer&DocumentID=32315>, July 27, 2008.

⁷¹ Stuart Miller, Multichannel News, 6/15/2008, <http://www.multichannel.com/article/CA6570421.html>, July 24, 2008, Emphasis added.

Licensed to Stretch to....

Why? Who buys *Playboy* without naked women? *Playboy* sells its pornographic Lifestyle to little girls via cute bunny accessories. Now Ms. Hefner would sell little boys into its “third screen” games *without nudity*, lest parents block the buy. Ms. Hefner recruits future addicts. We “were early believers in extending the brand,”⁷² she says, and that leads little boys via “mobile games” direction into its hard-core pornography. *Playboy* president Bob Meyers boasts, *Playboy* “is very flexible and can be stretched in many ways.” *Playboy* brand licensing is “carefully selected and well-coordinated.” Spencer is carefully licensed to “stretch”⁷³ *Playboy* to children. It’s all well-coordinated.

The Playboy Brand “Drives” Users.

The vocabulary of Mr. and Ms. Hefner and their administrators is rife with admissions of “cause-effect” (see Exhibit A). Spencer is one of her “really good partnersthat will expand our reach in a very profitable way”⁷⁴ to recruit “the next generation down.” *Playboy*’s bunny is “a valuable trademark” because of the Lifestyle it represents. Ms. Hefner says “We’re unapologetically litigious” winning “important lawsuits in terms of precedent [and] shutting people down.” Why? Because “The *Playboy* brand and *Playboy*-style content are real drivers...”⁷⁵ Beyond one who drives a car, a “driver” is defined as “A tool, such as a screwdriver or hammer that is used for imparting forceful pressure on another object.”⁷⁶

IV. CONCLUSION

The protection of the body politic and the human brain/body is in sync with laws protecting society, especially the immature, from environmental pollutants. Law recognizes the right of each person to protection from visible or invisible industrial pollutants. The Neighborhood is one’s public sphere for pleasure, trust, and safety. The emergence of the neighborhood mall as the new Main Street USA renews the old battle between brothel control or public control of family shopping centers. Although social contagion has been known since Darwin, social contagion is now provably biologically and culturally based, with a major study from Wharton finding social contagion as ideas and products “talked about” in the neighborhood. Emotion and fashions are certainly contagious with proof of a direct cause and effect seen in early films that triggered riots, racist attacks, and that shaped employment.

The effect on publics of films, TV and picture magazines takes power from the scientific discovery of “mirror neurons” that confirms somatic body learning. Just as “seeing” a batter swing his bat is unconsciously mimicked in one’s arm musculature, seeing copulation is unconsciously, and sometimes consciously, mimicked in one’s

⁷² Miller, *Ibid.*

⁷³ Miller, *ibid.*

⁷⁴ Elizabeth Bennett, “Christie Hefner: How *Playboy* Protects Its Assets,” 02-07-2006, Ziff Davis Enterprise.

<http://www.baselinemag.com/c/a/Projects-Management/Christie-Hefner-How-Playboy-Protects-Its-Assets>, July 27, 2008.

⁷⁵ *Ibid.*

⁷⁶ Driver. (n.d.). *The American Heritage® Dictionary of the English Language, Fourth Edition*. Retrieved July 27, 2008, from Dictionary.com website: <http://dictionary.reference.com/browse/Driver>.

reproductive organs--a moral public nuisance. Thus fear and shame media stimuli also is expressed as “primitive” emotional contagion, cellularly processed..

We “feel another’s pain” because we have a brain template for the other’s action. Darwin’s 1759 report of motor mimicry and inner imitation noted that the emotions one “catches” often mutate into a “crowd mind” for good or ill. These media “co-emotions” have produced highly aggressive behavior, riots, rape epidemics, sports rape based on “rule breaking,” suicide, homicide, violence divorce, fertility and abortion, obesity, drug, tobacco and alcohol use, and the spread of pornography.

Pandering brothel wares on the family Main Street finds Spencers a brothel merchandise outlet, displaying its stripper poles and vibrators to vulnerable children, a large percentage of whom are already silenced child molest victims. Playboy’s reach to “the next generation down” depends on licensee Spencers delivering teen and tween girls to the bunny brand as Playboy’s future sex performance market. The growth of this child market depends on social contagion.

Although *Playboy/Spencers* qualify as a “moral public nuisance,” it is the scientific data on how glamour and celebrity commonly direct public behavior that should indict these marketers. The proofs are irrefutable that social health is largely driven by media. The upsurge in cosmetic surgery, co-habitation, infertility, Internet chat rooms, child abuse, neglect and pornography, divorce, and the spiraling of behaviorally based STDs, AIDS, etc., reconfirm the reality of social contagion, harm to *all who live contiguous to Spencer neighborhoods*.

A lawsuit would assert the right of all neighbors of a Spencers Mall to protest Spencers child and adult luring and grooming policies that urge whoring, drinking, and drugging. These marketing products are a social contagion, proven by science to be felt and mirrored by Spencers clients in brain and body. Once mirrored as inner imitation, Spencers brothel ideas and paraphernalia are passed onto to others in the neighborhood, a silent virus contaminating individuals and communities. Plaintiffs would charge that they have a right to maintain a healthy, safe, family neighborhood and that Spencers, as a direct conduit to a neighborhood of promiscuous sex, drugs, drinking, and violence, does injury and harm to all proximate neighbors.